

# Is your website or internet business trustworthy?



At **Gaffey & Associates** we have one goal for our WebTrust services, to help you differentiate your safe, secure, and trustworthy internet business that enables consumers to transact online with confidence.

WebTrust services delivered by the licensed and train staff from Gaffey & Associates focuses on risk areas related to eCommerce activities and the appropriate policies and controls to manage risks related to security, online privacy, availability, confidentiality and processing integrity. The end result is a more robust and secure eCommerce system.

## **What's the benefit to your organization?**

The media today is full of stories about “hackers” and threats to security and privacy on the Internet. A company's eCommerce plans may crumble amid fears about management's ability to protect data and deliver as promised.

**Answer** - *How about peace of mind and reaching your eCommerce goals!*

## **What's the effect on your customers?**

Many internet customers are still uncomfortable with the internet buying experience. The biggest problem facing a eCommerce website today is the issues of privacy and safety.

**Answer** - *Trust in your organization and increased sales!*

WebTrust focuses on risk areas related to eCommerce activities and the appropriate policies and controls to manage risks related to security, online privacy, availability, confidentiality and processing integrity. The end result is a more robust and secure eCommerce system.

The elements of the WebTrust program include:

- A set of eCommerce criteria that reflects prevailing internal controls best practices and requirements from around the world
- Periodic independent verification that a site meets the certain criteria

Our WebTrust services can be applied to a number of difference needs of an eCommerce organization. As such, several branded service offerings can be provided under the WebTrust Brand: WebTrust for online privacy, WebTrust for consumer protection, and WebTrust for certification authorities.

**David Talley, CPA, CITP, CMA, CISA**

703-748-5827 · 703-226-1122 fax · David.Talley@GaffeyCPA.com

[www.GaffeyCPA.com](http://www.GaffeyCPA.com)

**What do you have in place today to demonstrate to your customers that your eCommerce systems are safe from attack or corruption?**