digicert®

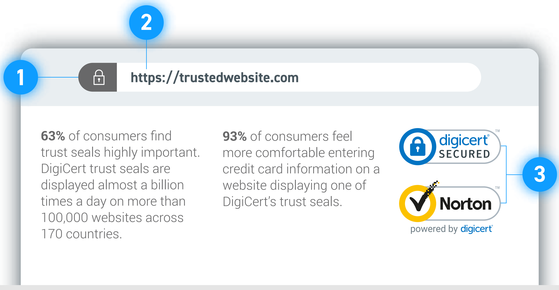
VALIDATE YOUR IDENTITY AND BUILD TRUST

You're building a brand, a website and strategies to grow your business online. But what if the very thing that should make customers secure is undermining their ability to trust you? Not all SSL products are the same. If your online presence is critical to your business, your validated identity needs to be front and center for your customers.

WHAT DRIVES CUSTOMER TRUST ONLINE?

The top three drivers of online trust

1 lock icon 2 https:// 3 trust seal



63% of consumers find trust seals highly important. DigiCert trust seals are displayed almost a billion times a day on more than 100,000 websites across 170 countries.

93% of consumers feel more comfortable entering credit card information on a website displaying one of DigiCert's trust seals.

THE WRONG CERTIFICATE SENDS THE WRONG MESSAGE

If your customers don't see identity-based trust indicators, they won't engage or spend. The solution? Domain Validation (DV) certificates can be easily obtained without any identity checks, making them a favorite among fraudulent sites and a risk for legitimate sites. But Organization Validation (OV) and Extended Validation (EV) certificates require more stringent identity checks and are eligible for a trust seal you can display—ensuring every customer they're on a secure site.

Extended Validation (EV)

KEY DIFFERENTIATORS:
- Highest assurance with the strongest visual confirmation of identity
- Extensive vetted information displayed within the certificate

USER PERSPECTIVE:

"I feel confident I can trust this secured website with my most sensitive personal information."

VALIDATES:

- **Domain ownership/control**
- **Additional information about the organization which controls the site (registered/legal name, location, etc.)**
- **Extensive identifying details (legal status, physical and operational existence, contract signer authority, etc.) via rigorous cross-referencing of third-party sources**

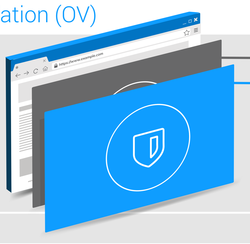
TYPICALLY USED FOR:
- Sites that require login, accept payments or handle private information or other sensitive data such as eCommerce, banking, and healthcare sites
- Sites that want to reassure their visitors with a visual indicator in the address bar

Organization Validation (OV)

KEY DIFFERENTIATORS:
- High assurance with more options to demonstrate visible site legitimacy
- Vetted company information displayed within the certificate

USER PERSPECTIVE:

"I'm on a secured site that belongs to a legitimate organization."



VALIDATES:

- **Domain ownership/control**
- **Additional information about the organization which controls the site (registered/legal name, location, etc.)**

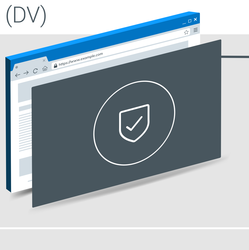
TYPICALLY USED FOR:
- Public-facing sites limited to less-sensitive transactions
- Searchable information sites
- Government and educational sites

Domain Validation (DV)

KEY DIFFERENTIATORS:
- Fastest issuance
- No company information on certificate
- Easier for phishing sites to obtain

USER PERSPECTIVE:

"I'm on a site that appears to be secure."



VALIDATES:

- **Domain ownership/control**

TYPICALLY USED FOR:
- Internal/non-public-facing sites
- Web-based applications (no risk of fraud)
- Sites where credibility matters less than data security

INCREASING IDENTITY SOLUTIONS — REDUCING FRAUD

PSD2 Compliance: The Payment Services Directive (PSD2) now requires European Payment Service Providers to secure communications with Qualified (QWAC) digital certificates.

QWAC AND QSEALC

Qualified digital certificates for PSD2 compliance are trusted by 70% of Europe's banks. What's more, DigiCert is a Qualified Trust Service Provider (QTSP) and the leading provider of both—Qualified Website Authentication Certificates (QWAC) that secure webpages and Qualified eSeal Certificates (QSealC) that seal the sensitive data and communications of your apps.

While both certificates require even stricter validation methods, including face-to-face authentication, entity identity and PSP credentials, both are ensuring the integrity and trust of the entire industry.

LEARN MORE

Contact a sales representative today to ensure your site remains trustworthy,
email **contactus@digicert.com**