



# Thawte Trusted Site Seal

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**Not all seals are created equal.** When you choose a site seal, you're sending a message. You're telling prospects and customers that you value their security as much as you value their business. Few seals send that message clearly, because few have earned users' trust by establishing a track record of credibility online over time.

The Thawte Trusted Site Seal gives your site instant credibility in the online world, visually reassuring users that your site's identity is protected and has been verified according to the most stringent standards.

When you choose a seal for your website, customers notice. They're slow to trust any site associated with a damaged brand or with an unfamiliar SSL provider—so choose wisely. Here are five reasons why the Thawte Trusted Site Seal stands above the rest:

- 1. Not every SSL certificate provider offers a seal.** We do, but don't assume that you'll get a seal just because you purchase an SSL certificate. Check to make sure. And unlike competitors, Thawte automatically offers a secure site seal for every level of SSL certification – DV, OV, and EV.
- 2. Reputation matters.** We've maintained a consistent reputation for SSL validation for over 17 years. We began offering SSL certificates in 1995, and we've offered SSL as a core product ever since. Online users recognize us. They trust us. And by extension, our seal means that they'll trust you.

- 3. A strong seal, not a stale seal.** Our seal isn't a static sticker for you to slap on your site and forget. The Thawte Trusted Site Seal includes a date stamp so that your customers can see that their information is safe right now.
- 4. The world knows who we are.** Unlike our competitors, we offer a secure seal in 18 languages. Users view our seal in 170 countries.
- 5. Customers can see for themselves.** Some people demand evidence. We gladly provide it. When anyone clicks on your Seal, they'll get additional authentication information to assure them that their data is protected.

## Where to Display the Seal

Thawte recommends adding the seal script to your home page, sign-in page, buy page, preferences/settings pages, and all other pages in your secured domain where customers need assurance. The seal will display within mere hours after installation to show that your site is secured by Thawte.



## What the Seal Verification Displays

Users click the Thawte Trusted Site Seal on your secured web pages to confirm your site's identity. A seal verification page opens in a new browser window and shows the verified domain name and the certificate's validity period.

To learn more, contact our sales advisors:

- Via phone
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  - UK: +44 203 450 5486
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  - Germany: +49 69 3807 89081
  - France: +33 1 57 32 42 68
- Email [sales@thawte.com](mailto:sales@thawte.com)
- Visit our website at <https://www.thawte.com/log-in>

*Protect your business and translate trust to your customers with high-assurance digital certificates from Thawte, the world's first international specialist in online security. Backed by a 17-year track record of stability and reliability, a proven infrastructure, and world-class customer support, Thawte is the international partner of choice for businesses worldwide.*