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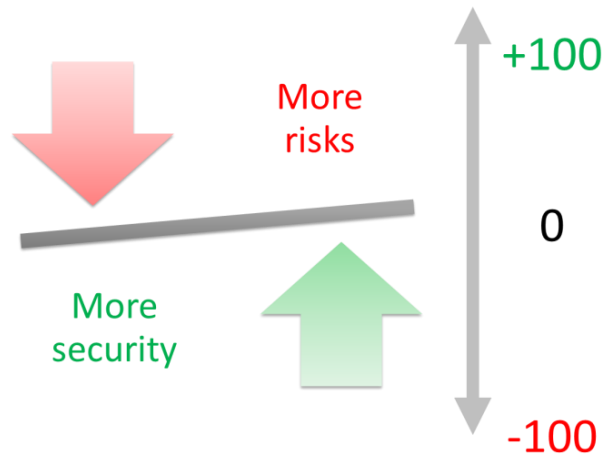
**Dashlane Q1 2014 Personal Data Security Roundup – UK Methodology**

**March 2014**

## Scoring

Each site was reviewed on 11 criteria. Dashlane selected 25 tests to assess the websites' security level in terms of password policies. These tests covered account creation, password change policies and incorrect password policies.

### Scoring methodology



A negative score is given if the criterion increases risk. The lowest possible score a site can receive is -100 (ie the site provides increased risk in all criteria).

A positive score is given if the criterion increases security. The highest possible score a site can receive is +100 (ie the site increased security on all criteria).

Each criterion is weighted differently depending on the importance of the security or risk.

**Summary table**

N°	Criteria	Scoring	Lowest score possible	Higher score possible
1	<b>Minimum password length</b> The longer is the password, the more difficult it is for a hacker to find it.	-5 points if length < or = 3 0 point if length between 4 and 8 +5 if length > or = 8	-5	5
2	<b>Visible password during entry</b> If the password is visible, anyone next to you can read it.	-5 points if visible 0 point if not visible (*****)	-5	0
3	<b>Acceptance of commonly used passwords</b> Commonly used passwords are the first one tested by hackers.	-1 point each time a very simple password is accepted: password, 123456, 12345678, abc123, qwerty, monkey, letmein, liverpool, 111111, Charlie.	-10	0
4	<b>Alphanumeric password mandatory</b> Alphanumeric passwords are stronger and harder to hack.	+20 points if the site forces the user to choose a letter and a figure	0	20
5	<b>Mixed-case password mandatory</b> Mixed-case passwords are stronger and harder to hack.	+20 points if the site forces the user to choose an upper-case letter and a lower-case letter	0	20
6	<b>Accept current password as a new password</b> Accepting current password does not incite the user to renew his password.	-5 points if the site accepts the older password as a new password without any warning message	-5	0
7	<b>Blocking normal login attempts after consecutive incorrect passwords</b> Blocking normal attempts after consecutive incorrect passwords makes it harder for hackers to find your password.	+5 points if you cannot enter more than 3 incorrect passwords 0 point if you can enter between 4 and 10 incorrect passwords -5 points if you can enter more than 10 incorrect passwords	-5	5

N°	Criteria	Scoring	Lowest score possible	Higher score possible
8	<b>Account creation email</b> Sending the password in plain text is very dangerous if someone has access to your email account.	-20 points if password is in plain text in the account confirmation email -10 points if in addition to password in plain text, username is in plain text in the same mail	-30	0
9	<b>Password change or reset password email</b> Sending the password in plain text is very dangerous if someone has access to your email account.	-20 points if password is in plain text in the password change confirmation email or in the reset password email -10 points if in addition to password in plain text, username is in plain text in the same mail -10 points if current password is sent in the reset password email	-40	0
10	<b>Password meter</b> Password meters help users create strong passwords.	+20 points if a password meter is displayed	0	20
11	<b>Advice about how to choose a good password</b> Advices help users create a strong password.	While typing: +10 points if the website's password policy is displayed +10 points if the website gives advice on how to create a strong password  If password is incorrect, just after clicking on "ok": +10 points if the website's password policy is displayed	0	30

**Total**

**-100**

**100**

To obtain the best score (+100), password policy should respect the following rules:

- Minimum password length > 8 characters
- Password not visible during entry
- Commonly used password not accepted
- Alphanumeric password mandatory
- Mixed-case password mandatory
- Current password not accepted as the new password when changing passwords
- Normal login attempt blocked after 3 incorrect passwords
- No password in plain text in the account confirmation email, in the change password confirmation mail and in the reset password mail
- Password meter displayed
- Advices provided to the user on how to choose a strong password.

## Sources

The study was conducted by Dashlane in February 2014. The Top 100 e-commerce websites were chosen according to the Digital Strategy Consulting Top online retailers in the UK 2013 ranking<sup>1</sup>. Dashlane excluded sites that required a paid subscription to create a new account and then had to complete the 100 sites list<sup>2</sup>.

<sup>1</sup>[http://www.digitalstrategyconsulting.com/intelligence/2013/06/top\\_100\\_online\\_retailers\\_in\\_the\\_uk\\_2013.php](http://www.digitalstrategyconsulting.com/intelligence/2013/06/top_100_online_retailers_in_the_uk_2013.php)

<sup>2</sup> <http://www.screenpages.com/retail-websites>

## Dashlane ranking

Site	Score	Ranking
Apple	100	1
Travelodge UK	95	2
B&Q	90	3
Premier Inn	90	3
Williams Sonoma	65	4
Zara	65	4
Next	59	5
Goldsmiths	59	5
Waitrose	55	6
TopShop	54	7
BHS	54	7
Dunelm Mill	54	7
Dorothy Perkins	54	7
Miss Selfridge	54	7

Top Man	54	7
Kiddicare	54	7
Burton	54	7
Mothercare	50	8
Early Learning Centre	50	8
Your M&S	50	8
Game	49	9
JD Sports	49	9
Argos	44	10
New Look	40	11
Burberry	40	11
Very	40	11
De Beers	39	12
Ikea	30	13
British Airways	29	14
ASOS	28	15
Tesco	25	16
Cineworld Cinemas	22	17
Monsoon	20	18
H&M	15	19
Simply Be	10	20
Banana Republic	5	21
Ann Summers	3	22
Maplin Electronics	0	23
Schuh	0	23
Lakeland	0	23
Halfords	-2	24
On the Beach	-3	25
HP	-3	25
John Lewis	-5	26
Debenhams	-5	26
Pets at Home	-5	26
Tesco direct	-5	26
River Island	-5	26
Odeon Cinemas	-8	27
Thewhitecompany	-8	27
Amazon UK	-10	28
Amazon	-10	28
Ticketmaster UK	-10	28
Toys R Us - UK	-20	29
Expedia	-15	30
Boots	-15	30
Sainsbury's	-15	30
Screwfix	-15	30
MandMDirect.com	-15	30

LEGO Worlds	-15	30
Currys	-15	30
PC World	-15	30
Matalan	-15	30
Monarch	-20	31
Paul Smith	-20	31
Ben Sherman	-20	31
Brooks Brothers	-20	31
Outnet	-20	31
Radley	-20	31
Netflix.com	-20	31
The train line	-20	31
essayJet.com	-20	31
Asda direct	-20	31
National Express	-20	31
See	-20	31
Wiggle	-20	31
My Wardrobe	-22	32
ASDA	-35	33
Ocado	-35	33
Evans cycles	-35	33
Whittard of Chelsea	-38	34
Naked Wines	-40	35
Heals	-40	35
J Crew	-40	35
Clarks UK	-40	35
Virgin Atlantic	-40	35
The Body Shop	-45	36
Wickes	-45	36
Charles Tyrwhitt	-50	37
House of Fraser	-50	37
Boohoo.com	-50	37
Boden	-50	37
TK Maxx	-50	37
Wilkinson	-50	37
Go Outdoors	-50	37
Laura Ashley	-50	37
Superdrug	-50	37
Teletext Holidays	-50	37
Holland & Barrett	-50	37
Urban Outfitters	-60	38

## **Criteria**

The criteria we have chosen may change in the future as our goal is to continually improve our analysis in order to produce the most accurate results. We welcome any and all suggestions as to how to improve the accuracy of our study.

## **About Dashlane**

Dashlane is tackling the universal problem of passwords by offering the world's best password manager and digital wallet app. It provides users with a beautiful interface and a seamless way to manage and use all their passwords, IDs and payment information. User data is stored locally in a securely encrypted AES-256 vault and the encryption key is never recorded, stored or transmitted anywhere. The app uses tested security technology designed to allow only the user to access the data. The app is available on Mac, Windows, iOS and Android and can be synced across all of these devices. Dashlane was recently selected by PC Mag as one of "The Best Security Products of 2013".

Dashlane was founded in 2009 by Bernard Liautaud, the co-founder and former CEO of Business Objects. The company has raised \$8 million to date, backed by Rho Capital Ventures, FirstMark Capital, and Mr. Liautaud. Dashlane is based in New York City and has an office in Paris, France.