# Extended Validation Multi-Domain SSL Certificates

## Building Confidence for Online Consumers

Phishing and man-in-the-browser fraud attacks have grown exponentially in recent years, impacting unsuspecting online consumers and shaking confidence in conducting online commerce.

As part of a layered security strategy to protect the identities of online consumers, Entrust Extended Validation (EV) Multi-Domain SSL Certificates are available to reverse this trend. EV SSL certificates help your customers easily identify they are on your website and feel more confident that information they exchange with your organization is protected.

>>> **entrust.net/ev**

## The Highest Standard

Traditional SSL certificate technology still provides encryption and a certain level of protection. However, the validation processes behind standard SSL certificates are not uniform from provider to provider, creating different classes of protection. The unsuspecting end-user cannot reasonably be expected to understand the difference and can easily fall prey to fraudsters.

To combat these threats, leading Web browser developers and online security providers in the CA/Browser Forum worked together to develop and standardize the requirements, guidelines and verification required to obtain an EV SSL certificate.

## Making Security More Visible

Entrust EV Multi-Domain SSL Certificates are an effective tool for rebuilding consumer confidence in online transactions by enabling strong visual cues that notify a user that a site is secure.

The use of EV SSL certificates makes it possible to display prominent and consistent trust indicators in the address bar of EV-enabled Internet browsers.

- Green background for address bar on pages with valid EV certificates
- New security status bar with familiar gold padlock icon
- Alternating display of issuer and organization name and country
- Rollover box with more company information, which is clickable for a detailed, in-depth security report

## Fighting Phishing & Man-in-the-Browser Attacks

Entrust Extended Validation (EV) Multi-Domain SSL Certificates make perpetrating fraud much more difficult for online criminals. The extended validation review process requires verifiable documentation before an EV certificate is issued, raising significant barriers to illicit businesses.

### Why Entrust?

- More affordable compared to other EV providers
- Makes it easy for consumers to tell if a site is legitimate through prominent visual cues
- Enables green address bar, indicating presence of EV certificate, when used with today's latest browsers, including Mozilla Firefox, Google Chrome, Microsoft Internet Explorer and Apple Safari
- Displays organization and issuer name and country so users can confirm that they are at the site they expected
- Helps deter against phishing and man-in-the-browser attacks
- Offers 128-bit or 256-bit SSL encryption
- Recognized by browser versions that are not EV-aware
- Secures anywhere from two to an unlimited number of domain names

### See EV SSL in Action

>>> **entrust.net/tryev**

## EV SSL Trust Indicators
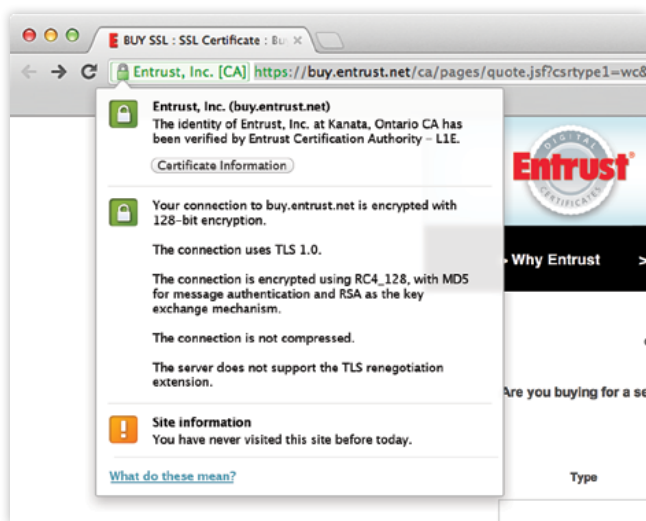


With Entrust Extended Validation (EV) Multi-Domain SSL Certificates deployed, customers receive clear and immediate trust indicators informing them that they're on the correct site. A green address bar makes it clear that it's safe to proceed with an online transaction.

If a company does undertake fraudulent activity on a site with an EV certificate, a paper trail exists that can make locating them easier. Man-in-the-browser attacks are more easily deterred since the organization name is displayed prominently in the browser bar, making it more apparent that the user is not on the correct or expected site.

## Technical Features

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| Activation of the green address bar and other visual security cues when viewed with current browsers | Trusted by more than 99 percent of all browsers, including Mozilla Firefox (3.0+), Google Chrome, Microsoft Internet Explorer (7.0+) and Apple Safari |
| 128-bit or 256-bit SSL encryption | One- or two-year validity periods available |
| Ability to secure two to an unlimited number of Web servers using the same SSL certificate via the Subject Alternative Name (SubjectAltName) extension | Order-tracking enables you to track the status of EV SSL certificate requests |
| Unlimited re-issue guarantee within certificate lifetime — reduces unexpected costs due to minor errors while deploying SSL certificates | Includes Entrust Site Seal as an additional trust indicator for customers and site visitors |

**About Entrust**

A trusted provider of identity-based security solutions, Entrust secures governments, enterprises and financial institutions in more than 5,000 organizations spanning 85 countries. Entrust's award-winning software authentication platforms manage today's most secure identity credentials, addressing customer pain points for cloud and mobile security, physical and logical access, citizen eID initiatives, certificate management and SSL. For more information about Entrust products and services, call **888-690-2424**, email **entrust@entrust.com** or visit **www.entrust.com**.

**Entrust®** Securing Digital Identities & Information