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McAfee® SiteAdvisor™ Site Rating Escalation Process

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The Basics of SiteAdvisor Site Ratings

The SiteAdvisor site rating (<http://www.siteadvisor.com/ratingpolicy.html>) is our judgment of a web site's reputation based on data accumulated from a site over time. We routinely reanalyze web sites to update their individual "facet" ratings and overall site ratings. (Facets refer to specific areas of data collection and analysis, including exploits, downloads, links, e-mail, annoyances, and e-commerce.)

It is important to note that SiteAdvisor site ratings are not updated in "real time." Rather, the ratings reflect our interpretation of the data collected at the time of each site visit. SiteAdvisor technology gathers data for each facet using tests that take varying amounts of time to complete. When new data has been collected or existing data has been rechecked, the facets maintain the data for a certain period. After that time has passed, the data is archived and removed from consideration in subsequent ratings.

Escalation of Ratings

Sites can choose to escalate both their facet and overall SiteAdvisor site ratings. The data collected for each facet is subject to a rigid aging, or expiration, policy. Escalation is considered on a per-facet basis. If a site has multiple Red or Yellow facets it wants considered for escalation, each facet will be considered individually. It is possible for certain facets to meet our expiration criteria whereas others may not.

When the criteria for expiration are met, the aged data will no longer impact the relevant facets rating for each site. The overall rating may also change if the combination of the individual facet scores support such a change.

Aging Site Data

When facet data for a web site has met the data-aging criteria, the relevant ratings will change the next time SiteAdvisor site ratings are published. There are several elements, highlighted in the list below, that may affect this time frame.

Factors that influence the aging cycle:

- o **Facets contributing to the existing site rating.** Each facet has different aging time frames due to differences in the amount of time it takes to perform a particular test and compile sufficient data.
- o **Severity of the offending data.** The severity of the data affects the age-out process. Severity is defined differently for each facet. Facets such as downloads and links track how many malicious downloads or links to Red sites there are from the site. The e-mail facet tracks both the volume of spam it receives as well as how long ago the spam was received.
- o **Number of escalated rating changes.** We also consider the number of times a web site has been granted escalated rating changes. With each escalated rating change, the waiting period for data aging increases. For example, a site with no past escalations will change relatively quickly. Were the same site to later be rated Red or Yellow based on new data, the new data will take longer to age out with the second escalation. Aging will take longer still with the third escalation, and so on.

How Long Does the Aging Process Take?

SiteAdvisor technology uses a detailed algorithm to determine the aging out of data. As articulated above, there are several factors that affect the aging process. This process is strictly followed for all site owner escalations, which may or may not result in accelerated aging. Below is a list of the range for each facet. For each of these ranges, there is a minimum and a maximum time frame and the preceding points are factored into each escalation.

Facet	Typical Time Frame
<i>Annoyance</i>	<i>10 to 270 days</i>
<i>Download</i>	<i>10 to 365 days</i>
<i>E-commerce</i>	<i>30 to 365 days</i>
<i>E-mail</i>	<i>60 to 270 days</i>
<i>Exploit</i>	<i>30 to 365 days</i>
<i>Link</i>	<i>10 to 270 days</i>

McAfee, Inc.
3965 Freedom Circle
Santa Clara, CA 95054,
888.847.8766
www.mcafee.com

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