

## Web Authentication and Encryption (SSL)



**1. How It Work**  
Secure Sockets Layer (SSL) technology protects your Web site and makes it easy for customers to trust you. An SSL Certificate enables encryption of sensitive information during online transactions. Each SSL Certificate contains unique, authenticated information about the certificate owner. Every SSL Certificate is issued by a Certificate Authority that verifies the identity of the certificate owner.

**2. Protect Your Customers Trust**  
Without SSL encryption, packets of information travel through networks in full view. Imagine sending mail through the postal system in a clear envelope. Anyone with access to it can see the data. If it looks valuable, they might take it or change it. Without third-party verification, how do you know a Web site is really a business you trust? Imagine receiving an envelope with no return address and a form asking for your bank account number. An SSL Certificate helps Web site visitors protect sensitive information and get a better idea of who they are trusting with it.

**3. What Role Does SNS Play?**  
SNS Technologies is a Certification Authority (CA) which issues SSL Web Server Certificates to organizations and individuals worldwide. SNS verifies that the Organization ordering the certificate is a registered organization and that the person in the organization who ordered the certificate is authorized to do so, SNS also checks that the organization in question owns the relevant domain SNS digital certificates interoperate smoothly with the latest software from Microsoft and Netscape, so you can rest assured that your purchase of a SNS Web Server Certificate will give your customers confidence in your system's integrity - they will feel secure about transacting online.

#### 4. When you need SSL

- you have an online store or accept online orders and credit

cards.

- your business partners log in to confidential information on an extranet.
- you have offices that share confidential information over an intranet.
- you process sensitive data such as address, birth date, license, or ID numbers.
- you need to comply with privacy and security requirements.
- you value privacy and expect others to trust you.