

Symantec™ AdVantage Service Description

A. Service Overview

Symantec™ AdVantage (“AdVantage”) is an ad-scanning service designed for a publisher or ad-serving company to help protect its end users from malvertisements, i.e. malware-infected ads. This solution is completely cloud-based, does not require any client-side deployment or integration, and offers the following:

- Scanning and monitoring of display ad tags, and customer notification, to determine if malvertisements have been served
- Detailed forensics to identify the malware source, and to enable stopping the occurrence of malvertisements
- Time series reporting that shows the safety and quality of advertising served to customers

AdVantage is implemented as a hosted service, and for a given customer’s domain (referred to as a “scanpoint”), the service will scan ad tags that are provided by the customers. When performing the scan, AdVantage will log detailed information about individual scans and the source of those ad tags. This is presented to the user via an AdVantage web portal that is made available to AdVantage customers.

B. Service Features

AdVantage will deliver the following pieces of customer-facing functionality:

1) Customer Provisioning:

Symantec will be responsible for authenticating and authorizing a given customer, and Symantec will send the customer via email a unique registration link to be used to register for the AdVantage service. There can only be one user tied to a given AdVantage account. In other words, multiple individuals from a single customer site cannot have multiple accounts to access a common set of data for that specific customer. The AdVantage service will only collect the customer information sufficient to fulfill the obligations set forth here. This shall consist of the website that AdVantage will scan and an email address for notifications to be sent.

AdVantage will provide a password input and recovery system sufficient to allow customers to access the portal at any time.

2) Customer Portal Overview:

The AdVantage portal will provide reporting information for malicious online advertisements. Each AdVantage customer account will include, on a per host basis, detailed information on the advertisements being served on the site.

Information will be displayed based on specific ads and will include statistical information such as ad safety scores, timelines, geo-location information, metrics and statistics on ad networks as well as reputation information for that ad using AdVantage’s internal scoring system and detailed information on the source of individual networks serving the ads. When a malicious ad is served, the portal will include detail on where and how the malicious ad was served. A visual preview of the advertisement will also be provided.

AdVantage has developed custom analytics, which creates a reputation score for individual advertisements and networks serving those ads. This information will be tracked throughout the entire service period to provide quality metrics to the customers relative to the quality of the ads being served to visitors to their web properties. In addition to the reputation score, over the

course of the entire engagement, AdVantage will provide historical information on a per ad tag basis of the number of malicious ads versus safe ads served up by a given network.

3) Customer Notifications:

In the event that a malicious ad is detected, AdVantage will notify customers via email using the email address provided during the registration process. The customers will be responsible for logging into the portal to see the specific ad in question and will also be responsible for any remediation.

4) Customer Self-Service:

The AdVantage service will provide a mechanism to allow the customer to add the ad tags into the system via the AdVantage web-based portal. When the customer logs into the portal for the first time, there will be a special user interface presented to the customer that would guide the customer through the initial upload. Subsequent uploads can be done through the web user interface, with options of either bulk upload of multiple ad tags through a file format, or a single ad tag upload through the web user interface.

C. Customer Responsibilities

Customers must provide accurate information regarding the website and ad tags to be scanned, as well as a valid email address for notifications.

D. Reporting

The AdVantage service will provide customers reporting information through the portal.

E. Technical Support

Customer may contact technical support by telephone and email to assist the customer with configuration of the service features and to help resolve reported problems with the service. Technical support contact information is available through the AdVantage portal.