



ElectionMall's "Election Security Seal Program"

PRODUCT FACT SHEET

What it is...

- The "Election Security™ Seal Program" is a program designed to verify the authenticity of political websites and protect political candidates, officials, groups and consumers against scams and false information associated with fraudulent political Web sites, through the use of a certified digital seal.
- The program creates the first official Online "Registrar Directory™" of legitimate political websites, including candidate sites, campaign sites, 527's, political action group site and other political organization sites. This registrar may then be used by the public to verify the authenticity of political websites.
- The product is available to official political candidates and groups ranging from \$50 to \$100.

How it works...

- The political candidate, official or group registers through his or her appropriate Secretary of State. In the registration form, the candidate is asked if he/she would like to have the SOS seal appear on candidate website to certify and authenticate the site.
- The SOS office verifies the identity of the candidate/authenticity of the site.
- The candidate is listed in an official "registrar directory" that includes every official candidate site.
- If the approved candidate/official wishes to add the SOS seal to their website, it will appear at the bottom of the site. The seal will have a scroll-over capability that will allow the visitor to see the certification. To view a sample of the technology and the scroll-over visit www.electionsecurity.com.