

# Extended SSL Certificates

## Introduction

Widespread usage of internet has led to the growth of awareness amongst users, who now associate green address bar with security. Though people are able to recognize the green bar, there is no or little knowledge about the technology behind it. In this white paper we have tried to explain how Extended Validation SSL Certificate works and the importance of its presence on a website.

Every organization these days has a website which is an important source to interact with public, generate retail sales and provide online services. Organizations depend on the website to a great extent. This makes the presence of online security measures even more important. Green bar is displayed on websites using EV SSL Certificate. It provides credibility to the website, thus enhancing visitor's trust in its legitimate existence. The EV SSL enables a secure connection for data transmission through a web browser.

The Online Trust Alliance research conducted in year 2011 showed that the usage of EV SSL Certificates amongst retail and banking sites increased by 7.1% since 2010, with 45% websites secured across the sector. With 35,000 certificates issued in total, the growth rate was recorded to be 68% in the previous year as number of organizations using EV SSL as standard on their public facing web page increased.

In this white paper, we have comprehensively compiled the technical and commercial benefits of using ZNetLive's EV SSL Certificate. We have also included points that distinguish EV SSL from other kinds of SSL certificates.

## The risks associated with non-secured websites

While filling in personal information on a website, customers are usually unaware of the fact that they are risking the security of their data as the website might not have any security measure implemented on it. According to a common perception, only the high profile websites are target of hackers, but the ever expanding arena of internet has increased the security issues online. Usernames, passwords, online banking details, credit card information etc. are continually at the risk of being stolen and misused. Phishing is one of the most prevalent methods of fraud on internet in which a phisher creates a fake website using the identity of a real one. This can have ignorant visitors to fill in their sensitive data on it.

## SSL and the role of an SSL Certificate

SSL (Secure Socket Layer) along with TLS (Transport Layer Security) is the most popular

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and widely accepted security protocol. It enables the information to pass through a secure channel between two machines that are exchanging data on an unsecure network such as internet or internal network.

SSL (Secure Socket Layer) is a security protocol, or in simple terms, it is a set of rules that are required to maintain security during data transmission on the internet. The SSL Certificate is required to use and access that set of protocol. The SSL Certificates are small data files that digitally bind a cryptographic key to the corporate details of an organization such as domain name, server or host name, company name, its location and other relevant details. SSL Certificate can only be issued by a few Certificate Authorities. ZNetLive's SSL Certificates are authorized by GlobalSign.

The global growth rate in the number of active SSL Certificates is 25% per year, but strangely, less than 2% of the total websites worldwide use this security measure, whereas a large number of websites still lack an SSL Certificate.

### How Extended Validation SSL makes the difference?

In order to secure the data transmission between a web server and a web browser, it is encoded in such a way which makes it incomprehensible for anyone except the intended receiver. This is called encryption.

Extended Validation SSL addresses the issue of online security, which comprises not only securing the data, but also ensuring that it reaches the intended receiver only.

Not just the encryption, EV SSL gives an authority to the website to display its authenticated information which gives it a validated identity. This is a major tool that presents a website as an authentic one amongst users.

The Extended Validation offers highest level of security and provides a guarantee of the organization to which website belongs. It ensures that the organization has gone through identity verification process as per EV guidelines. EV guidelines are a set of principles and policies to be followed while issuing the EV SSL. It is approved by CA/Browser forum and contains the issuance process of EV SSL Certificate. As a part of the verification process, the applicant organization is required to prove its rights to use a domain, confirm its physical, operational and legal existence and lastly prove that the entity has authorized the issuance of certificate.

The validity status of each EV SSL is also maintained by the Certification Authorities. Its verification is completed via an Online Certificate Status Protocol (OCSP). Each time a visitor visits a website secured with ZNetLive's Extended Validation SSL Certificate, the web browser automatically checks revocation status service of the GlobalSign and receives the

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information instantly if the certificate is no longer valid, or has been revoked.

The true value of Extended Validation Certificate lies in the extensive process followed in order to obtain it.

### Visible credibility and trust

The process of vetting, which an organization undergoes before acquiring the EV SSL is a severe one, but in return empowers the website to show visible trust indicators on its address bar. The indicators are discussed below.

**HTTPS, a padlock bar & the green address bar** : These 3 indicators give a visual guarantee that the website uses Extended Validation-the highest level of SSL security. This confirms that the data to be sent will be encrypted so that no external online fraudster could intercept it.

**Organization's and CA's name in the address bar** : These names alternate in the address bar which keeps on reminding that the website owner's organization has been duly verified by a recognized Certification Authority.



Website without EV SSL Certificate



Website with EV SSL Certificate



Website identification

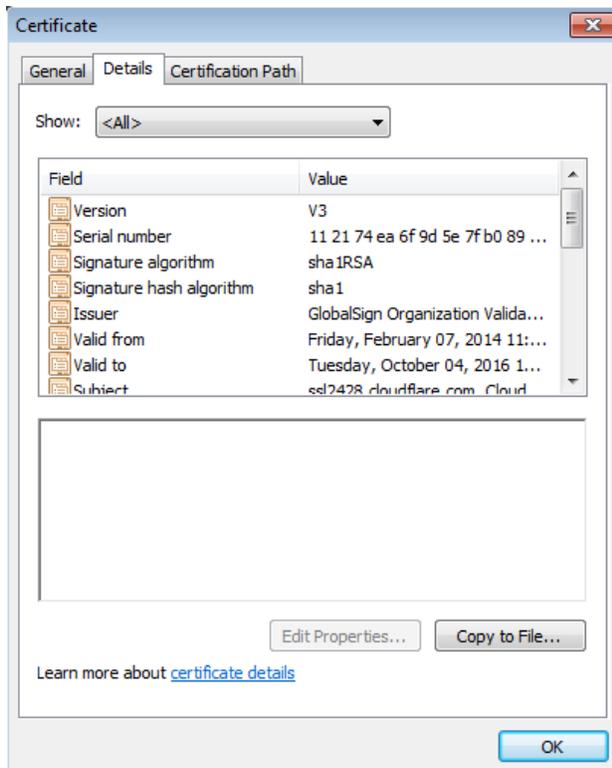
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## Certificate detail

On clicking the certificate, more information about it is displayed. Visitors can see information about issuer and the validity of certificate.

ZNetLive provides GlobalSign's Extended SSL Certificates that are universally compatible with all the browsers and mobile devices. We also offer backup standard SSL support for devices yet to implement it. If the Extended Validation Certificate expires, the green bar will no longer display on the address bar putting the visitor's sense of trust on risk. If visitors

still visit that website, a red address bar will warn them of an invalid EV SSL on it.

## EV SSL Certificate's benefits

The use of Extended Validation is recommended when a website requires identity assurance, guaranteed level of encryption and visible trust. For high profile websites such as that of banking/ financial institutions and major brands that are often the target of cyber criminals who use them for phishing attacks, EV SSL is an important requirement. Websites that collect data and process login information also need the enhanced trust that EV SSL gives.

For any data that is transmitted online, EV SSL provides highest level of encryption. It also helps companies to comply with regulatory standards regarding the security of personal information. Essentially, the motive of EV SSL is to offer trust, security and reliability and make it visible to the end users. It helps companies gain trust online and lifts their credibility. The trust level is directly proportional to the number of visitors converting into customers.

It is very important to provide hassle free browsing to the users and ensure them that exchanging data with the website is safe. This increases their confidence and develops faith in its services. The presence of an EV SSL makes customers believe that the website is secure.

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Providing secure service to the customers should be the goal, as conversion of visitors into customers and thereby generation of higher revenue hinges upon safety.

### Why ZNetLive's Extended SSL Certificate?

ZNetLive's EV SSL Certificates validated by GlobalSign, have many advanced features and are trusted by all the major web browsers and devices. Many of the features that ZNetLive offers for free are charged by other SSL providers. Some of them are:

- 2048 bit future proof.
- Secures www.domain.com and domain.com both.
- One SSL certificate for all the servers means unlimited server licensing.
- SGC security for encryption levels of minimum 128 bit to 256 bit.
- Can be reissued any number of times and certificates can be replaced for the lifetime.
- Secure site seal which contains all the information about the website owner.
- Installation health check is provided.
- Underwritten warranty.

By availing ZNetLive's services, customers can have following advantages:

- Easy ordering system and a 24\*7 access to customer account.

- Product range is simple but sophisticated.
- Superior customer services.

### About GlobalSign

GlobalSign has been in the business of providing SSL Certificates since 1996. It is one of the world's first CA (Certificate Authority). It offers services in multiple languages and its technical support is present in places like London, Brussels, Boston, Tokyo and Shanghai.

GlobalSign is a leader in public trust services the market of SSL Certificates. Its Certificates include SSL, Code Signing, Adobe CDS Digital IDs, Email and Authentication, internal PKI and Microsoft Certificate Service etc. GlobalSign's root CA Certificates are trusted and recognized by all the major web browsers, operation systems, internet applications, email clients and all the mobile devices as well.

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