



SafeSigned® by Turrem Data Group Limited

The new standard in website and brand protection

Attacks on brands are escalating, both online and offline. The costs to business can be large, the management distraction significant. And the worst consequences in corporate reputation can be truly catastrophic.

Traditional website trustmarks have been shown to be ineffective, and, in some cases, even advertise vulnerabilities to cybercriminals. All too easily, they can be copied. So rather than offering website users protection, they are doing little more than paying lip service to security.

Turrem Data Group is a managed cybersecurity firm with proven patented technology that uniquely equips it for market leadership to meet a new and more stringent EU regulatory environment (GDPR) by solving its customers' complex security and compliance challenges.

The threat

Our customers face catastrophic risk scenarios on a daily basis in the form of identity theft, intellectual property theft or brand attacks. Cybercrime is a low risk for individual criminals, organised crime, terrorists and rogue states. Fighting cybercrime is a corporate arms race.

The market

Bad press around high profile failures and regulation are constant drivers of additional IT security spending. The burden falls to individuals and businesses to secure themselves with software solutions that can be incomplete, complex and costly to own and operate. The cloud offers new options for cybersecurity as a service, obviating corporates' need to employ their own hardware and expert staff. Gartner estimated global IT security spend would grow 8% in 2015 to over £80 billion, and 10% of that would be delivered through the cloud by the end of 2015, with 30% of infrastructure protection secured through product suites.

What we do differently

Turrem Data Group markets and supports an encrypted seal that cannot be replicated by malicious websites. It immediately communicates attempts of compromise. Our speed of response is unmatched by rivals and is crucial to minimise the cost of a security breach. This technology was honed in the toughest cybercrime markets of Eastern Europe.

Turrem Data Group reduces both the cost and complexity associated with cybersecurity by locating our own unique IP within a suite of leading third party tools, avoiding the commoditisation competitors may experience.



Protecting your brand

Our SafeSigned® technology works like no other trustmark because it delivers a radical and completely secure solution to the problem of brand protection on the internet.

- SafeSigned® uses unique patented technology to make your website phishing-proof, reassuring customers that they can safely transact with you or your partners
- SafeSigned® gives you remote control of your brand and intellectual property where it appears on partner sites, controlling who can display your IP, where and when, and in a format you've approved
- SafeSigned® trustmarks provide at-glance-authentication through personal signature technology
- SafeSigned® protects your news, thought leadership or educational content from plagiarists, notifying you of copies or infringements anywhere on the web
- SafeSigned® is a white label technology creating network effects benefiting issuers and users as adoption spreads

There are over 60,000 fake websites created each and everyday. According to antiphishing.org approximately 300 different brands are attacked on the internet every week and these figures continue to rise at an exponential rate. Cybercrime and the profits it creates for criminals is now in the billions per year and the use of technology is not just limited to malicious activities of online fraudsters, but far beyond to the realms of terrorism, hacktivism, espionage and as technology increases so does the dark side of its uses.

Many companies now exist that provide reactive solutions for the detection of malware, viruses, malicious code and many other such activities. Whilst such solutions are necessary and should form part of any organisations arsenal of tools, there is a need for proactive solutions that stop the abuse from happening in the first place.

SafeSigned serves as both a reactive and proactive solution. It allows for the issuance of trusted SEALS that can be controlled, verified and monitored from the moment they are issued. Such SEALS can come in any shape or size, they can be an image, document or any electronically formatted source where SafeSigned control is instant and assured.

Enhancing your brand investment

More than simple website protection tools, SafeSigned®'s unique and patented technology enhances the value of brand investment because it provides a deep level of reassurance to business partners – such as distributors, agents and resellers – that you have protected the branded asset at a fundamental level and that they won't be competing themselves with fake websites or fake products. In turn, your partners will themselves have confidence to invest more in marketing your products and services.





For governments, there is an ongoing battle involving the creation of fake sites being used by criminals to obtain citizens personal details. Such sites appear regularly to the unsuspecting public and can create severe issues in regard to data protection and fraud. SafeSigned elevates this issue by reporting on fake sites the moment they appear online and not days later when the damage has already been done.

Wherever they are, your customers will feel safe when they see your branded SafeSigned® trustmark, knowing that they're not dealing with a fake site but are buying or interacting with the genuine website.

Managing the brand remotely, protecting your content

And it's not just about protection. SafeSigned® technology allows you to manage your brand and IP assets in unprecedented ways. Because we give you remote control over how that brand and information appears, no matter how complex your distribution channels. You can turn unauthorised iterations of your brand off and on at will from your dashboard. So, you can be sure of uniformity as well as security, when you want it, where you want it, and with whom you want it. And it won't interfere with your client or partner relationships, or require any control over their website: your partner determines where the seal appears, you control *if* it appears.

SafeSigned® also protects your content from copycats and plagiarists because it will detect when your intellectual property has been duplicated without your permission. And this is valuable whether you're a government, major corporation maintaining distribution of expensive research, a magazine preventing unauthorised reproduction of images and articles, or a small to medium-sized enterprise providing brand-building thought-leadership through a blog that could be plagiarised.





White-label options to boost existing trustmark providers

If you are a verification certificate provider needing to stay competitive and reassure your customers, SafeSigned® is a white-labelled technology option that can plug into your existing trustmark service, operate alongside existing feature sets and provide a deeper level of protection than any other service in the market.

Large brands with extensive partner networks can also white-label the SafeSigned seal to provide more robust validation that those claiming to be part of your certified network are who they say they are.

Solving the trust problem with trustmarks

Internet trustmarks have lost credibility because they can easily be copied. Trustmarks are ubiquitous and, because they can be so easily replicated, are nothing more than a commoditised branding exercise providing token reassurance to website visitors. In some cases, trustmarks can actually make a website more vulnerable by advertising known weaknesses to cyber criminals.

Currently, almost all online certificates such as Verified by VISA, MasterCard Secured, PayPal Verified are only image-based verifications. As such, the images can be copy-pasted on any other website in seconds, with links redirected to other bogus verification websites

The risk to web users from bogus sites is increasing all the time, creating an emergent threat to online commerce in the form of deteriorating public trust in online security. Consumers fear for the safety of their data, but are also anxious about the legitimacy and authenticity of the goods and services they might be persuaded to buy online.

What is SafeSigned®?

At its heart, SafeSigned® is a technology and platform for the issuing and delivery of trustmarks. It's a dynamic, completely safe snippet of JavaScript code which is installed on the website in just the way you would Google Analytics code. While normally it's ill-advised to allow third parties to insert JavaScript into your HTML, SafeSigned's JavaScript snippet is different because it's removing vulnerabilities, not creating them.

Written into the core of its technology is a primary ability to prevent the copying of the trustmarks by unauthorised sites. This is how it differs from other trustmarks. If an attempt is made to display a SafeSigned® mark in an unauthorised setting, a warning alert is triggered which points to the transgressor domain. More than that, the SafeSigned® seal won't display properly. Also, if the customer is signed in, their personal signature naturally won't be presented.

Customers will become accustomed to seeing their signature embedded in trusted websites, and know immediately that the site is legitimate.

With this deeply encrypted interactive mechanism, the internet will become a safer place to visit and do business because SafeSigned® trustmarks will provide an unprecedented guarantee that when it comes to website safety, what you see really is what you get. Not some fake phishing site ready to steal your data or sell you counterfeit or copycat goods.



How it works

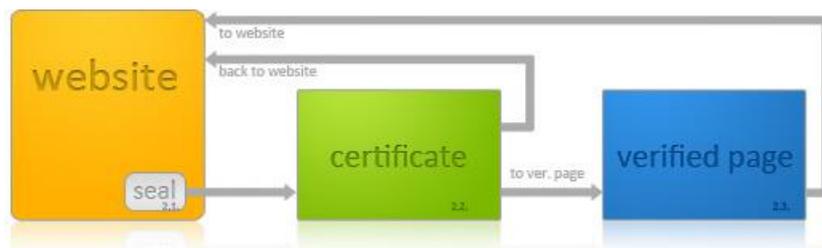
The key ingredient missing from current trustmarks is a means to verify their authenticity. Even though some trustmark issuers have created their own verification methods, currently they are all quite easily copied and used for illegal purposes.

However, SafeSigned® offers two different ways for a visitor to verify the authenticity of a website: Click-through verification and one-step, at-a-glance signature verification. They are both easy to navigate for the average web user.

Click-through verification

A visitor can verify a trustmark by clicking on it to a certification page. The certificate page contains two navigation links: back to website and forward to verified page. To verify the authenticity, the visitor will observe the page address of the certificate page, which will be located on domain 'verify.SafeSigned.com'. The second verification is done by clicking the back-to-website link, which will navigate the browser to the originating page.

It is recommended that the visitor clicks through at least once to check the content of the certificate.



So, on an unsigned trust mark, you either click to set the personal seal signature as a first-time user, or click through to a get a certification via Secure Coded Link (SCL).

Personal signature verification

As trustmark quality improves and consumer familiarity evolves, the quickest and easiest means to verify a site is through a **personal trustmark signature**. This is a patented SafeSigned® solution that gives the visitor the means to verify the authenticity of a trustmark at first glance. They see their signature echoed back by the visited page and can tell automatically that the site has been verified.

On first time usage, the visitor hovers a mouse pointer over the SafeSigned® supported trustmark and an invitation bubble appears saying 'Set signature'.



Clicking this bubble opens a signature page where the visitor enters the personalised text that they will, in future, recognise as their secure signature. All subsequent visits to SafeSigned® supported trustmarks on the internet will show the verification signature.



Set your personal seal signature>>>

Once the personal signature is set “Your word” as can be seen below it is displayed each time you visit any website that is utilising SafeSigned technology.



What it's not – the limitations of Secure Sockets Layer technology

There aren't many solutions on the market that address these brand threat issues.

They are mostly sold by SSL providers (Verisign, Thawte, GeoTrust) and as such are based on Secure Sockets Layer technology. But SSL is really just a technology for safe transfer of data from server to client; Far from ensuring security, it brings its own set of problems. Not least of which is that all better constructed phishing websites already display SSL certificates with a relevant copied trust seal.

SSL-based verification does not protect http sites, only https protocol sites. Most websites are on the insecure http protocol.

High-end (£1000+) SSL certificates with additional verification are not that much different from low-cost £10-SSL certificates for the end user. They both colour the address bar (green or yellow, respectively) but don't expect the users to know the difference.

SSL-based verification can only be for identity. While this is important, the SSL providers are usually unknown outside the technology community; This means that the credibility of such verification is low for the average user.





The SafeSigned® Product Suite

SafeSigned - SUREID

SUREID is an all-in-one solution that provides protection against phishing, copyright infringements and other identity-based cyber-attacks. SureID provides a patented solution allowing a tailored SEAL to be placed on any website. It offers instantaneous protection against phishing attacks. It warns you when a cybercriminal attempts to copy content from a legitimate website to an illegitimate site for malicious reasons such as the obtaining visitor information for fraudulent purposes.

SafeSigned - BRANDID

For companies experiencing serious issues with brand abuse, BRANDID allows you to protect your brand logos online with the security features of SafeSigned® technology. You can protect multiple images across your partner network.

You'll receive seal codes for each image/website combination, and a managed service for updating images. BRANDID also offers offline brand protection using QR codes.

We create a secure envelope around your existing company logo. This provides a rollover verification for any website users. Should your logo be copied and placed on another site, this will be detected and reported.

Uniquely, our patented technology provides the brand owner with complete control of their online assets. It allows for the immediate change and control of images so you can re-brand at the touch of a button with no more headaches ensuring that your partners are using the correct logo.

SafeSigned - SealID

SealID is a protection wrapper for any existing website seal that requires an additional level of protection and verification. With SealID, website owners who already utilise other privacy type seals – such as TRUSTe, Verisign and many others – are able to quickly and efficiently add a unique protection layer to their existing website.

SafeSigned - CheckID

CheckID enables website owners to place verification tokens on a website, providing visitors with the means of a verification check when making an online payment. Rather than having potential customers drop out of purchases, CheckID provides a quick and secure method of payment verification that reassures your customers and so increases your purchase conversion rate.

SafeSigned - WebID

WebID incorporates our verification solution alongside a verified company certificate. This solution provides website owners with the option to provide their visitors with a certificate of authenticity and further company information. This solution can also be used to provide an authenticated credit status for a company so that visitors to a website are assured of the company's financial viability before purchasing.



SafeSigned - CopyID

CopyID utilises our patented technology in order to provide protection against breaches of copyright or copyright theft. CopyID allows us to scour the web for signs of copyright infringement, locating any content similar to that which you produce, or to find out if anyone is copying your work outright. This is especially useful for bloggers, magazines, news sites or educational content providers where large volumes of valuable, unique content may be at risk.

As well as your seal codes, we'll provide you with a managed service for you to set up protection for those texts that are your valued intellectual property. You'll receive regular reports detailing any malign activity associated with your proprietary content.

SafeSigned - ActiveID

ActiveID protects online documents from potential malicious activity. ActiveID forms our unique solution for eIDAS regulations and is complemented by our other SafeSigned solutions. As a combined solution, ActiveID offers a revolutionary method of ensuring a document's authenticity which can be signed, authenticated and tracked across the internet.

White label technology

SafeSigned® services are exclusive to Turrem Data Group in the UK, but can be purchased by existing or new trustmark issuers on a white label basis. That means you can incorporate a state-of-the-art, patented technology into the heart of an existing or planned security or web protection service and gain significant competitive advantage. And it's not just for cyber security companies to gain value from this technology by upgrading their legacy trustmark system.

SafeSigned® gives you the tools to start building the security of your brand and that of your partners, whether you're a credit report agency – guaranteeing the legitimacy of SME traders online – or a patent or trademark attorney wanting to issue brand logo trustmarks.

Let's say you are a software provider with a widely recognised training certification program.

You can boost the validity of that certification by making sure that rogue companies can't claim to be associated with your partnership program when they're not. Or say you are a legal network and want to protect the validity of those who claim compliance: SafeSigned® will deliver that too. Perhaps your organisation is issuing consumer trust or achievement awards; SafeSigned® will ensure that only the deserving will get the credit of your organisation's approval.

If you are a government organisation each SEAL can be branded to fit in with your governments look and feel and will form part of your overall protection mechanisms.





SafeSigned® sealed, brand protection delivered

It's a paradox that the more we invest in our brand and intellectual property, the more attractive they are to the hackers, fraudsters, hucksters, copy-catters, grey-marketeers, pirates, forgers, fakers, knock-off merchants, and counterfeiters. The list of players in the gallery of cyber rogues is endless, and the volume of attacks and the resourcefulness of the offenders shows no sign of abating.

SafeSigned® provides an insurance for that brand investment by offering you complete brand protection: Signed, Sealed and Delivered.

The engine of technological innovation will continue to drive forward and at an accelerating pace. It will create commercial opportunities for firms and individuals who embrace it and solve many economic and social problems that once seemed intractable. The Internet of Things, 3D printing and wearable devices promise previously unimaginable benefits.

But they also augur a substantial increase in the complexity of the technological environment through the enlarged network of connections these devices will create between their users and the wider social landscape.

Like any new landscape, unprecedented dangers will emerge that will require adaptive behaviours by individuals and organisations.

Cybersecurity as a culture

Cybersecurity is a discipline at an individual level and a culture at a corporate level a shared endeavour between various stakeholders. Turrem Data Group is an ambitious company committed to playing a central role in advancing this culture.

We will work with our customers, partners, regulators, law enforcement agencies and governments to create a safer social and economic landscape, one in which private data, commercial transactions and national security are robust in the face of malicious cyber activities.

Join us as we help build a safer cyber future.

