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McAfee® SiteAdvisor™ Site Rating Dispute Resolution Process

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The SiteAdvisor site rating (<http://www.siteadvisor.com/ratingpolicy.html>) is our judgment based on information we accumulate over time. We routinely and repeatedly perform our SiteAdvisor site rating analysis on all sites to update our SiteAdvisor site ratings and dossiers. It is important to note that SiteAdvisor site ratings are not “real-time” scores; the ratings reflect the information we collected at the time of each site visit. SiteAdvisor technology performs several tests that each take varying amounts of time to complete. Site owners may make changes before or after we have performed a specific site visit.

At times a site owner will dispute a SiteAdvisor site rating. We recommend that prior to submitting a site rating dispute, the site owner should review the information found on the dossier page for that site. Site owners can do this by visiting <http://www.siteadvisor.com/> and entering their web site addresses in the “Look up a site report” field found on the home page of SiteAdvisor.com.

Submitting a Site Rating Dispute

If you are a site owner and wish to dispute your SiteAdvisor site rating, please submit your request through our user feedback form on the SiteAdvisor.com web page (<http://www.siteadvisor.com/userfeedback.html>).

Once the request is submitted, McAfee staff will review the request and respond within one business day. The initial responses from McAfee staff can vary, depending on the amount of information that has been supplied. We can offer a quicker and more thorough response if site owners will include the following:

- What part of the rating is in dispute? Site owners can dispute the overall site rating, or the results of the individual test areas (e-mail, download, online affiliations, annoyances, etc).
- What corrective action has been taken by the site owner? Site owners should provide information that links or downloads have been removed from the site or that

patches have been applied to mitigate possible affected areas.

If we receive the proceeding information with the dispute submission, then McAfee will schedule the site for an accelerated, out-of-cycle retest; we'll also inform the site owner in the initial response. However, we cannot schedule a retest until McAfee can obtain the necessary information from the site owner.

Site Retest

Once McAfee schedules a retest of the SiteAdvisor site rating, the timeframe for further response will depend on what test(s) is in dispute:

- **E-mail practices.** Retesting for e-mail practices takes a minimum of eight weeks to obtain results that McAfee considers reliable enough for a test score—primarily because spam e-mail can take several weeks (or even months) to appear after submitting an e-mail address to a site.
- **Download.** Retesting downloads on a site takes up to five days after we ensure that McAfee can receive all downloads and can verify the status of the files with the McAfee® Avert® Labs Malware Research Team. If the dispute specifically concerns the actual detection status of a file, please submit the file to virus_research@avertlabs.com so that the Malware Research Team can analyze the file.

- **Annoyances.** Annoyance retesting may take up to five days to complete so that we can verify that all pages within a site have been reviewed.
- **Exploit.** Exploit retesting may take up to five days to complete, as all pages are loaded and any possible exploits or malicious scripts are passed to the Malware Research Team for verification.
- **Scam.** Reviewing a site for the Scam rating is a more intensive process and involves validation on several levels, including the content of the site itself and with trusted third-party resources. It takes up to 30 days to complete this retest.
- **Online Affiliations.** We constantly determine and calculate the rating of online affiliations (links to other sites). For site rating disputes we publish updated information of online affiliations according to the regular schedule for updating site dossiers.
- **Overall.** SiteAdvisor site ratings are based on a proprietary weighting of the tests we've described, and may include information from historical or other sources. If the SiteAdvisor site rating is based on more than one of the preceding tests as well as other factors, then a retest of the site rating will take up to eight weeks to complete.

Once the retests are complete, McAfee will notify the site owner of our findings. The new findings could result in the ratings staying the same as they were prior to the retests, or they could result in changes in the ratings that would be reflected during the next content update.

When Do Ratings Change?

SiteAdvisor site dossiers are updated approximately every two weeks; any site rating changes appear after these content updates. Ratings can change for two reasons: through the ratings dispute process discussed in this document or through the standard age-out process (<http://www.siteadvisor.com/ageout.html>).

Our site ratings involve rigorous quality-assurance tests prior to release. This painstaking process can cause a short delay between the completion of a retest and our publishing those results, depending on when a retest is finished and the state of our content update cycle.

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