



Click•N•Buy™ Security Features

Newspapers and media groups are blue chip organizations with stringent security needs. They manage large volumes of sensitive data and require compliance with data security standards. Security breaches, data loss, or system downtime can severely impact their business and credibility with local retailers and classified advertisers. AdPay takes pride in maintaining the highest standards of application and data center security.

Click•N•Buy Security Benefits

- Reliable
- Secure
- Independently Validated

Data Center Security

Data Storage, Back-up and Recovery

AdPay understands the implications of providing data availability with a high level of security. Our data warehousing facilities have an enterprise scale disk-based storage network with a back-end services that securely replicate your data to our storage network. AdPay's security goal is to provide you peace of mind.

The benefits of disk-based data storage include:

- Integrity – disk backup systems are more reliable than tape systems making customer data is less prone to backup and restore errors
- Speed – disk backup is much faster than tape
- Scalability – disk backup systems can scale almost instantly to meet demand as additional storage arrays can be added to a disk backup cluster in near real time.

Effectively managing high levels of traffic requires a load balanced configuration to distribute the load across multiple servers. In addition to the system efficiencies, a layer of fault tolerance is added. This eliminates application failures due to server outages.

Redundancy

AdPay maintains a fully redundant, high capacity IP network. All network devices are deployed in a clustered architecture to ensure that a single device failure does not affect your Click•N•Buy data availability.

Infrastructure Power

Electrical power supplied to the building is delivered from redundant feeds. The electric service in the building is connected to parallel redundant Powerware UPS units, which delivers conditioned power to the data center via a Starline Bussway system. This system eliminates the need for traditional power distribution units (PDU's) and enhances the reliability of the system as well as making "A" and "B" power available to every computer equipment cabinet and device. Back-up power is provided by two diesel generators connected to separate automatic transfer switches (ATS).

Bandwidth

AdPay's high-capacity network connectivity is ideal for delivering rapid online response to dispersed customers and businesses. Our network is unsurpassed due to our multiple Gigabit Ethernet connections to several major Tier 1 backbone providers.





Encryption

AdPay protects the privacy and confidentiality of sensitive information by allowing only approved people to gain access to their information.

For all Asymmetric encryption or Public Key Cryptography, AdPay uses Rijndael encryption. Rijndael is the block cipher selected as the new Advanced Encryption Standard (AES) by the US National Institute of Standards and Technology (NIST). This encryption method was selected by NIST because it will provide strong cryptographic security for the protection of sensitive information well into the 21st century.

All one-way or Symmetric encryption is done through the use of MD5 one-way hashing algorithms. All sensitive Web application access uses 128-bit SSL (note: Non-SSL compliant browsers are not supported). In addition, the Click•N•Buy system encrypts all query strings coming to the system. This prevents query string manipulation and restricts access to sensitive data. AdPay does not store any credit information.

Financial transactions are processed through CyberSource, a leader in automated commerce transaction solutions. Their SAS 70 compliant software provides AdPay the ability to automate the secure commerce transactions. All transactions with CyberSource are encrypted using 128-bit SSL.

Security Audit

Today, new weaknesses are being discovered and old weaknesses are being exploited in new ways. AdPay stays on top of security threats to our network and critical business systems by regularly hiring third-party Internet security firms to conduct network vulnerability audits. By using an outside audit firm, we can test and see our systems the same way that hackers do. No security holes or warnings have ever been discovered in the Click•N•Buy system as a result of our audits. Copies of the audits are available upon request.

Trust Experience

Delivering industry standard-setting solutions that drive content, traffic, and revenues is what AdPay is all about. Best practices, extensive implementation know-how, end-to-end business model consultation, and performance optimization ensure immediate and lasting success. The results are a strong, effective counter to aggressive online competition.

AdPay, Inc. pioneered online classified e-commerce solutions for newspapers. Founded in 2001, our mission is to develop innovative solutions that enable newspapers to effectively compete in the high growth online domain. AdPay customers include many of the largest newspapers and media groups in the U.S.

The local marketplace is yours to lose. Choose to win with Click•N•Buy Stores and Click•N•Buy Classifieds™!

For more information on our solutions and customers, go to www.adpay.com or call us at 303-268-1535.

