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## Server Upgrades

Over the past several months, we have been in the process of upgrading and rotating our servers in order to serve our client websites and email more efficiently. We are upgrading operating systems and programs, and adding more robust and secure technology to the servers. While the upgrades will not effect the way your website appears or functions, your site will be more secure behind the scenes. Questions on server upgrades may be directed to [support@onyourmark.com](mailto:support@onyourmark.com).

## Introducing LISTMAN Version 5.0

Our recent server upgrades have allowed us to introduce LISTMAN Version 5.0. If your website featured a previous version of LISTMAN, your LISTMAN has been upgraded to Version 5.0 at NO ADDITIONAL CHARGE to you!

We have also imported your existing database of subscribers to the new LISTMAN. LISTMAN Version 5.0 features scores of new features to make this Power Tool an even greater resource.

Some of the new features you will see in LISTMAN Version 5.0 include:

- Double Opt-In for new subscribers- new subscribers receive a confirmation email with a link to click on to confirm subscription. This ensures that fake emails are not entered into LISTMAN.
- Subscription Management- subscribers may change their email and contact information without having to delete and resubscribe.
- Personalized Emails- insert fields to tailor your emails to each subscriber.
- Multi-List Capabilities- create and maintain separate list for reps, distributors, etc.
- Test Area- test your email before sending it out to your subscribers
- Email Archive- LISTMAN will store sent

## Ask the Pro: What type of internet connection is best?

Each month, "Ask the Pro" features a new article by our staff on internet, technology and computer related topics. So, we'd like to know-- what would you like to ask the pro? From "Where do I find travel information on the web?" to "Where can I locate an ISP?" we welcome any and all questions for this section. If you have always wondered how to find genealogy information on the web, or how to select a digital camera, this is the place to ask! Just [email](#) your questions.

This month's Pro is Mike Creuzer, Web Development Specialist at Klein Internet. Mike offers tips to ensure your online shopping is safe and secure.

The Pro's Answer: This is an important question with the rise of e-commerce on the Internet. Before we dive into the answer for the posed question, we will cover a bit on what e-commerce Security on the Internet is.

The Internet was invented to exchange information in an academic/military environment where physical access to the computers was restricted to authorized users. Security on the Internet at that time was locking the door to the room that had the computer in it.

With the commercialization of the Internet in the early 90's, business interests began to appear on the Internet. The adult entertainment industry was an early adopter of Internet sales models and actually drove the creation of many of the online credit card processing and security methods.

There are currently several methods of making a shopping website secure, including Encryption and Digital Certificates. Encryption is an advanced branch of mathematics that deals with scrambling messages in such a way that only the sender and the receiver knows what is in the message. For a long time, 48 bit (the complexity of how well the message is scrambled- more bits means it is harder

emails, keeping a record of what was sent and when.

We will have a comprehensive tutorial for LISTMAN Version 5.0 available soon. If you have questions on LISTMAN, please email [support@onyourmark.com](mailto:support@onyourmark.com) or call. We are happy to help!

### Click for Cans

Each year, Campbell's Chunky Soup has a promotion called "Click for Cans" where fans of the NFL visit a website daily. You click on the helmet of your favorite team (that would be the gold one with the green G on the side, in case you've forgotten) and at the end of the promotion, 5 million cans of Chunky Soup will be donated to food pantries. The amount of cans donated are distributed according to the number of clicks each team receives and the team determines where the cans are donated.

In the past several years, Green Bay Packer fans have dominated this event, with almost 2 million cans of soup going to Wisconsin food pantries as a result! So help us out! You can only visit the site once per day, so remember to log on daily and click that Packer helmet! Visit [http://www.chunky.com/click\\_for\\_cans.asp](http://www.chunky.com/click_for_cans.asp) to click!

to crack the code) encryption was common. At that time, the US Government prohibited the export of software that contained Encryption algorithms that were more powerful than that. Nowadays, 128 bit Encryption is the rule.

Digital Certificates, also called Security Certificates, are a way to verify that the website you are shopping at is who they say they are. Digital Certificates operate on a "trust" methodology. A website will verify themselves to a trusted "Certificate Authority" through a "Signed SSL Certificate". [Verisign](#) and [Thawte](#) are an examples of such "Certificate Authorities".

What does all of this mathematical wizardry and signatures in cyberspace mean to you? They work - as long as you make sure that they are being used. There are several signs to show that these technologies are protecting your online transactions.

A "secure sever" is one that uses Secure Socket Layers (SSL), the standard way to Encrypt webpages over the Internet. There are two easy ways to tell if the site you are shopping at is using SSL. Most web browsers will display either a lock or a key graphic, usually at the bottom of the screen where the progress bar is displayed. If the key is broken, or the lock open, the web page is currently NOT secure, while if the key is unbroken, or the lock closed, the web page IS secure. The other way to tell is by looking at the web address (URL). All non-secure web addresses start with HTTP://, while all secure websites start with HTTPS:// (an easy way to remember-- the "S" means secure). Many web browsers will give an alert box when switching to and from a secure site.

Digital Certificates work in conjunction with the SSL web sites. They quietly do this unless there is an issue. If a security alert box pops up when you go to a shopping site saying there are problems with the security certificate, do not give them your credit card number or any other personal information.

There are a few other ways to protect your online shopping experience. Many credit cards offer a "one time use" credit card number. You can set these up for a single transaction, and you get billed just like a regular credit card transaction. Find out more information from your credit card company on whether this is available to you, and specifics on how to use it.

Check that the websites you are doing business with are reputable companies. The company could skimp on service, offer poor grade products, or even be a scam and not have any products at all! If an email directs you to return to a website you recently

shopped at, make sure the URLs in the email and it's links match. We have seen spams claiming to be from Best Buy, asking readers to go to <http://www.bestbuy.com> and validate a purchase. When the reader clicks a link in the email, they are routed to a bogus website set up to collect credit card numbers!

One thing to note is that many sites won't use SSL until you go to actually purchase the items. This is OK, as long as they switch over to a secure server before you enter any personal information. If you don't feel comfortable ordering online, order through some other method, like over the phone.



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