

# Qualys SECURE Seal Usage Guidelines



# Overview



The Qualys SECURE Seal represents the highest level of security validation available online today.

Qualys' SECURE Seal program allows businesses of all sizes to scan their web sites for the presence of malware, network and web application vulnerabilities, as well as SSL certificate validation. Once a web site passes these four comprehensive security scans, the Qualys SECURE Seal service generates a trustmark (or seal) for the merchant to display on their web site demonstrating to online customers that the company is maintaining a rigorous and proactive security program.

Leveraging QualysGuard's award winning scanning technology, Qualys SECURE Seal is the only web site security testing service that extends the ability to scan web site(s) for malware, network and web application vulnerabilities, as well as validating the web site's SSL certificate.

This document outlines:

- **SECURE Seal Specifications**
- **SECURE Seal Display Requirements (Sizing and Clear Space)**
- **Frequently Asked Questions (FAQs)**

# The Qualys SECURE Seal

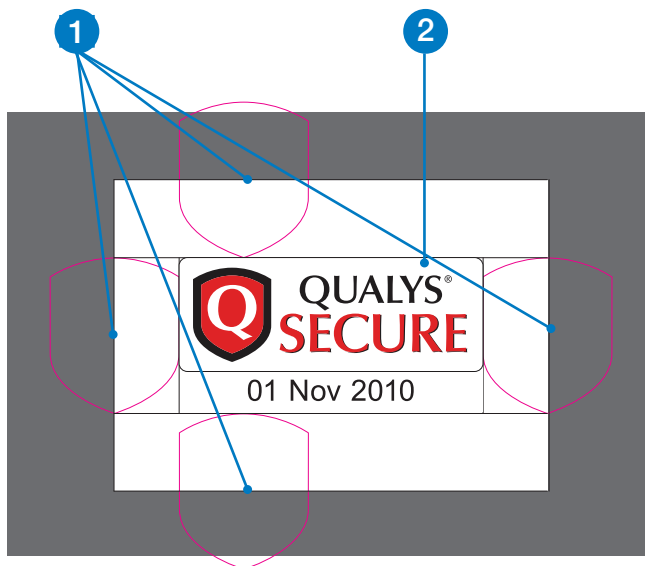


## Elements

1. Qualys Shield
2. QUALYS SECURE Type
3. Bounding Box
4. Verification Date
5. Trademark

All elements (1 - 5) should always be used as part of the complete seal and not be altered in any form or fashion.

# Clear Space and Seal Sizes



1. Clear space zone devoid of imagery and typography must surround the seal.
2. The dimensions of the shield should not be altered in any way and remain at 89x47 pixels.
3. In print applications, the seal should never appear with a width of less than one inch.

Files auto-generated by the Qualys SECURE Seal service have been prepared with the correct sizes and with the appropriate clear space surrounding the seal, and should not be altered in any way.

# Color Usage



## 1. Black

The outline of the shield and Qualys type should always be black.

## 2. PMS 485

The shield, and SECURE type face should always be in PMS 485 (or 222/29/11).

### Print



PMS 485  
CMYK 100/43/0/0

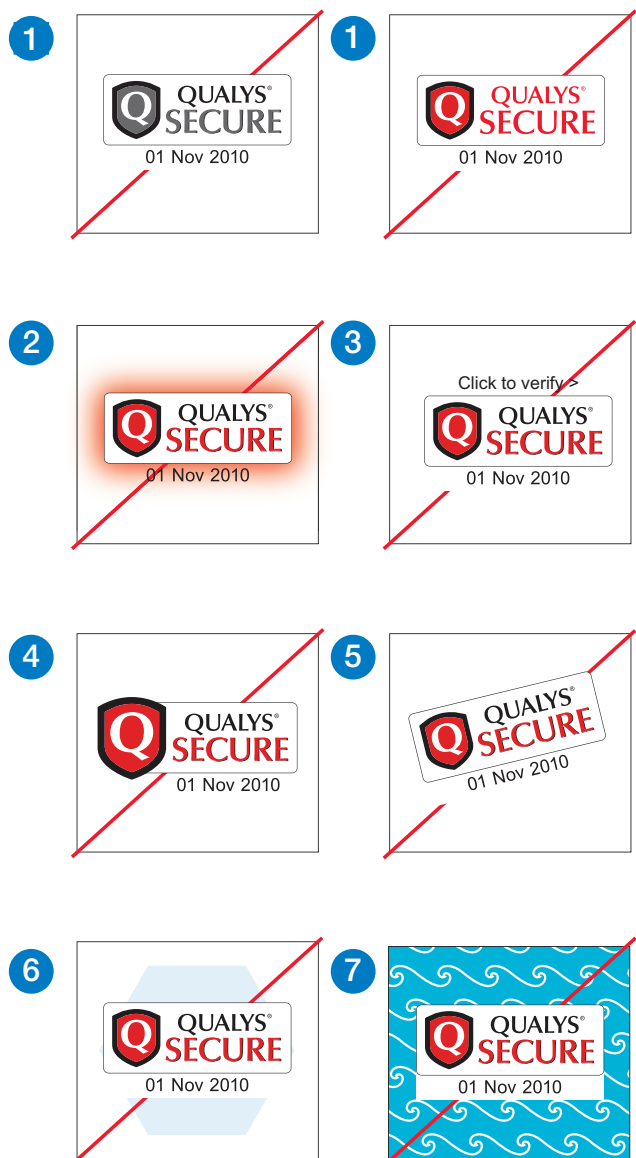
### Digital



PMS 485  
RGB 222/29/11  
HEX #DE1DOB

Always reproduce the Qualys SECURE Seal in the appropriate colors.

# Unacceptable Usage



1. Do not change the colors of the seal.
2. Do not add any extra elements (e.g., glow, starburst, drop-shadow, etc.).
3. Do not add words or phrases to the seal.
4. Do not alter the shape or size of the seal and its components.
5. Do not rotate or flip the seal.
6. Do not use the seal with other graphic elements or shapes.
7. The seal cannot be displayed on a background with patterns or images; the seal should appear on a white or solid-background.

# Seal Placement (Online)



Merchants can insert and display the Qualys SECURE seal on any web page within the domain protected by the Qualys SECURE seal. The seal should be used wherever the site visitors need to be aware of a site's security.

We recommend placing the Qualys SECURE seal on 4 important areas of a site:

1. On your web site home page near other web site information and links.
2. Near the top of all SSL-enabled pages.
3. On all shopping cart and check-out pages.
4. On any pages which detail the security or privacy protection you provide to your web site visitors.



# Frequently Asked Questions



## Why should my site display the Qualys SECURE Seal?

Displaying the Qualys SECURE Seal gives consumers explicit visual identification that your site can be trusted. The Qualys SECURE Seal means your site has been scanned for malware that could compromise a visitor's computer. In addition, the seal represents that your web site has no known vulnerabilities that could be exploited by an attacker looking to steal information.

Furthermore, consumers have trust in security seals. Research shows that sites which display security seals have higher levels of click-through-rates, have lower shopping cart abandonment and convert more sales opportunities.

## How does Qualys SECURE Seal work?

The Qualys SECURE Seal is simple to install. After purchasing and signing up, you receive a snippet of HTML that you embed on your site. The Qualys SECURE Seal trustmark will automatically be displayed on your site after your site passes a Qualys SECURE Seal scan, consisting of the following:

- **Malware Scan**  
Evaluates the site for malicious software the web site could unintentionally infect visitors with.
- **Network Perimeter Vulnerability Scan**  
Identifies externally facing vulnerabilities on the web server that allow attackers to access specific information stored on the host.
- **Web Application Vulnerability Scan**  
Scans for vulnerabilities in dynamic web applications, such as SQL Injection, to ensure consumers interact with web sites that safeguard their personal information.
- **SSL Certificate Validation**  
Validates the web site's SSL certificate is valid and current.

## How often will our web site be tested?

Qualys will continue to automatically scan your site on a recurring basis:

- Malware Scan - daily
- Network Perimeter Vulnerability Scan - weekly
- Web Application Vulnerability Scan - weekly
- SSL Certificate Validation - weekly

You may also scan your site "on-demand" at any time.

## What happens when an issue is detected?

If Qualys SECURE Seal identifies an issue during a scan, an email notification is sent to the merchant. The email directs the merchant to login to the Qualys SECURE Seal portal to review and fix the security issue(s) identified.

The Qualys SECURE Seal trustmark is only displayed by merchants who are proactive in remediating malware and critical vulnerabilities from their web site within the specified grace period noted on the web portal. Should the issue(s) remain unresolved beyond a 72 hour grace period, the Qualys SECURE Seal trustmark will be revoked and unavailable for display until the problems have been resolved. You may re-scan your site at any time via the Qualys SECURE Seal portal.



# Frequently Asked Questions

## What types of issues will take a web site out of compliance for the Qualys SECURE Seal service?

Qualys SECURE Seal identifies malware and vulnerabilities when the scan is conducted. The Qualys Secure seal will be removed if security issues are detected, including but not limited to:

- Malware is identified on the Site and not remediated
- Validation issues associated with the SSL Certificate
- Critical Perimeter Vulnerabilities
- Cross-Site Scripting (XSS) Issues
- Susceptibility to SQL Injection, Command Injection, HTTP Response Splitting, Local or Remote File Inclusion Vulnerabilities
- The login form is not being submitted over an encrypted channel

## Can the Qualys SECURE seal be customized for display on our web site?

No. Do not modify the Qualys SECURE Seal trustmark in any way.

## Where should the SECURE seal be placed on our web site?

You should insert the code snippet and display the Qualys SECURE Seal trustmark on any Web page within the domain for which you are enrolled. You should insert the SECURE Seal in a location so that your web site visitors can clearly see your commitment to security. There are several locations on your web site we recommend, including:

- On your web site home page near other web site information and links.
- Near the top of all SSL-enabled pages.
- On all shopping cart and checkout pages.
- On any pages which detail the security or privacy protection you provide to your web site visitors.

It is also recommended that the seal be placed in locations that will get noticed by your web site visitors. Avoid placing it in hard-to-find locations and in areas, such as below the screen fold, where scrolling is required.