

Entrust 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.

Entrust Extended Validation (EV) Multi-Domain 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 with the highest standard in website encryption.

Making Security More Visible

Entrust EV Multi-Domain SSL Certificates are an effective tool for strengthening 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.

► entrust.com/ev-ssl

Managed via the Cloud

Manage your Entrust EV Multi-Domain SSL Certificates with Entrust Certificate Services™, a self-service application designed to streamline certificate management while providing secure certificates from a trusted brand in online security.

► entrust.com/certificate-services

Developed by Industry Experts

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. This collaboration strengthened the validation processes behind SSL certificates, eliminating different classes of protection.

Fight 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.

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Certificate Benefits

- Makes it easy for consumers to tell if a site is legitimate through prominent visual cues
- Improves customer trust to help increase online transactions and conversions
- Enables green address bar, indicating presence of EV certificate, when used with today's most popular browsers, some of which include:
 - Mozilla Firefox
 - Google Chrome
 - Microsoft Internet Explorer
 - Apple Safari
- Displays organization and issuer name and country so users can confirm that they are at the site they expected
- Helps in the fight against phishing and man-in-the-browser attacks
- Multi-Domain capability improves your ability to more effectively manage certificates and costs in a multi-domain environment
- Helps mitigate the risk of malware on your site infecting your users
- Offers 128-bit or 256-bit SSL encryption

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What is Extended Validation?

To bolster consumer trust in the foundation of ecommerce before it was irreparably damaged, several CAs and browser vendors came together to establish a higher security approach based on common standards.

Better Web Security

The CA/Browser Forum created an advanced tier of SSL certificate with very high standards for validation and assurance, but also added more obvious browser security user-interface elements (e.g. colors, padlock location) and behavior.

EV Adoption

EV SSL is universally supported by all desktop browsers and provides an EV trust indication. All mobile browsers support EV SSL and some provide an EV indication.

New Name, Universal Standards

The new certificates were referred to by different names as they were being defined — “High Assurance” and “Enhanced Validation” were considered — but “Extended Validation” was the final name chosen by the CA/Browser Forum.

Now that these new validation processes are in place, all CAs use the same highly rigorous checks before issuing one of these new SSL certificates, and browsers detecting one of these certificates at a website can reflect the higher trust level in the user interface.

It is important to note that these certificates are still fully compliant with the X.509 standards and are backwards compatible with older browsers.

Trust Indicators

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.

Before EV, validation requirements varied significantly between CAs, without an easy way for consumers to distinguish certificates issued using more- or less-rigorous processes.



Technical Features

Activation of the green address bar and other visual security cues when viewed with current browsers

Trusted by more than 99.9 percent of all browsers, some of which include Mozilla Firefox, Google Chrome, Microsoft Internet Explorer and Apple Safari

128- or 256-bit SSL encryption

One- or two-year validity periods available

Includes two domains by default with the options to secure up to 250 domains 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

Unlimited server licensing is provided with each EV SSL certificate, so you can install a certificate on an unlimited number of servers for load-balancing or for pilot/test/production environments

Includes a free Enhanced Website Security bundle, offered through a partnership with Sitelock that enables you to scan your website to identify and automatically remove malware, as well as monitor your online reputation

Supports Google's certificate transparency requirement

Entrust Certificate Services™

Focused and dedicated, Entrust Certificate Services provides one of the industry's most comprehensive offerings of digital certificates and related services, tools and solutions.

Cloud-Based Certificate Management

Managing the purchase, deployment, renewal and expiry of digital certificates for multiple Web servers, purposes and users — sometimes in many different locations — can be time-consuming and costly.

Entrust Certificate Services is a self-service solution designed to streamline certificate management while providing secure certificates from a trusted brand in online security.

Certificate Discovery

Avoid costly brand damage, customer distrust or losses from data breach. From deployed certificates to cryptography policy, it's critical to understand your organization's complete security posture. Entrust Certificate Services Discovery keeps you informed of any lapses in certificate security.

Security Flexibility

Manage a set number of concurrent certificates over the term of your subscription. With Entrust's convenient pooling models, select specific certificate expiry dates and re-use certificate licenses to predict costs and enable flexibility. When a certificate expires or is deactivated, its license is returned to your certificate pool for future use.



About Entrust Datacard

Consumers, citizens and employees increasingly expect anywhere-anytime experiences – whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust products and services, call **888-690-2424**, email entrust@entrust.com or visit www.entrust.com.

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