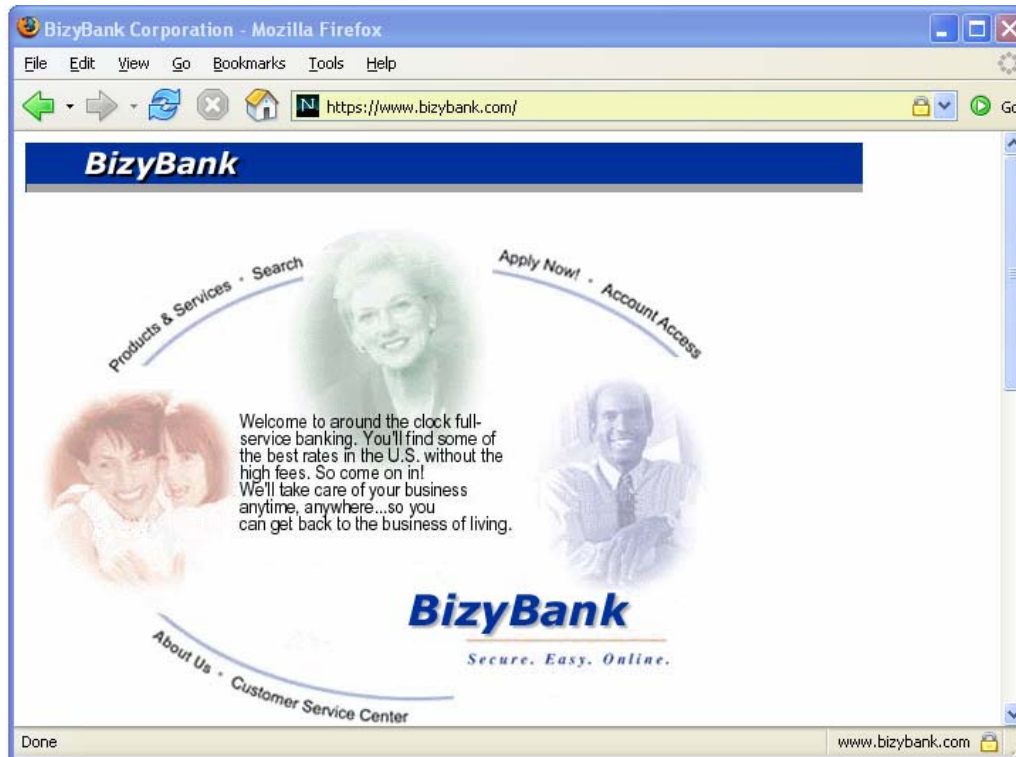


Extended Validation: Hope or Hoax?

Phillip Hallam-Baker,
VeriSign Inc.

The Challenges



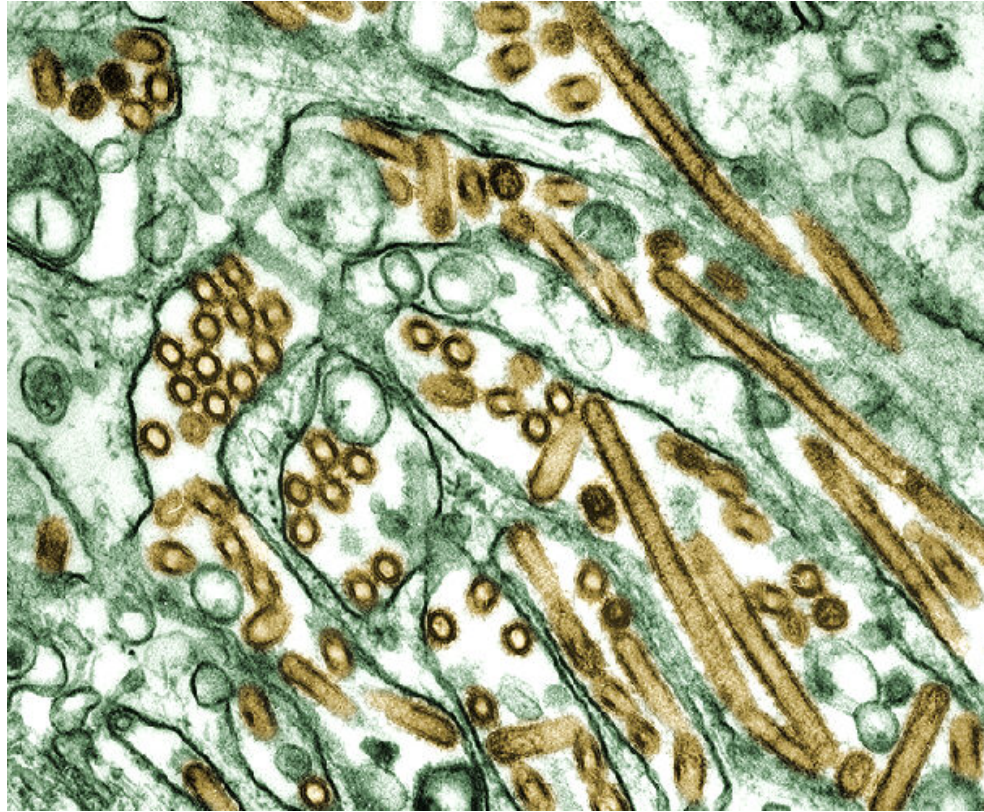
Phishing





Advance Fee Fraud





Avian Flu



Climate Change



Photograph: Jason Chatting



O'Donnell vs. Trump

Is EV the Answer?





You Decide



Are these the
questions?



No



The real question

Accountability



Accountability
≠
Security

Accountability
Enables
Security



Internet Circa 1980

No Commerce

No Firewalls

No Cryptography





Accountability



The Glue

Internet Today



Impersonation

Is it safe?



2 Problems



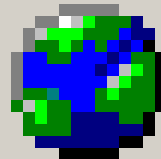
Problem #1



Could you make that a bit bigger?



ES



Internet

OK make it really big



Problem #1

Can't see when its safe



Problem #2

Its not safe when its safe



Domain Validation



AT
e your tale

COMPUTERWORLD
Networking Computerworld

es

Don't fall victim to the 'Free Wi-Fi' scam

Those wireless connections could be a trap

Preston Gralla [Today's Top Stories >](#) or [Other Networking Stories >](#)

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January 19, 2007 (Computerworld) -- The next time you're at an airport looking for a wireless hot spot, and you see one called "Free Wi-Fi" or a similar name, beware -- you may end up being victimized by the latest hot-spot scam hitting airports across the country.

You could end up being the target of a "man in the middle" attack, in which a hacker is able to steal the information you send over the Internet, including usernames and passwords. And you could also have your information and identity stolen, end up with a spyware-infested PC and have your PC turned into a spam-spewing zombie. The attack could even leave your laptop open to hackers every time you turn it on, by allowing anyone to connect to it.

Sufficient?





Sufficient?

Improve Accountability

Increase Confidence

Inform the suspicious user

Objectives



Protect the naïve user

Stretch Goal



Improved User Experience

Minimum Certificate Issue Criteria

The E.V. Answer



Extended Validation In Internet Explorer 7



CA-Browser Forum



Minimum Authentication Criteria

Establish the legal identity as well as the operational and physical presence of website owner

Establish that the website owner has exclusive control over the URL

Confirm the identity and authority of the individuals acting for the website owner, and that documents pertaining to legal obligations are signed by an authorized officer.



Revocation

Accountability



Opinion Letter



Extending the Model

Unincorporated Businesses



Domain Specific



Merchant Acquirer Agreement



Futures

Code Signing

Email



Futures

Logotypes

ABA Routing Number

Better Business Bureau Rating

Virus Checking



Logotypes

