

How to Secure Your Online Business

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Author: [Andrea Watts](#)

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According to the Wall Street Journal AT&T's new phenomenon, the [iPad](#), recently suffered an astronomical security breach. A hacker group, calling themselves [Goatse Security](#) gained access to the private details and email addresses of nearly 114,000 early purchasers of the iPad. People such as the New York Times' chief executive Janet Robinson and White House Chief of Staff Rahm Emanuel were exposed.

The hackers were actually able to gain access to this information through a script they located on AT&T's website. The script automatically returns email address in conjunction with each iPad ID Number. The iPad ID Numbers were simply guesses made by the hacker group.

The gaping hole in AT&T's security was reported to be closed, but not before it exposed several military accounts.

Security online is a huge issue. In order to maintain a strong online business presence, you must be properly equipped and safe. Many people are scared to buy online and you must be able to reassure your web-based customers that your online business practices online are secure and credible.

Make sure you're safe

Make your online business credible and trustworthy. You want to be able to implement your online marketing strategy efficiently, so you must make yourself safe and secure in order to move forward. Apple will probably lose very valuable customers due to the vulnerabilities the hackers were able to find. They must quickly implement an internet marketing strategy to cover their bases.

Have a security seal

You may already have an SSL system, or [Secure Sockets Layer](#) (encryption to provide security for communications), but these still have potential loopholes. Merchant accounts are a little safer since in the future, they will all be requiring [PCI Security Standards Council](#) compliance. The PCI data security standard is a multifaceted security standard that includes requirements for security management, policies, procedures.

You can promote the credibility of your security seal in your internet marketing strategy.

Use Trust Guard

[Trust Guard](#) is a third party verifying system that not only help you recognize certain issues, but they provide you with a seal that enhances your visible credibility.

Trust Guard services include:

- Low prices
- Vulnerability Scanning
- PCI Scanning
- Privacy Policy Generator
- Security Seals
- Business Seals
- Privacy Seal

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