# Case Study – Shopsafe UK (www.shopsafe.co.uk)

## Who are ShopSafe UK?

ShopSafe UK provides a valuable service to consumers concerned about the safety of shopping on the Internet. By extensively verifying over 2,500 online businesses, inspecting a wide range of criteria such as delivery, range of goods and services and of course security, the ShopSafe logo has now become synonymous with on-line trust and confidence.  In doing so, it has also become the target for disreputable web site owners falsely claiming approval by displaying a fraudulent copy of the ShopSafe logo.



The ShopSafe site also provides educational services to consumers, highlighting the potential pitfalls of sites that have not yet been included in the program.  The site also organises on-line merchants into pre-defined categories awarding 'stars' for performance together with a small editorial section on each merchant.

ShopSafe UK are part of a wider network of sites including:-

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| 🇦🇺 | ShopSafe Australia<br>www.shopsafe.com.au |
| 🇳🇿 | ShopSafe New Zealand<br>www.shopsafe.co.nz |
| 🇺🇸 | ShopSafe USA<br>www.shopsafe.com |
| B2B | ShopSafe For Business<br>www.shopsafe.biz |

## Business Challenge:

Maintaining brand integrity on the Internet is mission critical yet combating digital fraud has become increasingly difficult, costly and time consuming. Brand related fraud threats such as Phishing and Pharming are particularly pervasive and directly constrain the volume of online transactions, profits and revenue.  Therefore, the most effective strategy to address this issue lies in providing end users with proactive tools to verify that digital content they are viewing by their browser in fact comes from the true brand owner.

Recognising this fact, ShopSafe and Comodo have together delivered a winning solution which addresses the needs of ShopSafe customers.   By downloading and installing the VerificationEngine™ plugin for Internet Explorer, consumers can not only verify those legitimate sites covered by the ShopSafe program, they can verify any one of the other 10,000+ major brands also covered by the Comodo solution.

Instructions and guidance for users is detailed on the ShopSafe web site under the **Safe Shopping** educational portion of the website. http://www.shopsafe.co.uk/shopping.htm

## How it works:

The heart of the Brand Verification Solution is the **Content Verification Certification.**  As an X509 compliant certificate type, CVCs are created, distributed, and revoked using proven PKI (Public Key Infrastructure) methods to provide the highest level of security for web page content. This facilitates the deployment of verified login boxes, verified navigation panes, verified trade marks / brands and verified accreditation/association logos such as the ShopSafe logo.

CVCs empower enterprises to take a proactive, preventative response to Phishing attacks by allowing highly reliable end-user verification. The verification process, (initiated by the user and not the web server) allows any digitally signed content bound to a specific URL/IP to be rendered onto the display in a different way to all other "non-verified" elements, easily highlighting trusted elements.

## Easy "Consumer Friendly" Technology:

With the Content Verification Certificate, a unique "fingerprint" is created for the content of websites that allows consumers to instantaneously distinguish legitimate content on web pages from fraudulent ones as depicted below:



The REAL Shop Safe Site

A FALSE Shop Safe Site
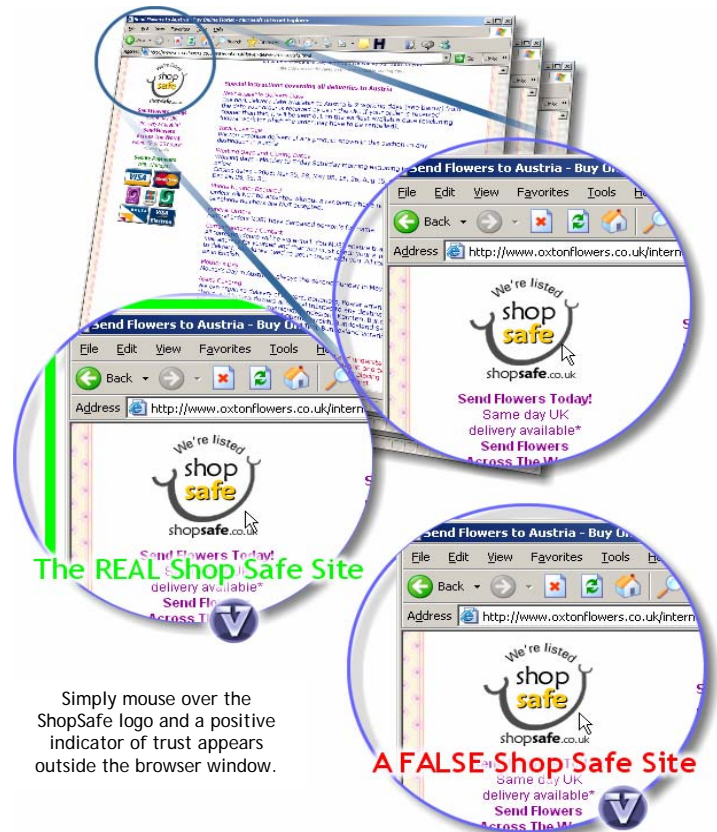
Simply mouse over the ShopSafe logo and a positive indicator of trust appears outside the browser window.

**ShopSafe** – Safe online shopping.
-        http://www.shopsafe.co.uk
**CVC** - Content Verification Certificates
 -        http://www.contentverification.com
**Vengine** – Verification Engine - High Assurance SSL and CVC viewer
-        http://www.vengine.com

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