



WhosOn™
Track - Chat - Engage



LIVE CHAT CLOUD SECURITY

Everything you need to know about live chat and communicating with your customers securely

Introduction

Security is a top priority online – it is vital that customers feel their information is safe for the internet to flourish as a marketplace and as a place to do business. WhosOn offers a secure, reliable and trusted service through which online businesses can safely communicate with their customers.

To address the major risks that breaches in security can pose, WhosOn offers comprehensive security policies coupled with cutting edge – and constantly evolving – technology underpinning the security and reliability of our solutions. This white paper analyses the security challenges you face and how our approach to security addresses them. For simplicity, we focus on our Cloud Edition of WhosOn. However, we also offer an installable edition which is deployed on your server behind your firewalls and utilises your IT security systems. This offers obvious advantages, especially within highly regulated industries such as financial services, government and health.

Visitor side security

The main service that WhosOn provides is Live Chat. This provides tracking visitors of any web page which has had the tracking code embedded within it, as well as the chat sessions themselves between both the chat agents and visitors.

How WhosOn secures all data

WhosOn will collect and store data of visitors browsing your web pages. This data is collected and reported in the Web Analytics suite of WhosOn, and can determine which visitors should be engaged and which of your chat agents should engage with them. Data is transferred from the visitor's browser to WhosOn application servers using the protocol of the web page itself (HTTP or HTTPS). This means visitors don't need to download or open any particular ports in order to interact with your chat agents.

When a visitor requests a chat, a secure connection is established between the visitor and the WhosOn application servers. Chats are secured over an initial 2048 bit RSA exchange followed by an exchange of a 128-bit session key, produced through an SSL V3 certificate. This uses a trusted public certificate authority to ensure the authenticity of the WhosOn application server. Requested connections are monitored and filtered by our firewalls, ensuring only valid requests will launch a chat session between the visitor and the WhosOn application servers.



WhosOn has comprehensive security policies coupled with cutting edge and constantly evolving technology

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WhosOn chats are secured over an initial 2048 bit RSA exchange followed by an exchange of a 128-bit session key

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Visitor enters site. WhosOn records data.
Visitor requests Live Chat.

Server authenticates request.
Server sends request to chat agent.

Chat agent receives request.
All chats go back through application
server & monitored by WhosOn firewalls.

Once a chat request is received by the application server, a second request is immediately sent to an appropriate chat agent.

Communication between the two parties then travels through the WhosOn application server where they can be

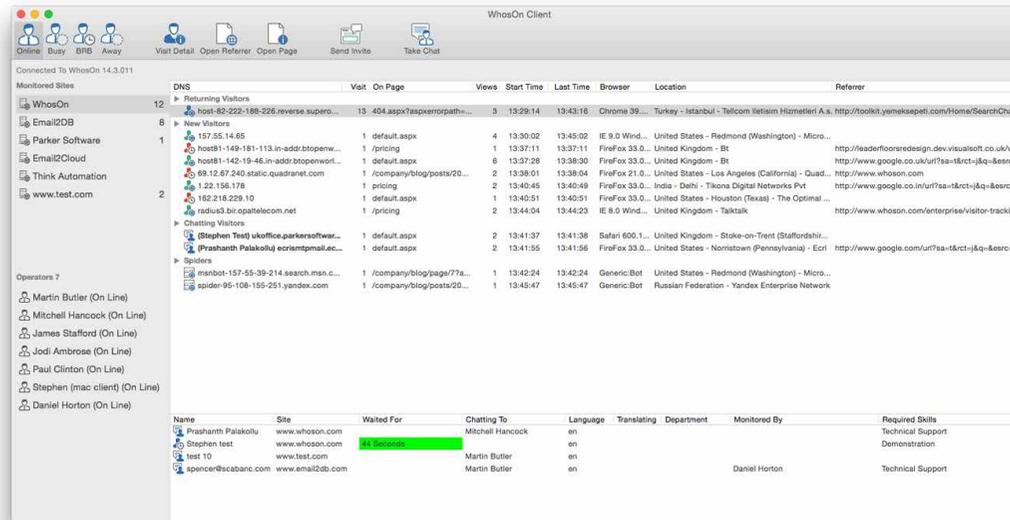
monitored by our firewalls. A direct connection between the visitor and the chat agent is never made.

Chat agent security

User management is fundamental to any security strategy. User authentication and user authorisation through access rights are vital tools to maintain security and are all available with the WhosOn Cloud product. WhosOn offers the user management and security features needed for a secure connection between chat agents and the WhosOn application server.

Login policy

Direct users of the WhosOn product are the chat agents and administrators. With WhosOn, you have the ability to setup user accounts for each person who may wish to use the system. Each account has a unique username and a password. You also have the ability to customise access rights and permission levels to match each particular user's business requirements; administrators can customize these at any time.



WhosOn Mac Client

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Chat agent connectivity

In order for your chat agents and other WhosOn users to make use of the WhosOn service, they need to connect to the WhosOn application Server. There are several methods through which your chat agents can connect to the service. This includes through the desktop Client, Web Client and Apple iPhone/iPad app. Once connected to your preferred environment, all communications made between the chat agent and a visitor are handled by the WhosOn application server where the connection can be mediated by our firewalls. No direct connection between the chat agent and the visitor is made.

Desktop client

Chat agent to server security is done via an initial Public Key exchange of 2048 bits, followed by the exchange of a session key, this session key is unique per chat agent connection session.

Web client & iPhone/iPad app

This is secured over an initial 2048 bit RSA exchange followed by an exchange of a 128 bit session key, produced through an SSL V3 certificate, using a trusted public certificate authority, ensuring the authenticity of the WhosOn application server.

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Data is logically protected and segregated ensuring only authorised users will be able to access it.

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Confidentiality and availability

As a Live Chat and web analytics software provider, WhosOn will collect visitor browsing information on your behalf. This includes IP address, browser type, referring page, pages visited plus many more useful statistics to help your business analysts identify how to improve your website experience.

WhosOn can also store the chat transcripts between all visitors and your chat agents. In addition, WhosOn customers can setup and deploy highly configurable pre-chat and post-chat surveys. These can be used to gain key customer information, with you able to define what questions you'll like to ask your visitors. All the answers will be stored by WhosOn alongside each visitor's browsing history. Each WhosOn customer is assigned a unique Site ID. This Site ID is

used with the access control mechanisms within the application and the database to prevent unauthorised access to your Chat and Visitor information. Although this data is stored on a shared database, it is logically protected and segregated in a way that ensures only authorised users can access it.

With the dedicated server offering of the WhosOn Cloud Edition there is the possibility to have all data encrypted. This can be done after a consultation with our Technical Management Team.



Your chat agents can connect to the service, through the desktop Client, Web Client and Apple iPhone/iPad app



Cookies

As with all web-based applications, WhosOn uses cookies to identify visitors and track their sessions on your website. WhosOn uses first-party cookies, meaning that the visitor's browser will recognise the cookie as belonging to your domain.

WhosOn also gives you the ability to choose what type of cookie to use: persistent, session-only or no cookie. By default persistent cookies will be used. The advantage of this is that they allow you to recognise visitors across multiple sessions, so that you can see when someone has visited your site before, what they did and who they chatted to during that visit.

Some organisations have policies that prohibit the use of persistent cookies, if this is the case, you can make use of session only cookies, where all the data about the visitor is removed once they leave your site, or use no cookies at all.

Uptime

Parker Software guarantees 99.9% uptime. We may need to close or restart the WhosOn service from time to time in order to apply application software, GEO-IP, operating system or security updates. The restarts are performed during off-peak hours whenever possible and are not included in the uptime guarantee.

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WhosOn Code of Conduct and mandatory training ensure that all employees conduct themselves in a highly professional manner ”

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Infrastructure - data centres

WhosOn uses data centres to house the physical location and security of our applications and database servers. These data centres are operated by recognised industry leaders, GoGrid for US based servers, based in San Francisco, California, USA, and Rackspace for UK based servers, based in Middlesex, UK.

Physical and environmental security

WhosOn data centres use advanced security equipment, techniques and procedures to prevent unauthorised access to its facilities. Most of the security methods utilised by the data centres are confidential, but some of the more visible methods include:

- Video and audio monitoring equipment including 24/7 on-site guards.
- State-of-the-art fire detection and suppression systems.
- Redundant power supply with UPS backups and on-site diesel generators.

WhosOn HR security

WhosOn employees are an essential component to the security and availability of the network, WhosOn application and customer data, reference and background checks are performed for every employee in compliance with applicable laws. WhosOn Code of Conduct and mandatory training ensure that all employees conduct themselves in a highly professional manner, particularly in regard to customer data.



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