VeriSign®

Securing the new generation of browsers – High validation SSL certificates

Introduced by Nadine Dereza

Presentation by Tim Callan
Group Product Marketing Manager

Where it all comes together.™

Online business has a problem

- Phishing growing rampant
  - 9715 new phishing sites in January 2006 alone[1]
  - 100 brands hijacked

Anti-Phishing Working Group, January 2006

- Consumer distrust growing as a result
  - 84% believe business not doing enough to protect
  - 24% don't purchase online at all

Forrester Research, December 2005

- Users need help distinguishing legitimate sites from crafty phishing sites
  - 90% fooled in April 2006 Harvard/UC Berkeley study

"Why Phishing Works," April 2006

We need a new solution

- For consumers
  - Easy
  - No barrier
  - Broad reach
  - Reliable and accurate
- For site owners
  - Easy
  - No barrier
  - Broad reach
  - Reliable and accurate

Agenda

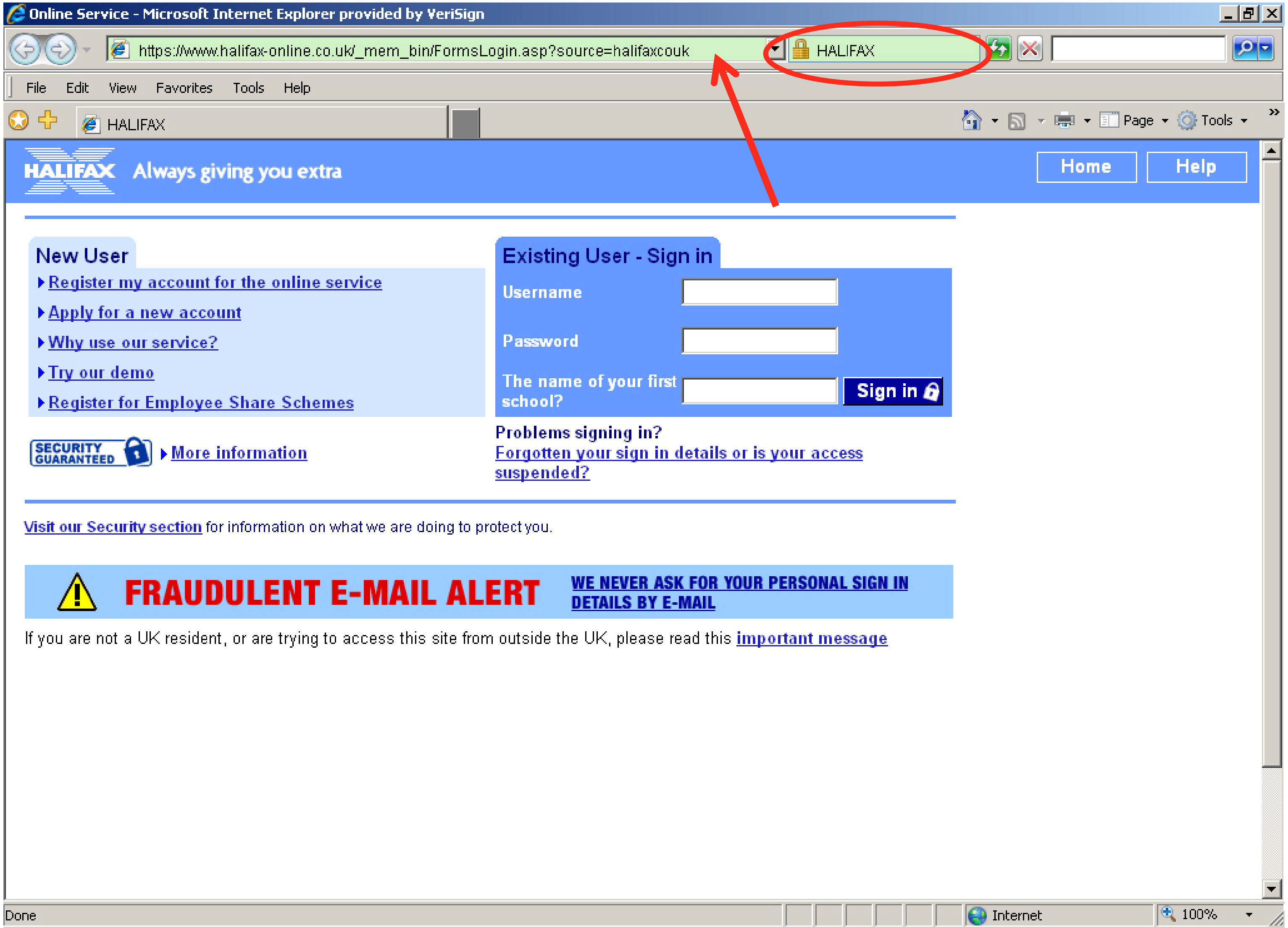
+ The problem today
  - Phishing’s chilling effect on online business
  - Requirements for an effective solution

+ The coming solution: High Validation SSL
  - AKA “High Assurance”
  - What it is
  - What it looks like in the browser
  - How it works
  - Who will support it
  - How (and when) you can take advantage of it

Industry leaders answer the call

- CA-Browser Forum establish to create High Validation standard
- SSL Certificates can be issued with High Validation status
- Backward compatible
  - Older browsers display certificates just as they do today

Internet Explorer 7 user experience



Online Service - Microsoft Internet Explorer provided by VeriSign
https://www.halifax-online.co.uk/_mem_bin/FormsLogin.asp?source=halifaxcouk
HALIFAX
File Edit View Favorites Tools Help
HALIFAX
Page Tools
HALIFAX Always giving you extra
Home
Help
Done
Internet
100%

New User

- Register my account for the online service
- Apply for a new account
- Why use our service?
- Try our demo
- Register for Employee Share Schemes

SECURITY GUARANTEED

- More information

Existing User - Sign in

Username

Password

The name of your first school?

Sign in

Problems signing in?

Forgotten your sign in details or is your access suspended?

Visit our Security section for information on what we are doing to protect you.

FRAUDULENT E-MAIL ALERT

WE NEVER ASK FOR YOUR PERSONAL SIGN IN DETAILS BY E-MAIL

If you are not a UK resident, or are trying to access this site from outside the UK, please read this important message

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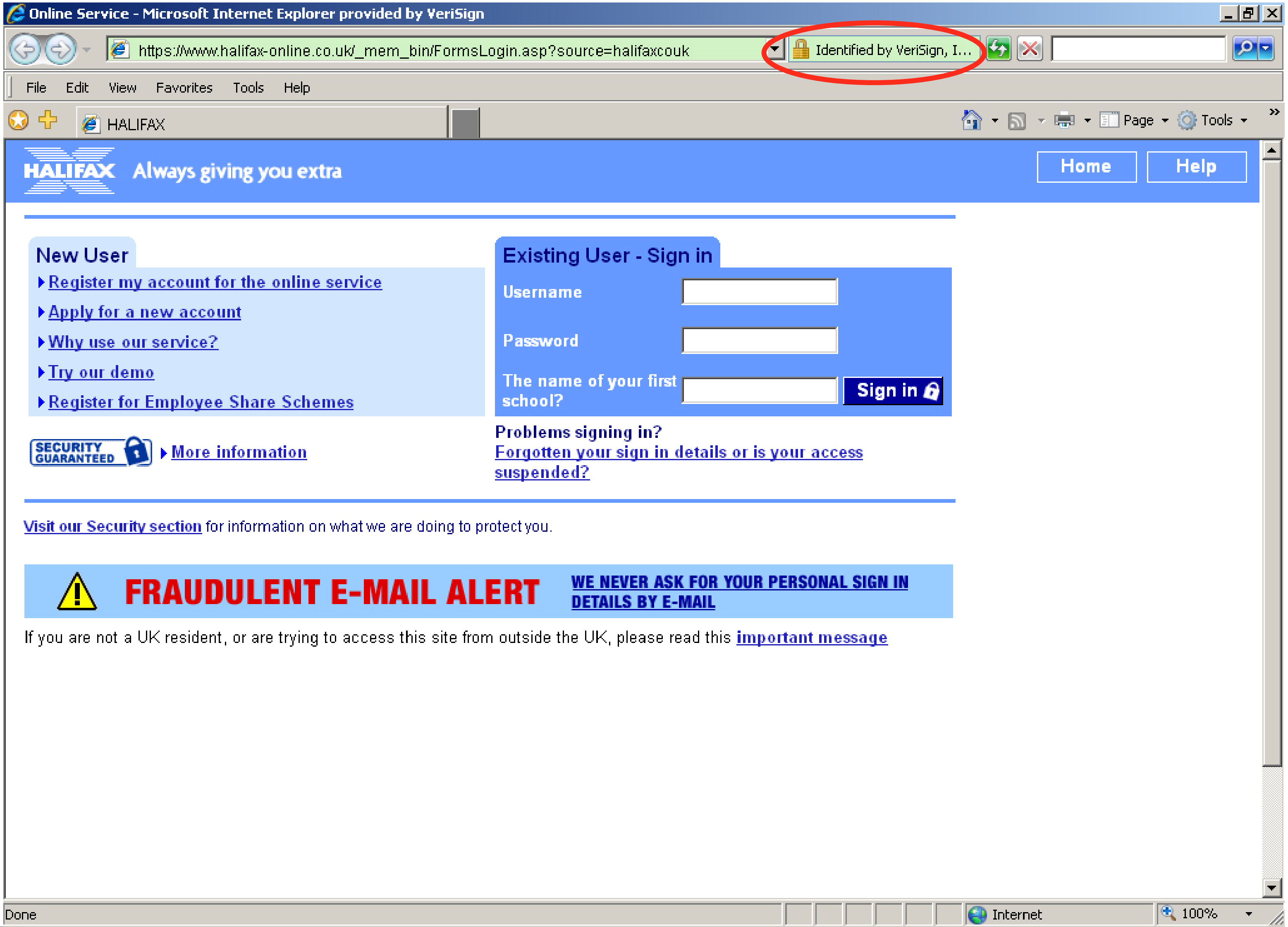

Online Service - Microsoft Internet Explorer provided by VeriSign
https://www.halifax-online.co.uk/_mem_bin/FormsLogin.asp?source=halifaxcouk
Identified by VeriSign, I...
File Edit View Favorites Tools Help
HALIFAX
Page Tools
HALIFAX Always giving you extra
Home
Help
Done
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How will it work?

- Site owners undergo uniformly high level of validation
- CAs undergo more stringent audit
- High Validation certificates contain a special identifying tag
- Same High Validation procedure for standard encryption and strongest-encryption SGC certificates
  - Regular – new display in IE 7
  - SGC – new display in IE 7 and strongest encryption for all browsers and OS

Market adoption

- Browsers
  - IE 7 expected in public beta summer 2006
  - Other browsers
    - Likely to adopt new display architecture
- CAs
  - Leading CAs expected to roll out new certificates
- Site Owners
  - New authentication procedure
    - Almost identical to VeriSign's existing procedure
  - Plan for 12-, 24-, or 36-month certificate lifespan

Next steps

- Update organization info with data providers
- Keep domain registration information updated
- Implement High Validation certificates for all new public-facing sites
- Contact your SSL provider to plan migration of existing certificates
- Accept the IE7 beta version on your Web site
- Stay up to date
  - Microsoft IE blog, http://blogs.msdn.com/ie/
  - SSL Blog, www.verisign.com/sslblog

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