

Verified Domain™ Site Seal

Building online credibility and customer confidence



FEATURES & BENEFITS

- Identify to visitors that your domain is legitimate, authentic and legally registered without needing a digital certificate
- Ideal web site verification solution for:
 - Professional services such as lawyers, real estate agents, insurance agents, doctors and consultants
 - Local and state government informational sites
 - Media outlets such as newspapers, magazines, radio stations and television stations
 - Blog web sites
 - Small to medium size businesses that have shared SSL certificates
- Helps thwart phishing and other internet fraud
- Dynamically generated GeoCode prevents seal spoofing attempts
- Enter the top level domain for Verified Domain registration and any lower level domains will automatically also be registered

VERIFIED DOMAIN™ : BUILDING A NEW CLASS OF ONLINE TRUST

With the proliferation of phishing scams and other online fraud, consumers are in need of better identity solutions. Trust on the Internet has evolved from simply needing to secure an e-commerce transaction to “Can I trust this domain?” To gain and maintain customer trust and confidence, it is important that websites be “verified” -- which means that a trusted third-party can prove that a website is who it says it is.



With Verified Domain site seals from GeoTrust, online businesses can gain the inherent trust of displaying a widely recognized seal of trust.

While digital certificates are one answer to gaining customer trust through the presence of the “lock” icon, they are not necessarily relevant to all businesses. There are many business web sites that don’t need encryption, but still need to let end-users know that the domain they are visiting is legitimate and that the information the web site contains can be trusted.

Verified Domain™ Site Seals from GeoTrust is an ideal and cost-effective solution for those businesses that do not need or want traditional SSL certificates applied to their web site, yet still need to establish online credibility and maintain customer trust and confidence. The Verified Domain Site Seal is a recognized symbol that shows that a web site has been through a third-party authentication process. It quickly identifies to end-users that a domain (web address) is authentic and legally registered.

GAIN THE INHERENT TRUST OF BEING VERIFIED BY A LEADER IN WEB SECURITY

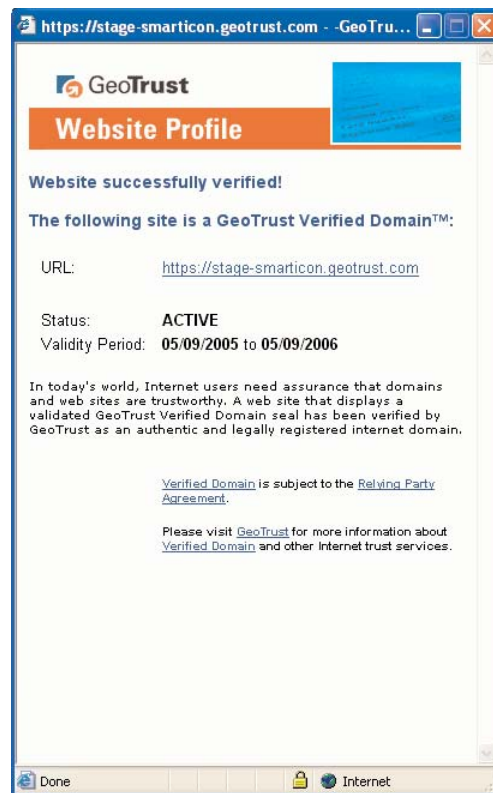
As the second largest Certificate Authority in the world, GeoTrust is a leader in developing authentication processes that result in faster, more cost-effective and more reliable provisioning of SSL certificates, and now we’ve applied that expertise to verifying domains. Our revolutionary technology works because it confirms domain control by the applicant in real time and is backed up by real time email and telephone validation, combined with sophisticated fraud-detection algorithms.

The domain is also run through GeoTrust's patented TrustWatch® verification engine that scans the domain against data sources such as blacklists and other data repositories including TRUSTe and the Better Business Bureau.

Businesses can enter a top level domain for Verified Domain registration and any lower level domains will automatically also be registered. For example, if you wanted to use Verified Domain on the hosts www.geotrust.com and products.geotrust.com, you should register geotrust.com as your Verified Domain. Once all the required steps in the domain verification process have been completed, an email will be sent to the requesting party with instructions on installing the Verified domain site seal on the web site.

GEOCODE PROVIDES THE MOST SOPHISTICATED SPOOF-PROOF SEAL

For added security, the Verified Domain seal comes with a dynamically generated GeoCode -- a 6-digits sequence that changes dynamically. End-users simply need to click on the seal and enter the GeoCode located on the seal to validate the site. The code ensures end-users that they are getting Information in "real-time", not from a static or spoofed seal. Once the correct code has been entered, end-users can view the verified URL, the status of the Verified Domain seal (i.e. Active or Expired) and the validity period of Verified Domain seal.



Simulated screen shots of a Verified Domain site that has successfully verified. These screens appear when an end-user clicks on the Verified Domain seal and enters a correct GeoCode.



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