



youSENDit™

**7 KEY CRITERIA FOR CHOOSING A MANAGED FILE TRANSFER  
SOLUTION: WHY USING EMAIL OR FTP TO SEND LARGE  
FILES IS SUCH A BAD IDEA**

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## Introduction

Today's ever-growing number and size of digital file formats—such as MP3, JPEG, PowerPoint, and more—quickly exceed the common attachment size limitation of commonly used email applications. This has given rise to the popularity of digital content delivery services that enable companies to easily send these files to customers, partners, and vendors so they can collaborate and conduct business fluidly.

YouSendIt provides the leading solution for business-critical and large file deliveries. This on-demand service is used by over seven million people around the world to reliably send, receive and track documents via the YouSendIt website and from popular applications such as Microsoft Outlook, Office, Photoshop, Final Cut Pro and more. YouSendIt has implemented a comprehensive, seven-layer security strategy so you can rest assured that your data remains safe and secure at all times. Based on industry-standard security mechanisms and best practices, YouSendIt provides controls at every level of data access, storage, and transfer.

This white paper details each layer of YouSendIt's seven-layer security strategy.

## The YouSendIt Seven-Layer Security Strategy

YouSendIt employs seven levels of security throughout its infrastructure to deliver the premier secure, reliable digital content delivery platform in the industry.

### **Secure, Reliable Data Center Facilities**

YouSendIt maintains secure, redundant, state-of-the-art data centers in California, Virginia, and London, England. Each YouSendIt data center facility is protected with double-wall construction and secured with biometric and video surveillance security. Physically protected around-the-clock by on-site security guards, each YouSendIt data center includes raised floors, seismically protected equipment, and water suppression and dry-pipe fire protection technologies to prevent damage or loss from fire, earthquakes, flooding, and other natural disasters.

All servers within each data center are secured in a locked room with limited access only by authorized individuals, and every visitor to a YouSendIt data center must possess not only a valid password but also must pass a biometric scan to gain entry. Guests and one-time visitors are always escorted by a data center security guard or another authorized YouSendIt employee. The entry and exit time of each visitor is recorded in a secure audit log.

To guarantee continuous, around-the-clock operations, YouSendIt maintains dual, redundant power supplies for every device and system in each data center, including UPS battery systems and diesel generators. Upon failure of the primary electrical power source, the backup power supply takes over, assuring users of continuous service at all times.

The YouSendIt data center facility in London, England is SAS 70 Type I certified, a designation which is granted after an outside audit firm audits a company to ensure it adheres to the specified data protection controls. YouSendIt is currently in the process of securing SAS 70 certification for its other two data centers.

### **Network Access Control**

YouSendIt implements network- and application-level firewalls to provide IP filtering and intrusion detection protection. Every server in each YouSendIt data center is protected with a constantly updated, industry-leading firewall, which blocks all ports except HTTP and S-HTTP on port 443. Port 443 using HTTP or HTTPS is dynamically opened and closed as required. In contrast, competing solutions using Secure FTP or Secure Shell (SSH) require permanently open ports in a firewall, allowing unfettered inbound network commands and leaving the network vulnerable to attack.

Every server in YouSendIt's data centers is based on the Linux operating system, a secure operating system that is not commonly affected by viruses or malicious attacks. For additional security, YouSendIt conducts regular vulnerability scans of its internal network to proactively detect and prevent new and zero-day attacks, and all files uploaded to YouSendIt servers are automatically scanned for viruses and other embedded malicious code. YouSendIt proactively notifies the user if a file her or she has uploaded contains a virus.

### **User Authentication and Authorization**

All YouSendIt users must register using a valid email address and password. These credentials are encrypted during transmission and storage using a one-way hash. YouSendIt also requires every registered user to authenticate his or her email address before the user is able to use the YouSendIt service, ensuring that the user has registered a valid email address. Passwords must be more than five and less than 16 characters in length.

When a user requests a password reset, YouSendIt verifies that the correct, authorized user is making the request by sending a notification to the requesting email address that requires a response. In addition, an additional notification is sent to the same email address after the password has been reset to verify the password.

### **Each YouSendIt secure data center features:**

- Dual power feeds
- UPS battery systems, diesel generators, and HVAC systems
- Double-wall construction
- Water suppression technology
- Dry-pipe fire protection
- Environmental monitoring

### **YouSendIt protects its customers' sensitive information with:**

- 128-bit or higher SSL data encryption
- Multi-level, hardware- and software-based firewalls
- Intrusion detection technology
- Continual virus protection scanning
- Ongoing security management and policy enforcement

## **Data Storage**

All files stored on YouSendIt servers are encoded and stored using a scrambled name, which makes it impossible for a network intruder to identify the file by its original name or read the contents of the file. In order to access and download a file from YouSendIt's servers, either the full download link or complete user credentials are required.

## **Data Transmission**

In the YouSendIt digital content delivery model, a sender uploads a file to a server in the YouSendIt data center. Once uploaded, an email is automatically generated to the recipient or recipients, who then download the file to their computer or computers. To ensure that data is not compromised in either the upload or the download of a file, YouSendIt employs the Secure Socket Layer (SSL) protocol. In order to protect data integrity during file transfer, online payments, and user registration, YouSendIt implements industry-standard, 128-bit SSL encryption deployed using Class-1 certificates and Server-Gated Cryptography (SGC).

For additional security, a customer may require that a recipient use another password to ensure that only a specific person can receive a file. This is common if the file recipient works on a shared computer or email account, or in an insecure environment. In this scenario, the customer specifies a password during file upload. This password is not transmitted by YouSendIt to the recipient. Instead, the customer must communicate the password to the recipient offline. To download the file, the recipient must use the password.

Finally, users can ensure that files are only downloaded by authorized individuals using authenticated delivery. This service requires that the file recipient have a YouSendIt account. The user must login with his or her username and password prior to being allowed to download a file.

## **Data Retention**

YouSendIt automatically stores all files uploaded by a customer for 14 days, at which time the file automatically expires and is deleted. Customers also have the ability to customize the data retention policy to meet their specific requirements, setting file expiration time as short as 30 minutes or as long as 'never expire'. In the event a user notices an unexpected or unauthorized download of a file, he or she can delete the file from YouSendIt's servers.

All user files uploaded to YouSendIt servers are replicated on a second server within the same data center and stored on both servers for the life of the file. In the event of a server failure, the file will be retrieved from other server within the same data center. Server replication to ensure total redundancy is conducted on a daily basis.

## **Auditing**

With YouSendIt's comprehensive tracking tools, customers can monitor how many times a file has been downloaded, by whom, and at what time. This complete audit trail enables customers to ensure compliance with government regulations regarding the traceability of information privacy and accidental disclosure.

*To further ensure the security of its customers' information, YouSendIt undergoes annual perimeter security audits by third-party auditors. In addition, third-party auditors also conduct regular vulnerability scans of the YouSendIt service, alerting YouSendIt to potential new vulnerabilities and ensuring the remediation of these vulnerabilities before they cause a security breach.*

*YouSendIt is in the process of achieving PCI compliance and already complies with the privacy provisions of the Gramm-Leach-Bliley (GLB) Act, which governs certain activities of the financial services industry. YouSendIt qualifies as a service provider under GLBA. For more information, please see [www.ftc.gov/privacy/privacyinitiatives/gblact.html](http://www.ftc.gov/privacy/privacyinitiatives/gblact.html)*

## **Conclusion**

*From physical and network access control to user authentication and authorization to data storage, transfer, and retention to monitoring and auditing, YouSendIt secures your information at every level of data access, storage, and transfer. With its comprehensive, seven-layer security strategy, YouSendIt delivers the only secure, reliable digital content delivery service on the market, giving you peace of mind that your company's confidential and private information always remains safe and secure. When you use the YouSendIt secure digital content delivery service, you can better comply with government regulatory requirements, protect your corporate brand and customer loyalty, and ensure the privacy of your intellectual property and other sensitive data.*

## **About YouSendIt**

*YouSendIt is the number one digital delivery company serving businesses and individuals on the Web today. Almost seven million people trust YouSendIt to instantly and securely send, receive and track their valuable business and personal digital content everything from time-critical documents to important videos, graphics, photos and music. YouSendIt's technology platform provides developers and partners the resources for integrating YouSendIt services into the applications people use for creating or communicating. Integrating YouSendIt makes reliable, private, express delivery of digital content a routine part of people's daily life. When it absolutely has to be there now, just YouSendIt. Visit [www.yousendit.com](http://www.yousendit.com) or call 1866-55-U-SEND*