

Spring 2012

# .eu identity

A black silhouette of a person rappelling down a rope against a light blue background. The person is in a dynamic, mid-air pose, holding the rope with their right hand and reaching forward with their left arm. The background features a white, jagged mountain range silhouette at the top.

Reputation  
management  
through social  
media

Symantec's top  
tips for data  
protection

Inspirational  
e-shops from  
Hungary and  
Bulgaria

## Be secure

Protecting your business online

# A PAIR OF PACKED IN ROTTERDAM, WORN IN DUBLIN



Behind every great business idea, you'll find .eu

[www.crocs.eu](http://www.crocs.eu)

Crocs has more than ten national websites purveying over 250 models of this famously comfortable footwear. But how to reach the rest of Europe? Through [crocs.eu](http://crocs.eu) Crocs devotees from Copenhagen to Bratislava can order their favourite shoe with just a few clicks. Crocs has set foot into Europe thanks to .eu. **What are you waiting for?**

**.eu**  
Your European Identity

[www.eurid.eu](http://www.eurid.eu)

Symantec

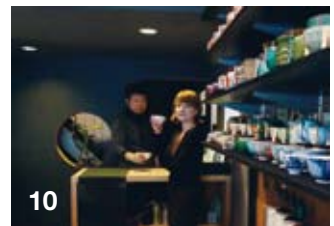


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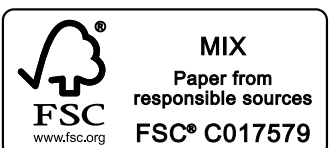
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Woluwelaan 150, 1831 Diegem - Belgium

**EURid**

The European Registry of Internet Domain Names



[www.eurid.eu](http://www.eurid.eu)



**W**ITH EUROPE'S Safer Internet Day ahead of us in early February, this issue of .eu Identity focuses on online security. Symantec's Philippe Janssens shares his top tips for keeping business data safe and our own security officer, Marc Lampo, outlines what you can do to protect your customer's privacy online. Sofie Verhalle from Talking Heads, a Belgian company specialising in 360 degree social media management, explains how you can best manage your company's social media outreach.

We also talk to two e-shop owners who are expanding their businesses through .eu: a Hungary-based couple who use their online store marumoto.eu to introduce Europe to the finer aspects of Japanese culture, and two friends who are educating their fellow Bulgarians on the importance of healthy eating through their .eu website, bio-magazin.eu.

These entrepreneurs value their online presence and they are not alone. Our overview of domain name values reveals that businesses are prepared to pay handsomely for the right web address. However, if your web address has already been registered by someone else in bad faith, paying for it is not your only option. Our article on .eu's Alternative Dispute Resolution procedure explains that there is another way to get your domain name.

Happy reading!

**EDITOR IN CHIEF**  
Brigitte Lagrou

**EDITOR**  
Megan Vosloo

**ACKNOWLEDGMENTS**  
Márta Jusztin  
Ginka Slavova

**CONTRIBUTORS**  
Catherine Dowdell  
Frederik Hautain  
Brigitte Lagrou  
Marc Lampo  
Megan Vosloo  
Staffan Wallin

Do you have a successful .eu website? Would you like to be featured in .eu Identity? Write to us at [identity@eurid.eu](mailto:identity@eurid.eu).

# Words of wisdom

Famous Europeans share their thoughts on security, or the lack of it.

"The fishermen know that the sea is dangerous and the storm terrible, but they have never found these dangers sufficient reason for remaining ashore."

Vincent van Gogh



Photo: SZ-Photo / IBL Bildbyrå

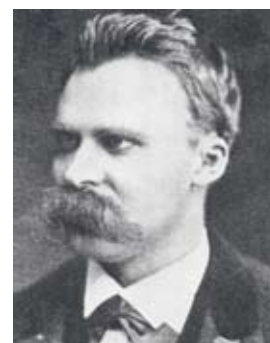


"Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less."

Marie Curie

"The secret of reaping the greatest enjoyment from life is to live dangerously!"

Friedrich Nietzsche



# .eu in the fight for online security

As an Internet user, you are part of a daily battle to stay safe online. At .eu we believe that you shouldn't have to fight that battle alone.

.eu's General Manager, Marc Van Wesemael, talks about what the .eu registry is doing to make .eu one of the Internet's safest top-level domains.

.EU HAS LONG championed online security. We were one of the first top-level domains to implement the Domain Name System Security Extensions (DNSSEC) protocol. And recently, to encourage the adoption of DNSSEC, we have also launched the .eu DNSSEC Signing Service. This service aims to make it as easy as possible for our registrars to use the protocol to protect their customers' .eu domain names.

## Why DNSSEC?

In essence, DNSSEC reduces the chance that visitors to your .eu website are led to fake websites and tricked into supplying personal information if they type your DNSSEC-enabled .eu website address into their browser.

## Why a service?

Although everybody agrees that DNSSEC is necessary, take up by the industry has been slow because implementing it is notoriously time consuming. This is because the security keys, which are at the core of how the protocol works, need to be replaced every few months to prevent hackers from cracking their protective codes.

Our service aims to give our registrars and their customers all the advantages of DNSSEC, but none of the disadvantages. The service will not only protect a .eu domain name with DNSSEC but will also automatically take care of replacing old keys with new ones, a process called key rollover. This means that, other than indicating that they want to protect a .eu domain name with DNSSEC, our registrars will not have to give the protocol another thought. The service will take care of the rest.

Since our service makes the protocol so much easier to implement, we expect that more registrars will protect .eu domain names by default. And the more .eu domain names that are signed with DNSSEC, the safer the .eu top-level domain becomes – for everybody. ●

**To make your .eu website safer for visitors, ask your registrar to enable your .eu domain name for DNSSEC.**

**To find out who your registrar is, visit [eurid.eu](http://eurid.eu) and type your domain name into the WHOIS search box.**



.eu General Manager, Marc Van Wesemael

## How DNSSEC works

When you look up a domain name, or URL, on the Internet this process involves a set of questions and answers whenever your browser issues a request to find the website it is looking for. But can your browser trust the answer it receives? How does it know the answer hasn't been modified by a third party?

With DNSSEC, browsers and name servers can check the integrity and authenticity of the answers they receive at each level of the Internet infrastructure. This authentication is done through a series of private and public security keys.

Once a particular level of the infrastructure has been authenticated, it can vouch for the level below through what is known as a "chain of trust".

# Why your customers' privacy concerns should concern you

**.eu's Security Officer**, Marc Lampo, shares his views on why making visitors to your website feel secure could be critical to your bottom line and what you can do to protect customer data.

TEXT: MARC LAMPO PHOTO: COURTESY OF BRIGITTE LAGROU

WINNING SHOPPERS' TRUST is essential for any online business. Particularly for small businesses that don't have the familiar names of large retail chains and the reputations that go along with them. European consumers are uneasy about online security and do worry about their personal details being used by hackers<sup>1</sup>, so it is reasonable to assume that they may be less willing to purchase from smaller, unknown online stores for fear that their personal information will be misused.

“Consumers appreciate companies that value their privacy.”

As an e-store owner, it is up to you to communicate to your customers that you take their privacy and security seriously. This will help build credibility for your business and reassure website visitors that they are dealing with someone legitimate.

## What you can do

### **Publish a privacy and security policy**

Your privacy and security policy should describe the steps you have taken to protect customer data and explain, in

simple language, how the data you collect on your website will and won't be used.

It is also a good idea to put this explanation in visible places on your website, like when you request names and addresses or credit card information, because, while not everyone will take the time to read your privacy and security policy, everyone likes to be reassured.

### **Get a third-party privacy seal**

Third-party privacy seals, like those offered by EuroPriSe (European Privacy Seal) and TRUSTe, reassure customers that you won't share their details without their consent. A privacy seal also lets them know you are under contract to abide by a set of privacy practices and that they are protected as consumers.

Many online store owners see security and privacy as a bother. But consumers appreciate companies that value their privacy and that appreciation reveals itself as repeat purchases.

## Six practical steps to safeguard your customers' privacy

### **1. Research your business partners**

Make sure your vendors and suppliers are reputable. Include security and privacy requirements in your contracts with them, read their privacy policies

and request information about their privacy practices. This signals that your customers' privacy is your priority and that you expect them to make it their priority as well.

### **2. Get an SSL Certificate**

A Secure Sockets Layer (SSL) certificate is essential to protect sensitive data as it is transmitted over the Internet, such as the payment details submitted by a customer. The certificate is activated when a customer accesses your website with a URL beginning with “https” instead of “http”. It encrypts both the submission of the form that contains the sensitive data and the information



The green padlock icon tells your customers you have a valid SSL certificate

that is sent back to the customer's browser once the form has been submitted.

Your customers will see that you have a valid SSL certificate because the green

<sup>1</sup>Eurostat, Security related problems experienced through using the Internet for private purposes in the last 12 months, September 2011.



.eu's Security Officer, Marc Lampo

SSL padlock icon will be displayed in the corner of their browser window when they visit your website. This icon guarantees that the page requesting the sensitive information is secure.

### 3. Limit data collection

Remember, if you don't collect it, you don't have to protect it. You should only collect enough personal data about visitors to your website to let them interact with you or access your products or services. Retain data for only as long as it serves a business purpose or as required by EU law.

#### *Credit card information*

The best practice is not to store credit card information at all. You can implement this policy by using an independent real-time payment gateway instead – like Moneybookers, Ogone

“Remember, if you don't collect it, you don't have to protect it.”

or PayPal – that handles payments on your behalf. That way, you don't need to store any card information on your server and, if it is compromised, there will be no credit card numbers to steal.

If you can't use a payment gateway, be sure you acquire payment or other sensitive data over a secure channel, like https or a secure File Transfer Protocol (FTP) connection. Delete the data as soon as you no longer need it.

#### *Gift registries and wishlists*

If your website offers gift registries or customer wishlists, check how much information it returns on records that match the one a visitor to your website might be looking for.

If you display too much information, like name, surname, address and postal code, you might be compromising your customers' privacy. Try to strike a balance in which you limit the information on show, but still allow shoppers to recognise the person they are shopping for. Make sure the extra information you collect is stored elsewhere, in a location not accessible from your front-end server.

#### *Cookies*

A cookie is information that is stored on your customer's computer so that your website can identify them the

next time they visit your website. Cookies usually:

- Allow the website to personally greet your customers each time they visit
- Make it easier for them to shop by storing details like their name, address and credit card number so that they don't have to re-enter this information every time they make a purchase.

In Europe, you should get a customer's explicit consent before you store a cookie on their computer. This is in accordance with a new European Union law governing the use of cookies which came into force in March 2011.

#### 4. Keep software up to date

Keep your software up to date by regularly checking for and installing updates and patches, particularly patches related to security. Learn from others' bad experiences and try to apply what you learn to your own web service.

#### 5. Limit employee access

You should give access to customer and payment information only to those

people who need to use it to do their jobs. Store sensitive data on separate computers dedicated to this purpose and log every time the data is accessed.

When you hire someone, include a privacy statement in their contract that explicitly forbids sharing of information with third parties and when an employee leaves the company, change their password so that they can no longer access your systems. Also, encourage your staff to use strong passwords and enforce a password change policy to protect employee accounts from unauthorised access.



Strong passwords are at least seven characters long and contain digits and upper and lowercase characters



If you accept online payments, the best practice is not to store credit card information yourself, but to use an independent payment gateway

#### 6. Share data sparingly

Don't transfer more data than necessary when sharing data between your website and other applications, such as accounting software or a mailing list. If you don't need to know credit card numbers to send your customers an email, don't download them. Transferring unnecessary information results in duplication of data in several online locations, which makes you more vulnerable to attack. ●

## .eu protects privacy too

Although at .eu we don't have customers who buy products and services on our website, we do have millions of .eu domain name holders whose data we store on our WHOIS database.

As a top-level domain registry, we are required to show some details about each .eu holder, but we have taken stringent measures to limit the amount of data we display whenever possible and also to limit misuse of that data.

#### Information published in the WHOIS

When they register their .eu domain names, .eu holders agree to have their data published in the .eu database. However, if the holder is a private person, we limit this contact data to two items only by default: an email address

and the language in which they prefer to correspond. This means that their more sensitive contact details are not visible to the public.

#### Preventing misuse of WHOIS data

Although anyone can look up information about .eu domain names or their holders on our database via whois.eu, we have taken steps to prevent "data mining", a process whereby a computer program or script collects large amounts of data, like email addresses, for abusive purposes such as spamming.

Anyone who looks up a registered domain name on our database has to enter a Captcha code. This is a code consisting of distorted characters and

numbers that are displayed as an image. Users then have to retype the code they see in a text box and, only if they type it correctly, are they shown the data they are looking for. Computers cannot recreate text from an image as humans can, so using Captcha codes means that we prevent computer programs from gaining access to details about .eu domain names and their holders.

In addition to Captcha codes, we also limit the number of times a single person can query the WHOIS database from the same computer per 60 seconds. While these limits will not affect humans who access the database, they do further reduce the chance for automatic abuse scripts.

# Help!

## Someone else has my web address

TEXT: MEGAN VOSLOO

Business is booming for CustomCards4U<sup>1</sup>, a small company making hand-crafted gift cards with personalised poems. Nancy, CustomCards4U's owner, is so confident in her product that she decides to expand and take CustomCards4U online. There's only one problem: when she tries to register the web address customcards4U.eu, she discovers it's already being used by someone else.

Can she still get the domain name she wants? How?

### The options

If you find yourself in Nancy's position, your first step should be to look up the owner of the web address or domain name you want in the .eu registration database, whois.eu. Then you should contact them to see if they are willing to trade you the domain name.

If they aren't and you believe they registered the name in bad faith, you can always take them to court, but there is another option. .eu's Alternative Dispute Resolution (ADR) procedure is the cheaper and faster online alternative to settle .eu disputes.

### When is ADR appropriate?

You can start an ADR procedure against a .eu domain name holder if:

- You have a prior right to the domain name in question. For example, you hold a trademark on or own a company by the same name, and;
- You believe the domain name holder registered the name for speculative and abusive purposes.

### Why ADR is a good alternative

- All ADR cases are conducted online and by email, so you won't need to travel or post any documents.
- Cases can be conducted in 21 official EU languages<sup>2</sup>.
- They are resolved by panellists who are usually intellectual property experts.
- Cases take an average of four months to resolve.

So, if you find that the web address or domain name you want has already been registered by someone else, remember: all is not lost. You, like Nancy, can use the ADR procedure to get the .eu domain name that is right for you. ●

Visit [adr.eu](http://adr.eu).

### How to start an ADR procedure

#### 1. Register

To start the procedure, register on [adr.eu](http://adr.eu).

#### 2. File your complaint

You, or your legal representative, will be asked to provide the details of the complaint and the arguments that support your case. You should also be able to submit any relevant evidence.

#### 3. Select panellists

You will be asked to choose whether you want one or three panellists to preside over your case.

- If you choose one, the court will appoint a panellist on your behalf.
- If you choose three, you will select the first panellist, your opponent will select the second and the court will select the third.

When ruling on your case, the panel will have to reach a simple majority.

The number of panellists you choose will affect the fee you are charged. Most people opt for one panellist.

You can follow the developments in your case on the official ADR website, [adr.eu](http://adr.eu).

<sup>1</sup>The names, products and companies mentioned in this article are fictitious. Any resemblance to real life is purely coincidental. No association with any real company, product or person is intended or should be inferred. EURid explicitly disclaims any liability of any kind related thereto.

<sup>2</sup>The Czech Arbitration Court does not offer support in Gaelic and Maltese.



# Marumoto.eu

## *Gateway to the Land of the Rising Sun*

In recent years, the much-loved Japanese delicacy sushi has won over European hearts faster than you can say “Sayonara!” But if husband and wife **Motonari Jotatsu** and **Ágnes Balogh** have their way, Europe will soon realise that **Japan has much more to offer than just its cuisine.**

TEXT: FREDERIK HAUTAIN    PHOTOS: COURTESY OF MARUMOTO.EU

**H**E, A HISTORIAN from Japan, and she, a Hungarian graphic artist and designer, are on a mission to put the European continent in touch with Japanese culture. Cue Marumoto.eu, a web shop selling an extensive range of original Japanese crockery, refined ornaments and exclusive teas.

The story of Marumoto started in 2009, when Motonari and Ágnes were visiting Motonari’s native Kyoto. “We wanted to share our love of the culture with Europe. We thought the best way to do that was by introducing Europeans to an exclusive range of quality Japanese products in an authentic Japanese atmosphere,” he says.

The name Marumoto fits that philosophy: maru means ‘round, whole’, while moto means ‘original’. These two ideas represent the originality and range of the products on offer. The couple’s idea was immediately backed by manufacturers all across Japan, and they launched their web shop in July 2010.

### **A dual strategy**

Perhaps surprisingly, the digital storefront was not an immediate hit. Growing an online store is no easy feat because, even though the costs to set up shop are much lower on the Internet, it is often that much harder to gain visibility and, in turn, customers. Cyberspace is packed with online stores

and “window-shopping” is much harder. Making a name for yourself takes time, even when you’re selling quality products that are unique, as Marumoto does.

However, Motonari and Ágnes would not be deterred. Confident that there was a market for their products, they decided on a different approach and opened a physical store as well.

Their Marumoto flagship store in the heart of Budapest turned out to be a very wise decision, rapidly becoming a huge success and doing wonders for instilling trust, generating traffic to their website and sparking online orders.

In hindsight, this strategy seems logical to Ágnes. “How successful you are in business is largely determined by your credibility and we gained credibility faster by also starting a physical store. But whether you’re picking something up in our store or ordering online, what’s most important about Marumoto is that it is a Japanese-owned Japanese shop where each product is original, authentic and expertly hand-picked by the owner himself.”

### From Japan, to Europe via Hungary

To be accessible to people from all European countries is the prime reason why Ágnes and Motonari chose a .eu domain name. “By using a .eu, it does not matter that we are based in Hungary, or wherever, really. Visitors can browse among our products freely, and select what they want solely based on the quality of a product and its price. Our location shouldn’t influence their purchasing decisions,” Jotatsu says.

And it hasn’t. Marumoto’s quality goods have turned fans of Japanese culture from all over Europe into repeat customers.

Asked what products are the biggest draws online, Ágnes doesn’t have to think twice. “It’s most definitely the lucky charm figures found in our Bazaar.” She reveals that the Bazaar section of the Marumoto website often serves as the starting point for customers to explore other products. They make their first purchases in the bazaar and become charmed by the culture. Next they try the tea, which usually becomes a hobby because of unusual tastes on offer, and of course tea drinking requires the proper accoutrements such as tea cups and tea pots. And so it becomes a full circle.

To further increase awareness of their wares, the Marumoto crew has been running several dedicated Google AdWords campaigns targeting Hungary and other Central-European countries. They’ve also taken to social media with positive result. “We use our presence on Facebook and FourSquare to interact with customers, post pictures of new arrivals, and generate curiosity so more and more people want to give us a try,” Ágnes explains.

Motonari adds, “Social media helps encourage people to try out our wares. It has also given us the opportunity to educate people about Japanese culture, which is an added bonus by itself.”

With its online business taking off, the next step for Marumoto is to further expand its catalogue with new product categories and to make the Marumoto website available in more languages.

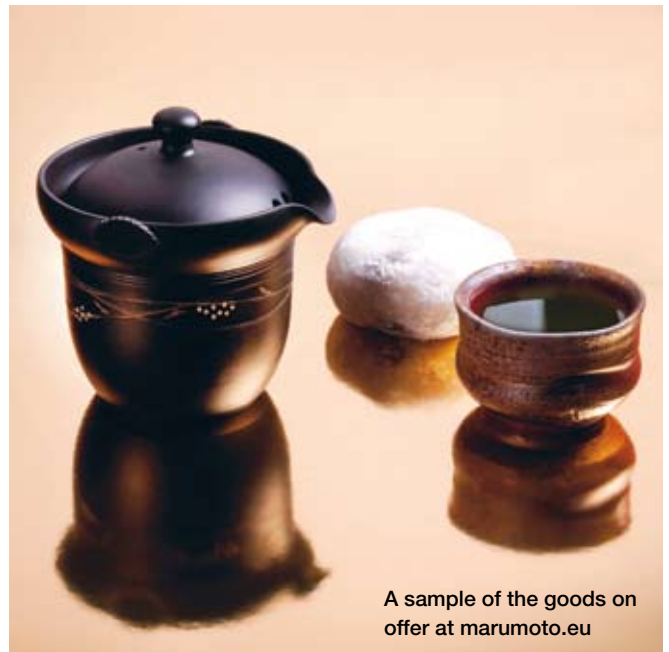
“In this way,” Motonari notes, “we are doing what we can to introduce the Japanese culture that we love so much to the rest of Europe.” ●

Visit [marumoto.eu](http://marumoto.eu).

“By using a .eu, it doesn't matter that we are based in Hungary. Our location doesn't influence our customers' purchasing decisions.”



Motonari Jotatsu and Ágnes Balogh, the husband and wife team in the Marumoto flagship store in Budapest, Hungary



A sample of the goods on offer at [marumoto.eu](http://marumoto.eu)

# What is a good *domain name* worth?

If you're the first one to register the web address you want, your domain name might only cost a few euro. But if someone else has got there before you, your web address could come with a hefty price tag.

TEXT: MEGAN VOSLOO AND STAFFAN WALLIN

THESE DAYS WEB addresses that are in demand sell for around 1 500 euro, according to trading platform SEDO<sup>1</sup>. But what exactly are you paying for?

## Location, location, location

Entrepreneurs are often told that the right location is the key to success. That's because location can make – or break – a business. The same is true for companies doing business online. A good domain name is the online equivalent on having a shop on the main street because it raises the visibility of your company and increases the amount of web traffic you're likely to get.

In short, how good your domain name is will influence to some degree how successful you are on the web.

## The domain name evolution

As SEDO's figures confirm, companies are prepared to pay for a prime online location. But has it always been that way?

This is not an easy question to answer. Mainly because there is no central agency keeping track of domain name sales. Also the SEDO figures that are available do not reveal trends over time, as the domain names sold in one quarter are different to, and possibly not as valuable as, those sold in a different quarter. As an example, when



sex.com was sold in 2010 for 9.7 million euro, it raised the average price tag of domain names sold in the same quarter by 900 euro.

A better way of capturing trends over time is to focus on repeat sales, for example the number of times hotel.eu has been sold during the course of its life and for how much. But as very few domain names are sold repeatedly, there are not enough repeat sales for reliable statistics.

Internet entrepreneur and scientist Thies Lindenthal has found a way around this by treating the sales of identical second-level domains across different top-level domains as repeat

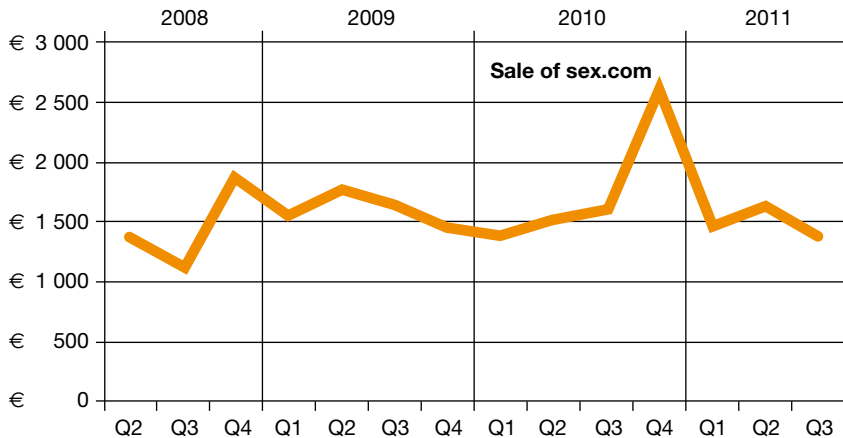
sales. For example, if hotel.eu was sold first and hotel.com was sold afterwards, the sale of hotel.com would be considered a repeat sale, because the second-level domain, hotel, was identical in both sales. The difference in value for different top-level domains is adjusted by calculating an average value for each top-level domain.

Using this method to generate a sufficient amount of repeat sales, Lindenthal created the IDNX price index<sup>2</sup> that shows the evolution of domain name sales since 2006.

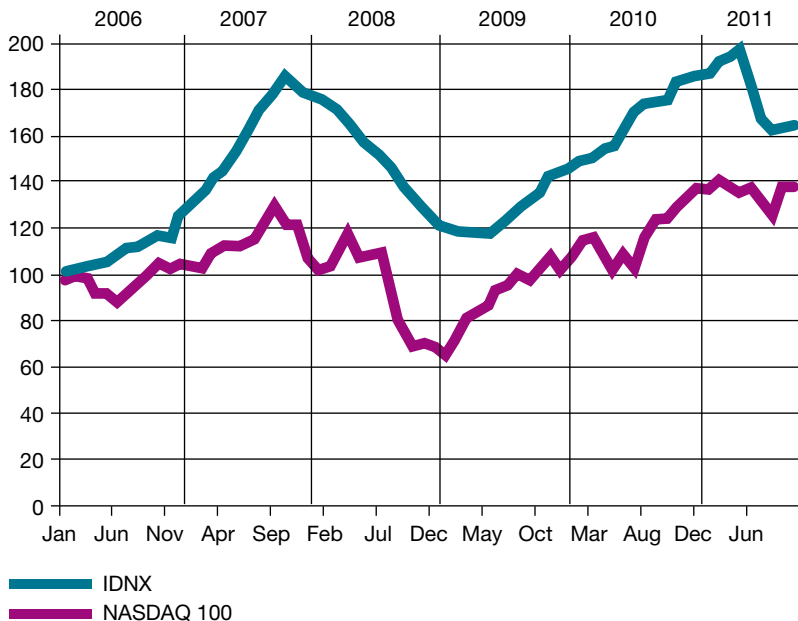
According to the IDNX, prices for domain names across the ten most commonly traded top-level domains

<sup>1</sup>Numbers from domain market studies, available at Sedo.com.

<sup>2</sup>idnx.com.



Average sales price for domain names sold on SEDO



Change of domain name prices compared with the NASDAQ 100

have been rising steadily over the last five years, increasing by 64% since January 2006. When compared with the NASDAQ 100, an index of the 100 most actively traded companies listed on the US NASDAQ stock exchange, it is apparent that domain name prices are influenced by changes in the stock market. Interestingly, the index also reveals that investing in domain names over the last five years has given slightly higher returns than investing in companies listed on the NASDAQ (8.9% vs 5.6%).

#### A new investment opportunity?

Does this mean that people will start investing in “virtual real-estate”? There is certainly a belief that domain names are an investment, otherwise trading platforms like SEDO, with 10 000 domain name sales every quarter, wouldn’t exist. And this belief is fuelled by headline news of domain names like sex.com that sell for millions of euro.

But according to Mr Lindenthal, no studies have been done to see just how reliable an investment of a domain name actually is. There is no information available on predictability or inherent risk or return profile, so people just don’t know whether domain names are good investments or not.

It seems then that it will be a while yet before buying domain names goes mainstream and people start adding them to their investment portfolios of artwork, antiques and real real-estate. ●

For more information on Thies Lindenthal, please visit [lindenthal.eu](http://lindenthal.eu).

# Building a strong social media presence

Jumping on the social media bandwagon is easy, but finding a sweet spot isn't. An effective social media presence doesn't come easily as it requires hard work. To find out how your business can deploy a smart social networking strategy and start conversations that last, we spoke to Belgian social media agency Talking Heads.

TEXT: FREDERIK HAUTAIN PHOTO: COURTESY OF TALKING HEADS

HUMAN INTERACTION THROUGH digital devices is at an all-time high. Being constantly connected to the web – and more importantly, to each other – has become as normal a part of our daily lives as drinking morning coffee or turning on the television after a busy day at work.

## Spreading the news

Unquestionably, the world has become a much smaller place because of our constant connectedness. Friends on the other side of the world feel like neighbours and events that occur miles away affect us almost immediately. The driving force that makes all sorts of news, from the trivial to the serious, reach us so rapidly is social media – the collection of online interaction tools and platforms that allows us to connect with others, be it individuals, groups, brands, businesses, organisations or governments.

A well-documented example is the January 2009 plane crash in New York's Hudson River, which was first reported via Twitter instead of any of the traditional media channels. And 2011's Arab Spring movement grew stronger in part because local thought-leaders used Facebook to generate awareness and propagate the need for change.

Now you're thinking, "If social media has the power to help overthrow

regimes, can it make or break my brand too?" You bet. With nearly 675 million people on Facebook, more than 200 million people on Twitter and over 70% of all Internet users present on at least one or two social networks, social media is a force to be reckoned with.

If you play your cards right, it can do wonders for your business reputation. Coca-Cola, for one, has a track record of engaging consumers through social media to the company's benefit. For its 'Expedition 206' campaign, Coca-Cola had three random people from its online community visit the 206 countries in which Coke is sold and report back by making videos, taking photos, blogging, tweeting and Facebooking.

But social media can also sting, as Nestlé found out during autumn 2010. Swiss non-profit organisation Solidar Suisse targeted George Clooney and Nestlé brand Nespresso through a viral campaign because they disapproved of the famous actor and United Nations peace ambassador making commercials for a company that they felt did not invest enough in Fair Trade products. The result? Nestlé publicly set a goal to purchase 80% of its coffee beans from Fair Trade programmes.

So, what if you're a business looking to actively engage with your customers and other businesses using social media? How can you make sure you build a

strong online reputation and communicate effectively with your customer base?

## Starting the conversation

Looking for answers, .eu Identity turned to Sofie Verhalle, Managing Director at Talking Heads, a Belgian company specialising in 360 degree social media management for businesses.

## How can a company safely build a solid social media presence and reputation?

It's extremely important to start with a durable strategy that doesn't lose sight of your company's internal capacity to invest in social media. Having lofty goals and a clear view of your target audience is great, but doing too much without the resources to keep all your bases covered won't lead anywhere good.

Put together a limited but clearly defined group of conversation managers, i.e. the people handling social media within your company, and make sure they know what is expected of them. Create a policy that describes those expectations and serves as the 'social media framework' for your whole company: describe what your company's role on social media is and how employees should behave when on social networks.

Next, it's important to create a clear process for talking on social media. Don't say something just because you want to be perceived as 'active', make



Sofie Verhalle, Managing Director of Talking Heads

clients when they execute the strategy we've drawn up together.

**Does a good strategy include all social media networks by definition, or do you sometimes tell businesses to be selective?**

Absolutely. It all depends on your goals and your target audience. I'm making a caricature out of it, but if you intend to reach 55 year-old unemployed women of a lower social class, LinkedIn is probably not your best bet, so why invest time and energy in it?

When creating a strategy for a client, we always make a convergence diagram containing all of the possible tools and platforms at their disposal, and look for common areas based on their goals and target audience. We don't think 'platform', but instead think functionality and content.

**at the core, are there clear differences between how both use social media?**

Company size is a factor, but not the only one and most definitely not the most important one. Which department is responsible for handling social media, the industry you're working in and your corporate culture all play a part.

It comes down to vision, not size. There are small businesses that are much more successful on social media than bigger companies because they started correctly and have a clear strategy in mind.

**What about the possible privacy pitfalls? Facebook has been criticised over poor user privacy protection.**

**How legitimately concerned should we be about privacy on social media?** I agree that Facebook hasn't always made the best impression, but the bottom line

sure that what you say is inspired and thought-through before you publish it. Listen to what your audience has to say, carefully evaluate their comments and post valuable responses.

Lastly, whether you're doing a targeted campaign or working on your presence as a whole, always ask yourself what's in it for your audience.

**What does it take to create a successful social media strategy?**

At Talking Heads, we stick to a phased approach that consists of three steps: listen, think and do. First, we listen to the needs of our clients and look at how far along the social media scale they are: on which networks do they have a presence, do they actively blog and so on. We also check if conversations are taking place about their brand or company already, do an internal audit and an e-reputation scan.

Then we move to the 'think' phase where we determine how a client can be more effective on social media and create a strategy that shows them how to optimally interact with customers, even when something negative occurs e.g. in times of crisis. We also set up test environments so our clients know how to respond to real-life situations before actually entering the lion's den: we monitor the most frequently asked questions and teach our clients how to respond.

'Do' speaks for itself: we help our

“Listen to your audience and think before you post.”

**Looking at the major social networks, LinkedIn is for professionals and the jury is still out on Google+. But how do the users of Twitter and Facebook compare?**

Facebook is used by the masses, while the Twitter audience supposedly consists of influential early adopters. However, because Twitter is actively being used by and on all kinds of media for direct communication purposes, its audience base is widening and we are seeing a shift towards 'consumers' too.

**Social networks are mostly used to communicate with the individual, even by businesses. Can they be used as effectively for business-to-business (B2B) communication?**

They certainly can, because every business is also a consumer. Again, it all comes down to determining your target audience, setting achievable goals and evaluating the specialties of the network you're using. Where all three areas converge, that's where your sweet spot lies.

**There are many examples of big companies making a splash with social media. Naturally they have bigger budgets than smaller businesses, but**

remains: if you don't want something to be known, then don't publish it. No matter if you have a locked profile or you're followed by only five people you know very well, you should always be careful about what you post online.

**Why has very little negative been said about Twitter compared to Facebook on privacy issues?**

The most important reason is that there are fewer features on Twitter than on Facebook. On Facebook, you can show your relationship status, your hobbies, etc. On Twitter, you don't have those extras and the focus is much more on the conversation itself.

**To conclude, what's the best advice you can give businesses to effectively use social media?**

I'm a firm believer in transparent communication and a thought-through approach. Try to cover all your bases, listen to your audience and think before you post. Start with a solid plan and either look for the knowledge in-house or seek outside assistance to coach you through the process. The social media world is in constant flux, so make sure you stay on top of it. ●

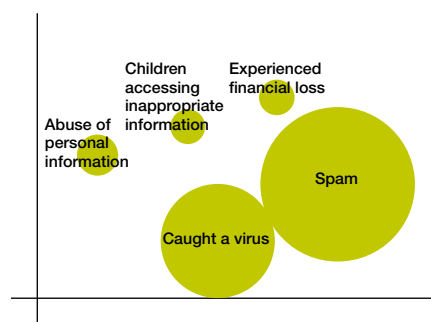
# Safe, safer, safest online practices

“Gaming console accounts hacked”  
“Social media privacy questioned”  
“Government website down after cyber-attack”

Do headlines like these make you think twice before shopping online or sharing photos with friends?

TEXT: CATHERINE DOWDELL AND STAFFAN WALLIN

IN REALITY, VERY few people in the European Union have actually lost money or had their identities stolen as a consequence of cybercrime<sup>1</sup>. So you, like most people, could be forgiven for thinking that, even though there are some dangers, you won't become a victim because you take enough precautions to protect yourself online<sup>2</sup>.



How cybercrime affects European citizens

## Are you sure?

As with any crime, cybercrime does not become a reality until you become a victim.

So to reduce the chance of falling prey to cyber bad guys, remember to:

- Be careful when sharing personal information online
- Change your passwords regularly
- Use the strongest privacy settings offered by social media websites
- Check your browser window for the “https” secure website indicator before entering credit card or bank details
- Never click on links in emails from people you don't know and be cautious with links from people you do know. Rather open your browser and type the URL manually
- Make sure your computer's anti-virus software is up to date.

Even if you think you are protected online, you can always do more to minimise risk and stay one step ahead. As the cliché goes, it's always better to be safe than sorry. ●

## Terms every safe surfer should know

**Hack** ■ *verb* use a computer to gain unauthorised access to data –  
DERIVATIVE **hacker** *noun*.

**Keylogger** ■ *noun* software that keeps track of (or logs) the keys struck on a keyboard, typically in a covert manner so that the person using the keyboard is unaware that their actions are being monitored.

**Phishing** ■ *noun* the fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers, online.

**Spam** ■ *noun* irrelevant or inappropriate messages sent on the Internet to a large number of newsgroups or users ■ *verb* send the same message indiscriminately to (large numbers of newsgroups or users) on the Internet.

**Trojan** ■ *noun* software that purports to perform a desirable function for the user prior to run or install, but (perhaps in addition to the expected function) steals information or harms the system. Derived from the Trojan Horse story in Greek mythology.

**Virus** ■ *noun* (**computer virus**) a piece of code surreptitiously introduced into a system in order to corrupt it or destroy data.

**Worm** ■ *noun* self-replicating computer program, that uses a computer network to send copies of itself to other computers on the network, possibly even without user intervention.

<sup>1</sup>Eurostat, Security related problems experienced through using the Internet for private purposes in the last 12 months, September 2011.

<sup>2</sup>Financial Times and Harris Interactive, February 2010.

# A FINE FELT CRAFTED IN ERKRATH, ENVIED IN MUNICH



Behind every great business idea, you'll find .eu

[www.dietasche.eu](http://www.dietasche.eu)

Die Tasche fashionable felt handbags are the creation of Polish/German entrepreneur Milena Koch-Krachulec. Milena's bags, with their simple designs and eye catching colours, find their way to European fashionistas through the online store [www.dietasche.eu](http://www.dietasche.eu). A .eu web presence allows Milena to expand her business across Europe at her own pace. Die Tasche like many others, is crossing borders thanks to.eu.

**What are you waiting for?**

**.eu**  
Your European Identity

[www.eurid.eu](http://www.eurid.eu)

# Going organic online

*Childhood friends of 20 years Agop Eduard Kasparian and Georgi Nikolov are using the Internet to promote healthy eating in Bulgaria.*

TEXT: MEGAN VOSLOO

PHOTO: COURTESY OF GINKA SLAVOVA

**A**IDING THEM IN their mission is their website [bio-magazin.eu](http://bio-magazin.eu), an online store that sells a large range of authentic, certified organically produced products.

The partners came upon the idea of an online store in early 2010, when Agop, who has long been a passionate advocate of healthy nutrition, realised that while the members of the online nutrition portal he hosted were keen to invest in a healthier lifestyle, it wasn't easy for them to do because the organic products they wanted to buy were not readily available in Bulgaria.

Agop explains, "At that time there were only two shops specialising in organic products and both were in Sofia. And, although the big supermarket chains in other parts of the country stocked organic products, their ranges were and are limited."

Faced with this conundrum, friend Georgi came up with the idea of an online store to showcase a diverse range of certified, organically produced products that people could buy, and have delivered to their homes.

## **What's in a name**

With the concept in place, Agop and Georgi wanted to be sure they chose just the right name for their new

project. After much thought, they decided on [bio-magazin.eu](http://bio-magazin.eu).

"As a term *bio-magazin* is understandable to many Europeans, not just Bulgarians, so it gives us room to expand our store into other countries in the future," Georgi says. "We chose *.eu* for the same reason, because it raises our visibility throughout Europe."

The two also took into account that people often use the term *bio magazine* to search for biological products online. As a result, [bio-magazin.eu](http://bio-magazin.eu) is highly ranked by search engines.

For the store's shopping platform the pair opted for PrestaShop, a free and stable open-source e-commerce software package that they customised to meet their needs.

## **Know your audience**

Once in business, further customisation soon followed when the partners introduced a new look and feel to the website specifically designed to appeal to their largest demographic – women outside the main urban areas of Bulgaria.

"We realised that women are the most frequent visitors to the website. It was only logical to make a website that would appeal to our largest market," Agop notes.

Since the launch of the e-store, the

team has also gradually fine-tuned their product offering to meet the needs of their ladies by stocking a large assortment of more than 1 000 products, ranging from baby food to cleaning products and a popular line of biocosmetics.

Agop and Georgi believe that [bio-magazin.eu](http://bio-magazin.eu) has feminine appeal because it is typically women who are responsible for nutrition in the home. Mothers especially want to be sure that their children are eating a healthy, balanced diet. And of course, women living outside the city do not have convenient access to the specialist brick-and-mortar stores that sell the organic products they are looking for, so an online store prepared to deliver to their door is an appealing alternative.

## **Customer service**

To heighten *bio-magazin's* attraction, the partners believe in being flexible and fast. Agop and Georgi make their products available in whichever way best suits their clients. Customers can place orders using the website, email, Skype or telephone and can pay via bank transfer or at the time of delivery. Goods are usually delivered within two days of placing the order.

When processing orders, Agop and Georgi check with their suppliers to see

“We chose .eu because it raises our visibility throughout Europe.”



The friends and partners behind bio-magazin.eu, Agop Eduard Kasparian and Georgi Nikolov

if all ordered goods are in stock. If not, they will let their customer know immediately that the order will be incomplete so that there are no unexpected surprises at the time of delivery.

In fact the two prefer to get paid only once their customers have received their goods. As Georgi says, “It’s a sign that they are satisfied and that they have received what they wanted. It also means that customers never have to pay for anything that is temporarily out of stock.”

This is what sets bio-magazin apart from other organic shops. Not only the

wide range and superior quality of the products but the high-level of customer service and willingness to present goods to customers in the way that most suits them. Being small, Agop and Georgi feel they are in a better position to keep close to their customers’ needs.

#### **Bright future ahead**

And customers do value the efforts the friends are making because in the short time that bio-magazin.eu has been online it has developed a loyal customer base.

Clients show their appreciation by

the high number of repeat purchases. To the partners this is a sign that they are doing their work well, succeeding in their aim of educating Bulgaria on the importance of healthy eating and living. Agop confirms, “Our goal is to make people understand and believe in the necessity of healthy nutrition. We are happy that bio-magazin can contribute to creating awareness of the importance of a healthy diet.” ●

Visit [bio-magazin.eu](http://bio-magazin.eu).

# 5 tips to keep your data safe

**Most SMEs fail to secure their virtual environments according to a Symantec poll.**

TEXT: CATHERINE DOWDELL

PHOTO: COURTESY OF PHILIPPE JANSSENS

IN A WORLD in which the amount of digitally stored data continues to grow exponentially, it is easy to see that properly protecting your virtual records is of capital importance. Yet a recent survey, conducted by security software provider Symantec, showed that most small businesses are still not taking the most basic steps to protect their virtual environments<sup>1</sup>.

.eu Identity spoke to Symantec data security expert Philippe Janssens, who shared his recommendations on how small- to medium-sized enterprises (SMEs) can best keep their data secure.

“The prime objective of our survey was to find out about the uptake of server virtualisation technology by smaller businesses and the impact it has on their operations,” Janssens explains.

“Virtualisation is already very popular among larger enterprises, because virtual machines are in many ways more secure than standalone servers, and there are cost-saving benefits to boot. These same reasons are what make virtualisation appealing to SMEs, but from a security point of view, our survey found that SMEs are neglecting

to protect their data and systems in virtual environments.”

Incomplete security practices are common among small businesses – infrequent backups and insufficient security safeguards were the most common failings, primarily because of budgetary and staffing constraints, according to survey responses.

Fortunately, there are five simple things that SMEs can do to raise the standard of data protection within their organisations and reduce the investment of time, effort and expense needed to do it.

## **1. Think “protection” not just “security”**

When business executives think about IT security, they don't separate firewalls, antivirus software, data loss and business continuity. It all means the same thing: keeping the business safe. In fact, data protection is now their number one IT security concern. So when you review your IT security position, be sure to address all threats to company information assets, productivity and reputation – not just IT infrastructure.

## **2. Match your protection to the threats you face**

Hackers are still around, but financially motivated criminal activity focused on individual companies is a far more serious – and growing – threat. Customised Advanced Persistent Threats (APT) are focused attacks that aren't easily stopped by signature-based antivirus packages. Look for advanced intrusion prevention technologies when it's time to upgrade your protection software.

## **3. Match your protection to the technologies you use**

Trying to protect today's infrastructure and information with yesterday's tools is risky, and frustrating. Obsolete protection software is a false economy – use the tools designed for the assets you're protecting.

## **4. Become a smaller target**

Reducing data volume means less for employees to lose or criminals to steal. Yet we see that duplication of files, backup volumes and even entire databases is still common. Don't let fines and bad publicity be your company's wakeup call: sound the alarm now.

<sup>1</sup>Symantec, “Small business virtualisation poll”, August 2011.



Philippe Janssens, Country Manager for Belgium at Symantec

“Protection that was ‘good enough’ yesterday is not good enough for today's businesses.”

Data-loss prevention discovery tools can help you find and eliminate hidden caches of sensitive information, and deduplication, a specialised data compression technique, during archiving and backup cuts storage expenses.

#### 5. Think beyond perimeters

The parade of laptops, smart phones and other mobile devices through your office's lobby should convince you that perimeter security alone is not the answer. Sensitive data should never leave your premises unencrypted, whether on laptops or backup media. Devices and information are highly portable and need agile data-loss prevention solutions that cover the device itself and the information assets it contains, whether idle, in use or in transit. “Protection that was ‘good enough’ yesterday is not good enough for today's businesses,” Janssens notes. “Your company's growth, complexity and ambitions demand the best, at the best value. Symantec takes care of the coverage, integration and advanced technologies you need to protect your infrastructure, information, and business future.” ●

## What is server virtualisation?

Servers and computers can be ‘virtually’ split to run many different operations. Virtualisation technology is a combination of software and hardware engineering that creates Virtual Machines (VMs) – an abstraction of the computer hardware that allows a single machine to act as if it were many machines.

Virtualisation is being used by a growing number of organisations to:

- Reduce power consumption and air conditioning needs

- Trim building space and land requirements that are often associated with server farm growth
- Streamline software deployments and migrations
- Simplify IT operations
- Respond faster to changing business demands and scarcer resources.

#### Virtualisation and SMEs

More than 650 small businesses worldwide participated in Symantec's 2011

Small Business Virtualisation survey. According to the survey, SMEs have a strong interest in virtualisation – over 70% are considering the technology due to its benefits – but are still learning how to adopt it in their organisations.

Not surprisingly, financial benefits ranked highest among reasons to adopt server virtualisation. However, its adoption is still at an early stage with only 10% of SMEs having done so.

# .eu mini-guide to security

**Be safe both off and online.** Use our useful list .eu websites from companies in the security business.

TEXT: CATHERINE DOWDELL

## ESET

ESET is a global vendor of security and antivirus software products with their headquarters in Slovakia. Through their European website, [eset.eu](http://eset.eu), the company offers trial version downloads and an online store.

Website: [eset.eu](http://eset.eu)

Photo: Courtesy of Master Lock



## Master Lock

Protect your belongings. Master Lock manufacture and market padlocks of various designs and strength in addition to bicycle and motorcycle locks, security chains and lockable cables. A worldwide brand, Master Lock's European operations are located in France and the United Kingdom.

Website: [masterlock.eu](http://masterlock.eu)



Photo: Courtesy of Stockinger Bespoke Safes

## Stockinger Bespoke Safes

German company Stockinger are passionate about manufacturing the ultimate safe: as secure as a bank vault, as precise as a prestige timepiece, yet as beautiful as art. They create made-to-measure safes according to their customers' specific instructions to safely and stylishly accommodate valuables.

Website: [safes.eu](http://safes.eu)

## Shield Risk Consulting

Based in Denmark, Shield Risk Consulting specialise in maritime and aviation security, providing risk, crisis and safety advice for companies, governments and institutions around the world.

Website: [shield.eu](http://shield.eu)

## NetSafety

Lost that vital piece of data? The Net-Safety team of information security consultants offer data recovery and computer forensics as well as IT security audits, network and application security services to their customers in Bulgaria.

Website: [netsafety.eu](http://netsafety.eu)



## BRK

BRK invented the first domestic smoke alarm over 40 years ago and has been selling home safety products ever since. The UK-based company now manufactures smoke, heat and carbon monoxide alarms and distributes them across the world.

Website: [brkdicon.eu](http://brkdicon.eu)



### Bell Racing

Bellhelmets.eu is Bell Racing's European website where you'll find extensive information about this international company's motor racing crash helmets, accessories and related services, including helmet decorating.

Website: [bellhelmets.eu](http://bellhelmets.eu)



### VillaWatch

Who's been sleeping in your bed? Villa Watch keep an eye on holiday homes on Portugal's Algarve coast so absentee owners have peace of mind. This Portuguese property security company supplies security controls, CCTV surveillance and monitoring systems, so customers can control access to their villas – even down to the minute.

Website: [villawatch.eu](http://villawatch.eu)

### Prim'X Technologies

Prim'X Technologies is a French provider of encryption software that prevents unauthorised access to sensitive data through antitheft solutions, file exchange systems, corporate messaging packages and data protection for laptops, smart phones and workstations.

Website: [primx.eu](http://primx.eu)



### European Biometrics Group

The European Biometrics Group offers consulting, education and testing in the area of biometrics – technology used to identify individuals and control access. Located in the Netherlands, this company operates throughout Europe and is commissioned by both industry and government organisations.

Website: [eubiometricsgroup.eu](http://eubiometricsgroup.eu)



### Hydrowear

Be visible, dry and safe at work. Hydrowear design, develop and manufacture industrial working clothes and waterproof protective clothing. Through [hydrowear.eu](http://hydrowear.eu), the Belgian company offers an extensive product catalogue in Dutch, English, French and German.

Website: [hydrowear.eu](http://hydrowear.eu)



Photo: Courtesy of Capital Safety

### Capital Safety

The oil and gas, construction, transport, utilities and wind energy industries all use Capital Safety's harnesses, hooks and anchor points to keep employees safe from harm. This global company uses their website [capitalsafety.eu](http://capitalsafety.eu) for its Belgium-based European operations. ●

Website: [capitalsafety.eu](http://capitalsafety.eu)

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