



Consumer Trust Test

Does your Web site pass the test?

Give customers confidence that your site is secure
and you'll have customers for life.

Does your Web site measure up? Ask yourself these questions.

1. Do you have SSL Certificates protecting your site?

- Yes.** I offer my customers security from a reputable Certificate Authority such as VeriSign.[®]
- No.** I have no online security protecting my customers against the risk of identity theft.
- Not sure.** I don't know whether my customers are protected or I am not using a reputable Certificate Authority.

If you answered “no” or “not sure,” your company and your customers may be at risk. Let your visitors know that you are concerned about their safety by choosing a trusted brand for your online security that will confirm your organization's authenticity. **SOLUTION:** Use a VeriSign SSL Certificate to protect the integrity of your Web site and the confidential information provided by your customers.

96 of the world's 100 largest SSL-using banks*
and over 95% of Fortune 500 companies**
choose VeriSign SSL Certificates.

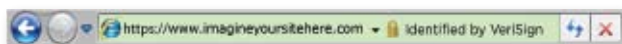
2. Are you offering the strongest level of encryption available to every site visitor?

- Yes.** I offer my customers the best. I use the strongest level of encryption, which provides up to 256-bit encryption.
- No.** I use standard SSL, which can step down to 40-bit encryption.
- Not sure.**

If you answered “no” or “not sure,” how many customer relationships are you willing to risk? Also, the government has started creating data security standards. To learn more about government data compliance, visit www.verisign.com/compliance. **SOLUTION:** Turn to VeriSign, the leading SSL Certificate Authority that uses SGC, enabling site visitors to experience the strongest SSL encryption available to them and helps keep you in compliance with government data regulations. **Find out more at www.verisign.com/sgc**

VeriSign is the leading SSL provider of SGC-enabled SSL Certificates, enabling 128- or 256-bit encryption for over 99.9% of Internet users.

3. Do you display visual cues on your site to show customers that your site is secure?



Yes. I display all security cues.

I display the VeriSign Secured® Seal and the Extended Validation (EV) green address bar.

Yes and no. I display some security cues.

I display either the VeriSign Secured Seal or the EV green address bar.

No. I don't display any security cues.

Customers don't know whether my site is secure.

If your answer contained a “no,” you may be turning away potential customers and losing sales. Encryption alone isn't enough to build trust in your site.

Visitors need a visual cue to know that your site is secure. **SOLUTION:** Post the VeriSign Secured Seal on your site. Plus, use EV SSL Certificates to display a green address bar. These visual cues assure your customers that their sensitive data is protected by a trusted business so they can safely proceed to checkout and continue doing business with your company.

86% of online shoppers feel more confident about entering personal information on sites using security indicators like the VeriSign Secured Seal and EV green address bar.***

Important! If you answered “no” or “not sure” to any of these questions, your customer data may be at risk and you may be losing sales.

There is no better time than now to adequately protect your site with the best-of-breed security. Choose VeriSign®, the SSL Certificate provider of choice by big and small businesses around the world and increase the potential of your site.

Gain customer confidence. Boost sales.

Questions?

Call 1-866-893-6565 or 1-650-426-5112, option 3
or visit www.verisign.com



* Includes VeriSign subsidiaries, affiliates and resellers.

** Fortune magazine, 2008.

*** Synovate research.