



## The Whitelabel Model

Accelerate the development of your business by selling SSL CERTUM certificates under your brand!

[www.certum.eu](http://www.certum.eu)

## About Certum |

Certum Certification Authority is a European leader in SSL certificates, which supports the maintenance and development of global security of the WEB. Certum is not only a supplier, but also a technological innovator in trust services, meeting the highest global standards and taking an active part in setting international standards for the provision of security and trust services.

## About the Certum Partnership Program |

The Certum Partnership Program presents a unique European as well as worldwide opportunity to introduce SSL certificates under your company's brand. Certum's SSL certificates are trusted by 99.9% of web browsers globally, also those within the Whitelabel model. SSL certificates ideally complement hosting services, sale of server space, companies creating websites and those offering digital security and computer software.

## What is the benefit of joining the Certum Partnership Program in the Whitelabel model? |

As part of the Certum Partnership Program in the Whitelabel model, the Certum certification authority will provide you with certification services by creating a dedicated certification chain for your company. By becoming an affiliate you will become a certification sub-authority and you will be able to sell SSL certificates under your brand, leaving us with technical and audit issues.

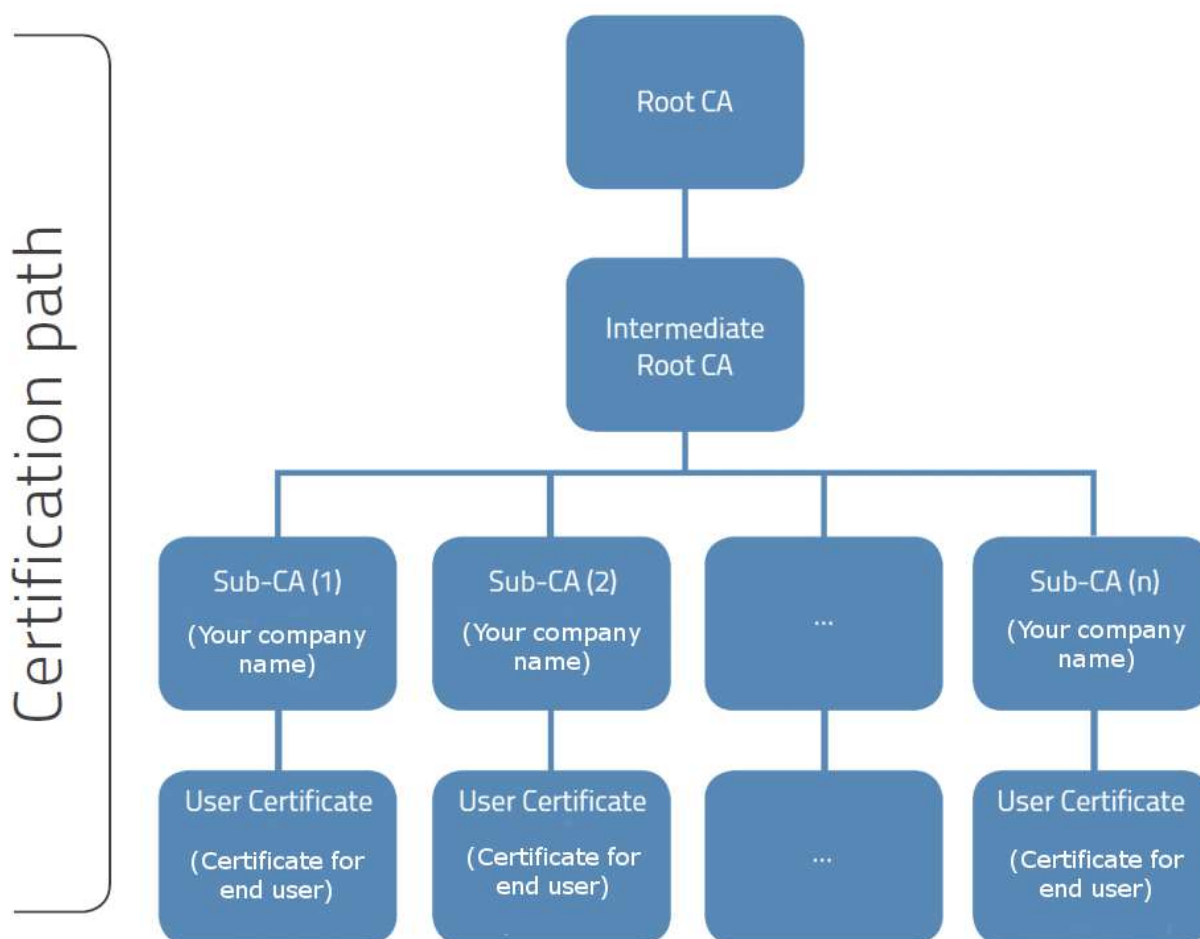
Joining the Certum Partnership Program will allow your company to:

- Sell SSL certificates under your brand or company name,
- Build a global brand dedicated to website security,
- Expand your portfolio with certificates valued and sought after by customers,
- Control costs efficiently thanks to flexible cooperation models.

## What is the structure of offices in the **Whitelabel model?**

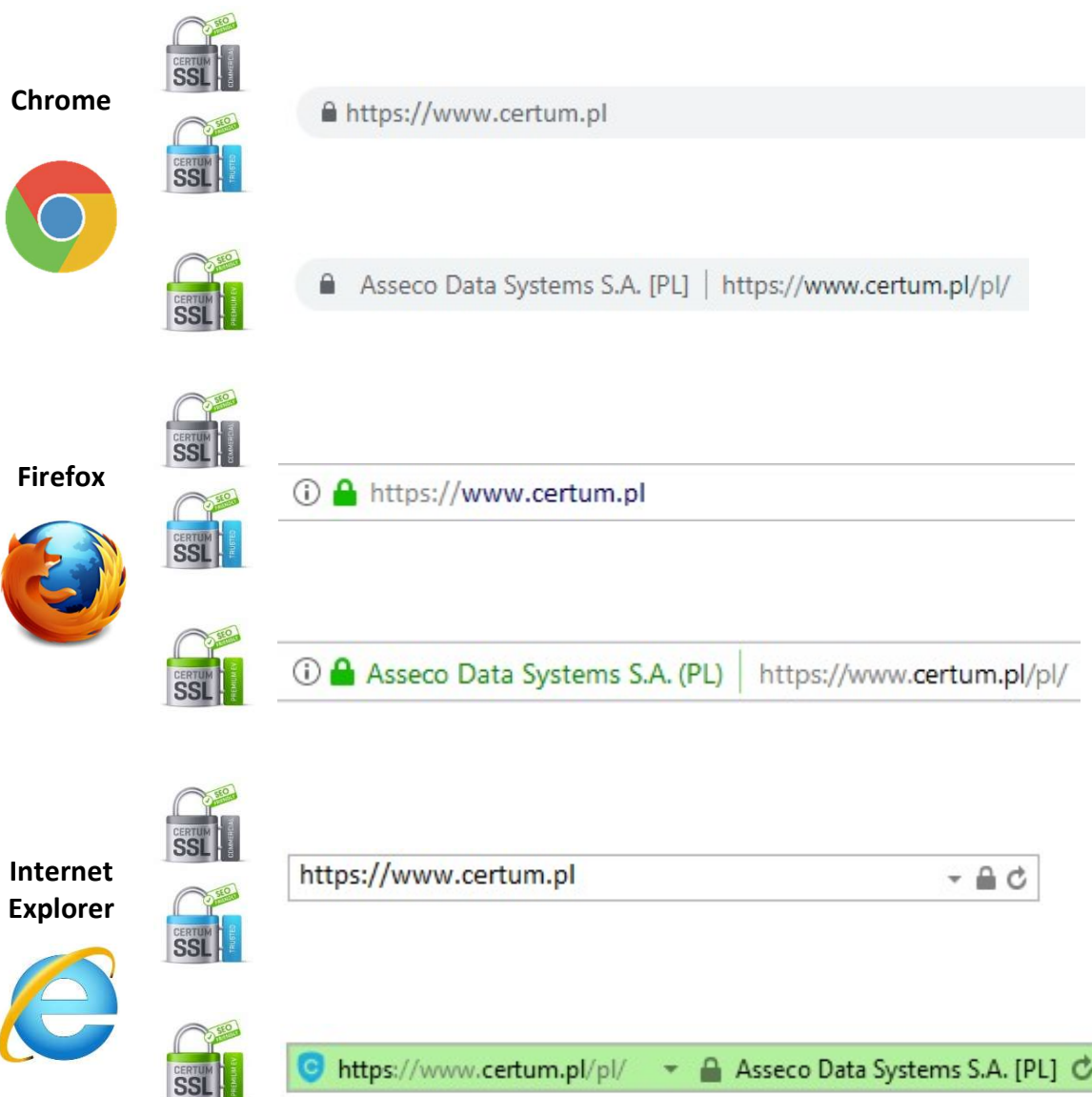
Certum acts as the Central Certification Authority (CA), and as such provides certification through its own intermediary authority, allowing your company to become an independent certification authority (sub-CA). Thanks to this, as a certification sub-authority, your company will be able to sign your customers' certificates with its own cryptographic keys. As a result your company's name will be displayed as the issuer in the customer's certificate, and so your company will be able to issue, renew or revoke issued certificates.

The diagram below shows the relation between the main authority, sub-authorities and final consumers in a hierarchical structure:



## How do SSL certificates look like in the **Whitelabel model?**

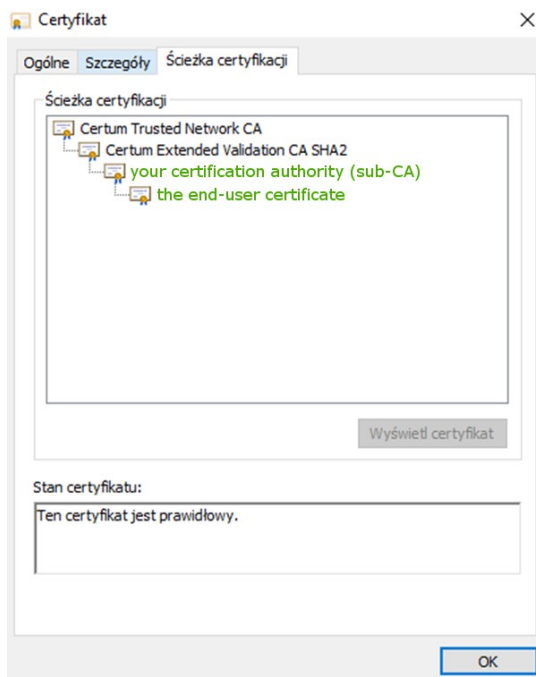
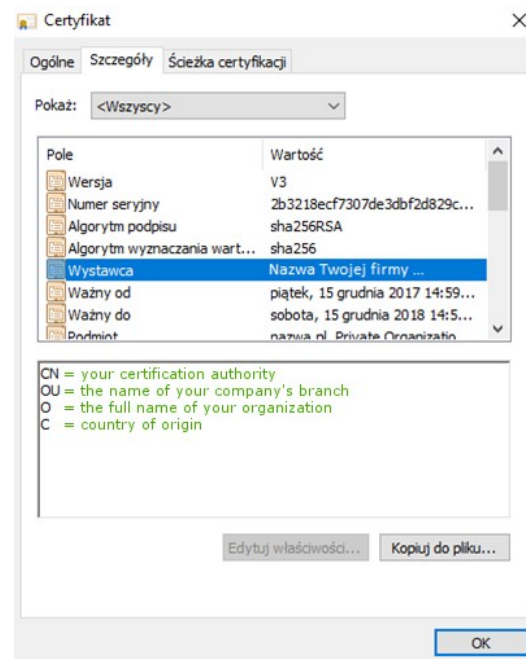
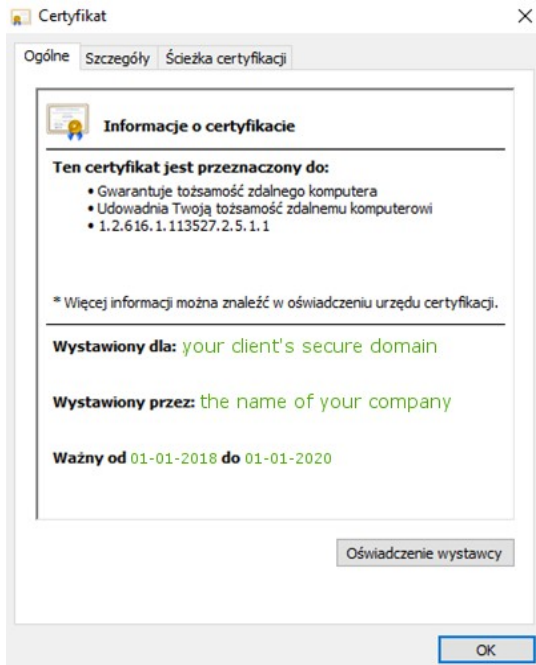
The appearance of the address bar differs from the level of SSL certificate validation issued for the customer's domain. Your future customer will see the certificate on the server as such\*



\* Based on: [www.certum.pl](http://www.certum.pl)

**Certum SSL certificates are recognized by 99.99% of web browsers globally available on the market.**

## What data about the issuer is included in the certificate issued by the sub-CA in the **Whitelabel model?**



In any visible place your company will be shown as an **SSL certificate issuer**

# What are the benefits of cooperation with Certum and joining the Partnership Program? |

Cooperation with Certum	Benefits of joining the Partnership Program
<p><b>1. Accessibility and Interoperability</b> Access to online services 24/7/365 via SOAP (Simple Object Access Protocol). System solutions, alternative power supplies and a back-up center ensure operational continuity.</p>	<p><b>1. Flexible Cooperation</b> Certum does not impose any requirements concerning the size of employment, both small and medium sized companies and large companies can take part in the program.</p>
<p><b>2. Responsibility Transfer</b> Responsibility for correct verification  and the application process is taken by the service provider, Certum.</p>	<p><b>2. Attractive Discounts</b> SSL certificates intended for members of the program are discounted, which allows for profits from the very beginning of cooperation.</p>
<p><b>3. Security</b> The ICT infrastructure is located in the Certum Data Center - one of the most modern offices in Poland, which guarantees operational continuity and the highest level of security.</p>	<p><b>3. Additional Sales Tools</b> Within the program, Partners gain access to tools that allow them to increase sales effectiveness, including API.</p>
<p><b>4. Highest Quality and Standards Compliance</b> Certum is periodically audited to verify the compliance with Web Trust standards, defined for certification authorities, and ISO and AQAP quality management system standards.</p>	<p><b>4. Dedicated Customer Service and Expertise</b> Each member of the program is assigned an supervisor to answer all questions and manage all problems. Affiliates also receive access to training and expert knowledge on SSL certificates and the market conditions.</p>
<p><b>5. International Standards of Service Provision</b> Certum's services are based on international organizational and technical requirements for certification centers, assuring that our certificates meet the highest quality and technological standards.</p>	<p><b>5. Convenience of Sale</b> Certum takes responsibility for the product delivered to your customer, so that it meets the highest safety standards, and that joining the Program is as quick and easy as possible.</p>

# What is included in the wide SSL offer by Certum? |

Certum offers a wide range of SSL certificates:

## Certum SSL Commercial

It provides basic user-server connection security, necessary to protect against data interception when visiting a website, it was designed for, among others:

- Small online shops,
- Non-commercial websites,
- Internet forums/blogs
- Corporate portals.

## Certum SSL Trusted

It provides a high level of authentication through verification of data of the organizations applying for the certificate, designed, among others, for:

- Medium/large online shops,
- Corporate websites,
- Business services,
- Public administration offices,
- Mail servers,
- Database servers.

## Certum SSL Premium EV

It provides an advanced level of verification which guarantees the highest degree of security - the certificate reinforces brand prestige and builds trust thanks to company data shown in the browser bar, where the secured domain is displayed, designed, among others, for:

- Electronic Banking,
- Prestigious online shops,
- Financial and insurance institutions,
- eHealth services.

## What are the variants of SSL certificates provided by Certum? |

Certum SSL certificates are offered for 1 year and 2 years issue/renewal. In addition to one domain certificate, Certum has the ability to issue:

- **SSL Wildcard** Certificates - simultaneously secure the main domain with and without the www prefix and an unlimited number of 1st order subdomains, e.g. for a [certum.pl](https://certum.pl) domain:
  - [poczta.certum.pl](https://poczta.certum.pl),
  - [aktualności.certum.pl](https://aktualności.certum.pl),
  - [ssl.certum.pl](https://ssl.certum.pl),
  - [\[...\].certum.pl](https://[...].certum.pl), etc.
  
- **SSL Multidomain (SAN)** certificates - secure up to 10 different domains with one certificate, e.g. :
  - [certum.eu](https://certum.eu),
  - [polskie.ssl.pl](https://polskie.ssl.pl),
  - [ssl24.com](https://ssl24.com),
  - [twój.ssl.pl](https://twój.ssl.pl), etc.

## Certum guarantees the highest level of service, security and confidentiality attested by the [WebTrust seals](#) |

Since 2002, Certum has been subject to rigorous audits of its services, all with positive results. Every year Certum receives the WebTrust seal - a globally recognized certification of compliance with the highest standards of data security and confidentiality - for providing the highest level of quality and security assurance.