

# Why buy your SSL Certificate from Go Daddy<sup>®</sup>?

**Purchase an SSL Certificate from GoDaddy.com and you'll pay less than at VeriSign<sup>®</sup>, Thawte and GeoTrust<sup>®</sup>; you'll enjoy powerful 256-Bit Encryption and 99% Browser Recognition; and you'll get your certificate, FAST.**

## TOP 10 REASONS to buy a GoDaddy.com SSL:

- 1** We offer *unlimited usage*. Compare that to other Certification Authorities' per-server licensing that multiplies the certificate cost if used on more than a single server.
- 2** Our certificates are *recognized by EVERY major desktop and mobile browser*.
- 3** Our customer support is the *industry-best 24/7 phone support* in the U.S.
- 4** We offer a *full range of SSL products*: Domain-Only Validation, High-Assurance\* and Extended Validation Certificates, UCC Certificates, Wildcard Certificates and Code Signing Certificates.
- 5** We have the *fastest issuance in the industry* (instantly if your domain is registered with GoDaddy.com).
- 6** Our SSL Certificates are *based on the established industry standards* — there is no technical difference between GoDaddy.com certificates and a certificate from any other major Certification Authority.
- 7** We've been *WebTrust-certified by KPMG* for 5 consecutive years.
- 8** We are the *largest provider of new SSL certificates* in the world.†
- 9** We are a *founding member of the group that developed Extended Validation SSL Certificates*, and one of the first Certification Authorities to offer the Extended Validation “green bar.”
- 10** Our certificates *automatically renew and install* with other GoDaddy.com products — Hosting, WebSite Tonight<sup>®</sup> and more.

### **Encryption — the key to safe Internet shopping**

GoDaddy.com SSL certificates support both industry-standard 128-bit (used by all banking infrastructures to safeguard sensitive data) and high-grade 256-bit SSL encryption to secure online transactions. The actual encryption strength on a secure connection using a digital certificate is determined by the level of encryption supported by the user's browser and the server that the Web site resides on. For example, the combination of a Firefox<sup>®</sup> browser and an Apache 2.X Web server enables up to 256-bit AES encryption with GoDaddy.com certificates.

Encryption strength is measured in key length—number of bits in the key. To decipher an SSL communication, one needs to generate the correct decoding key. Mathematically speaking,  $2^n$  possible values exist for an n-bit key. Thus, 40-bit encryption involves  $2^{40}$  possible values. 128- and 256-bit keys involve a staggering  $2^{128}$  and  $2^{256}$  possible combinations, respectively, rendering the encrypted data de facto impervious to intrusion. Even with a brute-force attack (the process of systematically trying all possible combinations until the right one is found) cracking a 128- or 256-bit encryption is computationally unfeasible.

\*High-Assurance SSL Certificates can be purchased by calling Customer Support at 1.480.505.8877.

†GoDaddy.com is the world's #1 provider for new SSL Certificates according to the October 2008 report from Netcraft Ltd.

**GoDaddy.com issues three types of SSL Certificates, each of which relies on authentication of a number of elements:**



**Medium Assurance  
(i.e., Standard SSL)  
Certificate**

- Secure data exchange for low, low pricing.
- Certificate issued in minutes.

**GoDaddy.com will authenticate that:**

- The requesting entity controls the domain in the request.



**Deluxe  
High-Assurance  
Certificate**

- Validates the holder's identity and encrypts data.

**GoDaddy.com will authenticate that:**

- The certificate is being issued to an organization that is currently registered with a government authority (Corporate).
- The individual named in the certificate is the individual who requested the certificate (Small Business/Sole Proprietor).
- The requesting entity controls the domain in the request and is associated with the organization named in the certificate.

High-Assurance SSL Certificates can be purchased by calling Customer Support at 1.480.505.8877.



**Premium  
Extended Validation  
Certificate**

 <https://www.godaddy.com>

- Rigorous verification establishes instant credibility.

**More extensive than any existing  
SSL vetting process:**

- Verify that the organization named in the certificate is the individual who requested the certificate.
- Shoppers will know the requesting entity controls the domain in the request and its association with the organization named in the certificate.
- Browsers display organization name and issuing certification authority in GREEN URL bar.

While all three certificate types are available for single domains (e.g. MyPersonalDomain.com), Standard and Deluxe certificates are also available in Unlimited Domain (Wildcard) and Multiple Domain (UCC) versions.

**The Single Domain version** works with a single domain such as: *MyPersonalDomain.com*.

**The Unlimited Domain (Wildcard) version** secures a domain with unlimited subdomains like: *http://www.MyPersonalDomain.com; shop.MyPersonalDomain.com* and *register.MyPersonalDomain.com*.

**The Multiple Domain (UCC) version** secures up to 100 domain names with one certificate. This certificate works exceptionally well with Microsoft® Exchange Server 2007 and Office Communications Server 2007, which often incorporate multiple domains.

Examples: *http://www.MyPersonalDomain.com/; http://www.MyPersonalDomain.net/; http://www.MyPersonalDomain.org/* and *shop.MyPersonalDomain.com*.



**Also Available! Code Signing Certificates**

Add a digital signature to your software code. With a Code Signing Certificate, software developers and other content publishers can “sign” their code, reassuring customers it's the real thing.