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**TRANSLATION OF SOME DOCUMENTS FROM SPANISH**  
**INTO ENGLISH AND FROM ENGLISH INTO SPANISH**

**THESIS SUBMITTED TO OBTAIN THE BACHELOR DEGREE IN ENGLISH**

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## Abstract

The research question focuses on the effect of the procedures and methods used in translating documents for InterHAND S.A., specifically translating content from Spanish into English for the SLL website and from English into Spanish for the UserWay website. The chosen research method is qualitative research, the methodology entails a thorough examination of the documents in order to identify efficient translation techniques. The researcher first carefully and broadly reads the materials before deciding on the best translation strategies and tactics. In order to address difficult words or terms in both the Spanish and English translations, two glossaries are made. Glossaries, color coding, and text analysis are useful techniques for producing faithful and accurate translations. It is anticipated that the results will clarify how the selected protocols and techniques affected the translation results for the SLL and UserWay websites. In conclusion, the research suggests that because English tends to simplify statements, the translation methods used for the SLL website might include literal translation, transposition, and omission. On the other hand, in order to achieve a natural and contextually suitable translation for the UserWay website, pertinent techniques can involve literal translation, modulation, and amplification. These results advance our knowledge of the subtleties involved in the translation procedures for particular languages and materials.

## Resumen

La pregunta de investigación se centra en el efecto de los procedimientos y métodos utilizados en la traducción de documentos del español al inglés para el sitio web de SLL y del inglés al español para el sitio web UserWay de InterHAND S.A. El método de investigación elegido es una investigación cualitativa, dado que la metodología implica un examen exhaustivo de los documentos para identificar técnicas de traducción eficientes. El investigador primero leyó atenta y ampliamente los materiales antes de decidir las mejores estrategias y tácticas de traducción. Para abordar palabras o términos difíciles tanto en la traducción al español como al inglés, se elaboran dos glosarios. Los glosarios, la codificación de colores y el análisis de texto son técnicas útiles para producir traducciones fieles y precisas. Se anticipa que los resultados aclararán cómo los protocolos y técnicas seleccionados afectaron los resultados de traducción para los sitios web de SLL y UserWay. En conclusión, la investigación sugiere que debido a que el inglés tiende a simplificar las declaraciones, los métodos de traducción utilizados para el sitio web de SLL pueden incluir traducción literal, transposición y omisión. Por otro lado, para lograr una traducción natural y contextualmente adecuada para el sitio web UserWay, las técnicas pertinentes pueden implicar traducción literal, modulación y amplificación. Estos resultados mejoran nuestro conocimiento de las sutilezas involucradas en los procedimientos de traducción para idiomas y materiales particulares.

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## Chapter I

### Introductory Framework

Businesses and organizations rely on websites more and more to interact with a worldwide audience in today's interconnected world where the internet has become a vital part of our lives. Language obstacles, on the other hand, provide significant challenges to successful communication and restrict popularity of online platforms. The purpose of this study is to investigate the critical contribution that website translation makes to improving the user experience for multilingual audiences, particularly for English and Spanish speakers. This study aims to provide a comprehensive structure for understanding the significance of website translation in order to promote multilingual engagement. This is accomplished by examining the problem statement, outlining specific objectives, justifying the study's existence, looking into pertinent background material, and defining the study's dimensions.

#### **1.1 Problem Statement**

How does the lack of website translation choices limit user engagement and limit effective communication for multilingual audiences?

In today's connected digital environment, implementing website translation for consumers is essential. Businesses and organizations must understand how crucial it is to remove language barriers in order to effectively interact with their audience given their broad and international user base. Companies may improve user experience, increase user engagement, and expand their reach to multilingual audiences by providing website translation choices. With its application, communication is made easier, inclusion is encouraged, and a stronger bond is created between the website and its visitors, all of which ultimately result in higher user satisfaction and business expansion.

## 1.2 Research question

What is the effect of procedures and methods used to translate the documents of *SLL website* from Spanish into English for InterHAND S.A. and of *UserWay Website* from English into Spanish for InterHAND S.A.?

## 1.3 Objectives

### 1.3.1 General objectives

To analyze the effect of procedures and methods used to translate the documents of *SLL website* from Spanish into English for InterHAND S.A. and of *UserWay Website* from English into Spanish for InterHAND S.A..

### 1.3.2 Specific objectives

- To translate the documents of *SLL website* from Spanish into English for InterHAND S.A. and of *UserWay Website* from English to Spanish for InterHAND S.A.
- To apply various translation techniques to the documents in order to achieve natural and accurate texts.
- To evaluate the effect of the translation techniques applied on the documents.
- To create a glossary with the most relevant terminology found in both texts.

## 1.4 Justification of the Study

The investigation analyzing the effect of translation procedures and methods used for the SLL website from Spanish to English and the UserWay website from English to Spanish for InterHAND S.A. is relevant and valuable to multiple stakeholders.

The business in charge of these translations, InterHAND S.A., stands to gain directly from the investigation. InterHAND S.A. can improve the quality of their translations by identifying areas for development by comprehending the impact of their current translation procedures and methods. They are able to communicate with their target audience in a precise and efficient manner as a result, which ultimately improves customer happiness, brand perception, and possible business growth. Visitors to the website, especially those who depend on the translated information, will gain something from the research. The user experience will be improved, ensuring that the meaning and intent of the original material are properly communicated through improved translation accuracy, clarity, and usability. This enhances user retention, pleasure, and engagement on the SLL and UserWay websites.

Another party that will gain from the study is the global audience of both websites. Reaching and establishing connections with a global user base requires accurate translations. InterHAND S.A. can successfully express its goods, services, and brand identity to a larger audience by assuring high-quality translations. This may extend their market and clientele, providing prospects for corporate growth. Moreover, the investigation has consequences for the entire localization market. Translation experts, companies, and language service providers can improve their own translation processes and approaches by using the insights and best practices developed from the research. This exchange of information helps to raise the standard of translation generally across different industries and improves the effectiveness and competitiveness of the localization market.

Finally, InterHAND S.A. benefits from the examination of the impact of translation practices and methodologies for the SLL and UserWay websites by enhancing their translation practices and results. By increasing user experiences, promoting effective communication, and advancing translation methods, it also benefits website visitors, the global audience, and the localization business. The practical use of this research yields

observable advantages including greater client happiness, more company opportunities, and an overall improvement in the standard of translation in the field.

### 1.5 Antecedents

The essay "A Review of the History of Translation Studies" by Ali Reza Ghanooni gives an in-depth overview of the beginnings and growth of translation studies. Horace and Cicero, two of the field's pioneers who discussed in its entirety sense-for-sense translation techniques in the first century B.C., are discussed in the opening paragraphs of the text. The author continues by talking about how these fundamental themes affected later developments and advancements in the subject up until the 20th century.

It is interesting that as we go into the 20th century, Ghanooni A.R. continues to investigate how these essential ideas have influenced future research and innovations in the field. Ghanooni A.R. (2012) states that, "Without a doubt, It is James Holme's seminal paper 'the name and nature of translation studies' that draws up a disciplinary map for translation studies and serves as a springboard for researchers with its binary division of Translation Studies into two branches: 'pure' and 'applied'" (p. 78). The author analyzes significant theoretical developments in translation studies, drawing on James Holme's landmark text to create the contrast between "pure" and "applied" as a disciplinary map. This builds on Ghanooni's (2012) focus on the paper.

Ghanooni emphasizes how translation studies have become legally recognized for their revolutionary impacts and how it has effectively combined with other fields like cultural studies, linguistics, literary theory, and criticism. As Ghanooni A.R. (2012) points out, "As time elapses, translation studies, by achieving a certain institutional authority and coalescing with many a resurging disciplines and trends as cultural studies, linguistics, literary theory, and criticism, brings a renewed aspect to translation theory" (p. 85). Ghanooni's study offers helpful details for anyone interested in learning more about this important area by providing

an in-depth analysis of the development of translation studies. Overall, Ghanooni's study offers a useful account of the progress of translation studies across time. Anyone who is interested in learning more about this crucial topic will benefit greatly from it.

The paper by Patrizia Pierini on web translation quality for travel websites examines the transfer methods, linguistic problems, and grammatical errors in Italian and UK travel websites. The paper is divided into two sections. The basics of localization and translation, the conceptual foundations of web translation, and the criteria that determine translation quality are covered in the first section. The second section looks into transfer methods, language barriers, and errors by applying the described criteria to a sample of UK and Italian travel websites.

When analyzing tourism websites, the aforementioned criteria are used to look at transfer methods, translation problems, and errors. Pierini, P. (2007) emphasizes that "the quality of a translated text is not an absolute value but a relative one" (p. 85). She defines her working definition of translation quality as "the TT shows a good quality when it is a native-like text, well-written according to the genre style and Web writing style, achieves the intended effect (persuasion), and does not exhibit unintended side effects (humour, offense)" (p. 8). According to Pierini, it's critical to take into account a number of aspects when evaluating the quality of translated texts on travel websites, including native-like fluency, adherence to genre and internet writing styles, effectiveness in persuasion, and the absence of unwanted consequences like humor or offense.

The research discusses three transfer mechanisms used by the websites that were visited: complete translation while preserving non-verbal aspects; partial or summary translation; and alterations of minor portions of the ST (source text) (p. 8). According to Pierini, P. (2007), "the choice of strategy depends on various factors such as target audience, purpose of communication, and type of text" (p. 8). Selecting a proper transfer

approach, according to Pierini, is essential for achieving successful intercultural interaction and providing users with an effortless experience on tourism websites.

Later on, digging more into specifications for different types of text, Pierini, P. (2007) argues that "web communication requires specific skills from translators who must be able to deal with different types of texts written in different styles for different purposes" (p. 2). She states that "translation quality assessment is crucial in texts which need to communicate effectively in order to be successfully promotional" (p. 2). The success of these communication efforts depends strongly on their knowledge and careful evaluation of translation quality.

The investigation demonstrates that translating tourism discourse on the Internet presents a number of difficulties for translators. One difficulty is the cultural distinctions between the source and target languages, which might result in inaccurate or inappropriate translations. Idiomatic terms and colloquialisms present another difficulty because they can be challenging to translate appropriately. A third issue is the usage of specialized terminology, which requires that translators have a solid understanding of the subject.

In short, Pierini's investigation provides important insights into the difficulties faced by translators when attempting to translate tourism communication on the Internet. Her working definition of translation quality is a useful guide for analyzing the quality of translated writings. The study emphasizes the importance of taking into account a number of aspects when selecting transfer procedures and stresses the requirement for translators to acquire particular skills in order to successfully handle different types of texts written in a variety of formats for various reasons.

The "Translating Websites" document offers an extensive how-to manual for translating websites successfully. The paper proposes a method for translating websites on a number of levels, whose combination will demonstrate the relationship between a textual

and a systemic level, making the process more systematic and clear, taking up less time, and therefore less expensive. The interaction of continuous text, multimedia components, and interactive elements, non-linearity of hypertext, and compatibility in dynamic websites have been identified as the major difficulties in translating websites.

In his article, Schubert K. (2003) proposes three interconnected levels on which translation decisions are made: first, the holistic level or overall level, which considers cultural adaptations; second, the hol-atomistic level, which considers coherence and information planning decisions, such as modifying navigation paths in hypertext segments; and third, the atomistic level, which considers individual linguistic units. These levels support the correct handling of translation-related concerns. With these three viewpoints, website translation can benefit from the possibility of setting up a systematic order for the analysis and translation of various website aspects. The goal is to create a holon (holistic cultural system, in this case) for each culture, emphasizing the primary importance of the cultural component when translating a website.

Considering the difficulties of keeping consistency in dynamic websites, according to Schubert K. (2003), "the problem of coherence in dynamic websites" is one of the major challenges when translating websites. This problem arises due to non-linearity in hypertexts where different elements are interconnected. Therefore, it is essential to consider all elements while translating a website. In synthesis, this article provides valuable insights into how to translate websites effectively by addressing various challenges such as non-linearity in hypertexts and coherence in dynamic websites. By following a systematic approach that considers different text perspectives at different levels, translators can ensure that their translations are accurate and culturally appropriate.

The contribution of translation and interpretation to Costa Rica's national history and progress, according to Benavides Segura and Ziga Hernández (2018), has not received enough credit. According to the writers, this lack of acknowledgment has prevented translators and interpreters in the nation from receiving the professional credit they need. To give experts in these professions a greater understanding of their contributions, the authors argue for a historiographical approach to examining the work of translators and interpreters throughout Costa Rica's history.

Despite the fact that there is a doctoral degree in translation and interpretation, the authors note that many Costa Ricans still employ untrained individuals to translate for them. They claim that this is the result of people not understanding the value of professional translation and interpretation services. By demonstrating their contributions throughout Costa Rica's history through the interpretation of historical sources, the authors want to strengthen linguistic and cultural intermediaries.

The authors emphasize the necessity for additional research on the topic, building on the goal of releasing linguistic/cultural intermediaries and accepting their contributions to Costa Rica's history through the interpretation of historical documents. Segura B. and Hernández Z. (2018) conclude by requesting additional study on the subject, saying that "the study of translation as an integral part of our national identity is essential" (p. 7). They claim that such research will be useful not only to those working in these sectors but will help advance knowledge of Costa Rican history and culture.

The article "La traducción en Costa Rica: una tarea nacional" dives at the value of translation in preserving literary and cultural history. Vega, M. (2009) mentioned that "uno de los factores más importantes de transmisión de la formación y del gusto literario, la traducción, brilla por su ausencia tanto en el proceso de creación poética de una lengua como en el resultado" the author claims of the absence of translation in the creation of poetic

language (p. 3). The aforementioned highlights the need for a greater focus on translation as a means of promoting cross-cultural interaction.

Furthermore, the author emphasizes the lack of respect for literary figures in Costa Rica, which contributes to the country's cultural image deficiency. As Vega, M. (2009) stated "en el catálogo Opale de la Biblioteca Nacional de Francia no aparece, por ejemplo, ninguna referencia a Max Jiménez" they note to emphasize this issue (p. 1). Additionally, translations in particular struggle to attract the same amount of interest as other types of cultural preservation. According to the author, "Hoy en día despierta mayor interés una colección de mariposas que un libro en vías de extinción" (p. 1). To change this and increase the nation's respect for its literary history, nevertheless, action must be taken.

Although translated works receive little attention in Costa Rica, the author emphasizes the importance of appreciating their impact on the field of literature. On page 1, Vega, M. write (2009), "la obra de Carlos Francisco Monge acerca de la vanguardia costarricense se hace alusión a algunas traducciones que pudieron ejercer su influencia en el decurso literario de la nación" (p. 1). This demonstrates the necessity of paying more attention to translated works and their influence on literature. This document additionally offers potential solutions for this problem. As stated by Vega, M (2009) translation should be encouraged as a means of disseminating our culture and learning about other cultures (p. 2) This information features the need to give translation more attention as a way to encourage international communication and understanding.

To sum up, the document emphasizes the importance of translation in maintaining cultural history and facilitating literary dialogue. According to Vega, M. (2009), "la traducción es una tarea nacional que debe ser asumida por todos los que amamos la cultura y la literatura" (p. 2). Therefore, this contains the critical need for increased focus on translation as a means of encouraging cross-cultural dialogue and comprehension.

## 1.6 Scope

It is proposed to carry out an investigative process to analyze the effect of the procedure and the methods used in the translation of the documents of the SLL website from Spanish to English for InterHAND S.A., as well as the UserWay website from English to Spanish for the same company.

The research methodology will be based on a theoretical framework and an extensive analysis of research on website translation and the techniques employed in the field. The goals of the study include assessing the accuracy of the translation, assessing the coherence and cohesion of the translated content, and assessing how the texts have been culturally adapted. For each language pair, representative samples of documents from both websites will be chosen, and the best translation techniques will be used.

All choices and processes will be reflected in the documents that will be translated. The quality of the translation will next be carefully analyzed, taking into account elements like accuracy, fluency, coherence, cultural appropriateness, and terminology employed. The results will be examined to determine the methods and procedures employed, strengths and deficiencies, and suggestions will be made to improve the translation procedure, including ideas for substitute instruments, techniques, or strategies.

Lastly, it is anticipated to acquire a better understanding of website translation techniques, evaluate the effectiveness of the translations produced, highlight strengths and weaknesses, and provide suggestions for enhancing the effectiveness and quality of website document translation.

## Chapter II

### Theoretical Framework

#### 2.1 Text Analysis

Understanding how linguistic and textual components influence the process of transferring meaning between languages is improved by the relationship between translation, text analysis, and many other elements. As cited by Marais (2022), "Translation studies is usually focused on the transfer/transformation of meanings from one human sign system to another - especially between languages." (p. 63) The mutually beneficial relationship between translation and text analysis creates new opportunities for investigating the linguistic and communicative complexities, enabling precise and culturally appropriate translations that are understood by those who are meant to read them.

The analysis of a text is an important phase in the translation process since it helps in the translators' comprehension of the original text's material and purpose. From the translator's perspective, it is essential to understand the text's meaning before translating it. The first requirement for translators, in Newmark's (1988) opinion, is to "comprehend the content" of the source text. This implies that before starting a translation, translators must have a thorough understanding of the subject matter. (p. 11). The text must be analyzed in order to determine the author's objective and style. According to Newmark, reading the original material comes first when you start working as a translator for two basic reasons. Most importantly, you should comprehend the text's main theme or subject. Second, you should look at it from the point of view of a translator, searching for certain elements that will help you in the translation procedure. (p. 11). The structure for a good translation process is set forth by this careful examination.

This study is crucial to choose the best translation technique and identify any potential issues that might appear when the translation is being done. Newmark (1988)

emphasizes that both broad and extensive reading are necessary for comprehension of the material. For the purpose of choosing an appropriate translation strategy and recognizing specific and frequent problems, he argues that determining the intention or objective the author had when producing the text and analyzing the particular writing abilities employed. By doing this, an understanding of the text's key meaning can be obtained. (p. 11) This thorough procedure guarantees a more precise and detailed translation product.

In other words, to better understand a piece of writing's importance, organization, and context, text analysis involves breaking it down into its individual pieces. During this process, important words and phrases are identified, sentence structure and grammar are examined, and the overall tone and style of the writing are evaluated. For someone who is unfamiliar with the subject, text analysis is deconstructing a text to understand its meaning, organization, emotion, and writing style.

### **2.1.1 Text Styles**

Various types of styles can be found in the texts of different documents, either looking at it from a cultural aspect or due to certain peculiarities in the syntax. According to Huang (2015), he "argues that a corpus-based approach to studying style in translation can provide valuable insights into the patterns and frequencies of specific linguistic features, and can help to identify both universal and culture-specific stylistic features" (p. 1). The requirement for a multidisciplinary and mindful-of-context approach to analyzing style in translation is highlighted by Huang overall. This is to delve deeper into the text and understand a bit of the roots that shape the final result.

The Routledge Handbook of Stylistics explains how crucial it is to modify a text's style to suit its audience, occasion, and subject matter. Boase-Beier, J. (2017) says that the manner a piece of writing should be presented should correspond to the public, the context of the topic, and other pertinent variables. (p. 24). It says that depending on the situation and the audience, ancient writers and public speakers would choose a high, moderate, or low

style. This contemplates the different reasons behind a text so that the information is transmitted in the most appropriate way possible.

The study of style has recently experienced an increase in interest among translation academics, notably in the area of literary translation. Three categories of current works in this field can be made based on Boase-Beier's (2017) classification:

- (i) Studies of the translation of particular stylistic features, such as ambiguity (Boase-Beier 2004) or transitivity;
- (ii) Studies that compare examples of texts or passages with their originals to discover what stylistic changes result from translation; and
- (iii) Studies that undertake stylistic analyses of different translations of the same text, in order to explain their different effects. (p.397)

Text styling, then, is the process of modifying a text's style to fit the target language, audience, context, and subject matter. It requires deliberate choices to guarantee that the translated text has the same cultural and linguistic compatibility and conveys the same stylistic effects and complexity as the original. Translators must consider a number of factors in order to faithfully reproduce the style of the source work in the target language, including tone, style, formality, and generality, as will be explained next.

### **2.1.2 Stylistic Scales**

The source text (ST) style and the target text (TT) style are typically the two forms of style that are present during translation. The ST style, which is also referred as the style of the person who is making the translation, is the outcome of the author's conscious decisions as well as unintentional or repetitive use of the SL. Styles that are already predetermined in the person's way of translating. Huang, L. (2015) mentioned that in the early stages of learning translation, a lot of attention was paid to the style of writing or speaking. (p. 21)

Typically, style analysis in translation has focused on how the ST style or the author's style is transferred into the TT. Style is often viewed from two perspectives: first, as the result of choices made, and second, as the author's or as ST centered.

Researchers learn a lot about how these many variables interact and affect the whole translation process by studying the complexity of style in translation. Baker, M. (2018) notes that "Apart from questions of naturalness, accuracy and the 'logic' of a text, there are sometimes stylistic considerations which may make the translation of conjunctions particularly difficult." (p. 214) For accurate and sophisticated translations which properly represent the intended content and stylistic aspects of the source text, it is important to recognize and handle these complexities.

Furthermore, there will always be various viewpoints and methods, but the goal of communicating from SL to TL or from one language to another remains the same. Regarding the various viewpoints, we have J. Boase-Beier (2017), who states in his book that stylistics also seeks to understand how various readers respond to particular texts in varied ways. (p.159) Here, the picture becomes a little clearer, and it is shown that it is necessary to take into account not only what the author means to say, but also how the audience will interpret the message, transmit it, and how they will respond to it.

The two different styles used during translation are the target text style (TT) and the source text style (ST). To understand how these styles interact, researchers examine the difficult nature of style in translation. For translators and academics, resolving the connection between the ST style and the TT style can be difficult. The objective, nevertheless, is still clear: efficient language translation. It is vital in this process to take into account the interpretations and reactions of various readers.

### ***2.1.2.1 Scale of Formality***

Documents, books, magazines, newspapers and already leaving what is written, the way of speaking and acting also has different levels of formality. When translating, this type of formality must be followed to maintain an order that does not affect the content. According to Niu et al. (2017) "Unlike domain adaptation approaches, which aim to produce domain-specific or potentially formality-specific systems, our goal is to obtain a single system trained on diverse data which can adaptively produce output for a range of styles."(p. 2814) All with the purpose of following a format and maintaining an organization which is easy to understand and read. The degree of formality a text contains has the power to significantly affect its tone, style, and main message. Therefore, it becomes crucial to take the right amount of formality into account and accurately imitate it when performing translation duties. This careful consideration guarantees clear communication and protects the original text's intended meaning. By doing this, they effectively express the author's meaning, enabling a smooth exchange of concepts and information in the translated version.

Furthermore, one area where formality is seen a lot is in the legal area, taking into consideration the process of identifying and formalizing the laws which govern a system can be quite challenging. The technological period came to aid in the advancement of support procedures so that they might be carried out effectively, swiftly, and under control. Since automation has been used for many years using various technologies, translation has not fallen behind. Davis et al. (2018) remarked that it might be challenging to identify and describe the pertinent laws which apply when trying to regulate a particular system. Due to the lengthy and intricate nature of legal documents, doing this manually can be very expensive and time-consuming. There are methods for dealing with this problem which automates the translation of legal papers written in everyday language into a more formal and organized representation. These techniques have achieved this automation to varied degrees of success. (p. 12) Therefore, although their efficacy may vary, automated systems offer possible answers for speeding up the process of turning natural language legal documents into a formal representation.

### **2.1.2.2 Scale of Generality or Difficulty**

Martin Joos and Strevens, in *A Textbook of Translation* have discussed the formality scale in texts, stressing the diverse terms employed in various forms. Each level of formality has its own complexities and consequences, from officialese to slang. The boundaries between these distinctions are frequently hazy, making it difficult to translate them. A notable exemplification in the book is where Newmark (1988) highlights or rather illustrates the different levels of formality:

#### *Simple*

The floor of the sea is covered with rows of big mountains and deep pits.<sup>1</sup>

#### *Popular*

The floor of the oceans is covered with great mountain chains and deep trenches.'

#### *Neutral* (using basic vocabulary only)

IA graveyard of animal and plant remains lies buried in the earth's crust/

#### *Educated*

The latest step in vertebrate evolution was the tool-making man/(p. 14)

The information above makes the ambiguity or the thin line between formality and informality inside a language much clearer. Level types can be further categorized in a variety of other ways. Beyond a basic formal/informal contrast, there is a scale of formality in language. It includes a range of elements, including particular forms used in particular professional contexts, the degree of politeness or respect communicated, regional or dialectal differences, and social factors. Moreover, Hansen-Schirra et al. (2017) mentioned that in order to get information on what the participants thought of the difficulty of the translation procedures used during the translation and the PE (post-editing) processes,

retrospective interviews were implemented. Using this method would enable researchers to investigate whether variations in the number of right answers in the two working contexts affected how difficult and how long the translation was thought to be. (p. 42) The goal of the study is to investigate how participants may perceive task difficulty and length in relation to generality or difficulty translation scales. It specifically aims to ascertain whether differences in the depth or complexity of the translation content affect how difficult the activities are regarded as being and how long they take to complete.

Considering the context, target audience, and linguistic conventions associated with various levels of formality, translators often struggle to effectively express the intended content, tone, and style of the original text. Translation professionals can ensure successful communication and cultural sensitivity in their work by understanding and appropriately addressing these elements.

### ***2.1.2.3 Scale of Emotional Tone***

The last section briefly discusses the tone that a document's translation should take. However, it may be argued that the purpose of the emotional tone is to dramatize what you want to convey more.

It is essential to recognize that formality and emotional tone are related. While colloquialisms and slang can inspire emotions, official styles frequently concentrate on providing facts. A bit further down Newmark (2003) states that "In translating, the effusiveness of Italian, the formality and stiffness of German and Russian, the impersonality of French, the informality and understatement of English have to be taken into account in certain types of corresponding passage." (p. 15) To ensure correct communication in the target language, these variables should be taken into consideration when working on particular sections of a document. As a result, reading fluency will be achieved for speakers of the target language.

It is important to take into account how word meanings might act as intermediaries for a text's overall emotional tone in order to better understand how formality and emotional tone interact. Anderson et al. (1987), assert that by looking at the possible interpretations of a few words in a sentence, one is able to determine the emotional tone of the whole sentence. (p.1) This means that translators can acquire an understanding of the emotional atmosphere and successfully express the intended emotional tone in the translated version by looking at the connotations carried by individual words within a text.

### 2.1.3 Text Function

Various functionalities can be found in a document, depending on the text to be shown. One of two that might be used, among others, is at the start or specific text to emphasize. The titles and headings that have been translated would serve as a good example. In the article, Nord (1995) explains that "As a text-type in their own right, titles and headings are intended to achieve six functions: distinctive, metatextual, phatic, referential, expressive, and appellative." (p. 261) These are just a handful of the functions that can be found in a text, but since there are countless papers out there with various approaches, it is useful to get an overview of what is available.

Analyzing the title content through the perspective of the six aforementioned functions offers fascinating insights into how important and relevant each of these functions is. This leads to a more specific categorization of the functions, Nord (1995) explains that "we have to distinguish **essential functions**, which are derived from the general characteristics of the communicative situation in which titles are used, from **optional functions**, which are determined by the specific circumstances under which one particular title or type of title is used." (p. 266) Each of these categories has characteristics that guide the translator in deciding which side to favor while keeping the intended translation's context in mind. These results suggest that while some functions are universal across all titles,

independent of genre or culture, other functions seem to be less important or perhaps irrelevant, especially for particular titles or title genres.

On the other hand, Kunilovskaya and Sharoff (2019), give another definition of what is a function in a text and its relevance. They mentioned that the goal of a text is vital when it comes to translation since texts meant to enlighten readers are translated differently than those meant to sell products and services. (p.584) Given these various perspectives on text function, it is clear that comprehension of a text's precise function is necessary for translators to use effective translation techniques that are consistent with the text's goal. Translators are more capable to express what is meant and meeting the demands of the target audience by recognizing the varied character of text function.

### ***2.1.3.1 Informative***

There is the informative function, which is one that deals with more topics with theories, facts, or reported ideas. According to Newmark (1988) "The format of an informative text is often standard: a textbook, a technical report, an article in a newspaper or a periodical, a scientific paper, a thesis, minutes or agenda of a meeting" (p. 40) It tends to maintain a focus on what are literary texts or topics to deepen with scientific research. Something to note is that not everything is always correct, Newmark (1988) emphasizes that Since many of these materials are frequently badly written and occasionally contain specific errors, it is usually the translator's job to correct both of these issues. (p.41) Texts that provide information, including textbooks, technical reports, scientific papers, and articles, fall under the category of informative texts. These writings offer translators the chance to not only deliver accurate information but also to improve the quality and clarity of the text.

### ***2.1.3.2 Expressive***

Humans are capable of expressing themselves in a variety of ways; it is the process by which a concept is able to be conveyed in some way. The expressive function of a text

works in a manner similar to this. As mentioned by Nord (1995) in the book *International Journal of Translation Studies* “The expressive function comprises the emotive subfunction [...] and the evaluative subfunction [...]. Expressivity in titles can refer to the text referent (as in Raymond Queneau: *Pierrot mon petit*), to the text itself [...], or to the factors of the communicative situation” (p. 275) In other words, the expressive function involves conveying feelings through the use of linguistic devices like superlatives or diminutives. This can be accomplished, among other things, by making references to particular emotions by expressing personal participation by using the first person singular pronoun.

### **2.1.3.3 Vocative**

The goal of the reader or listener is the key element of language's vocative function. This essential component of communication involves contacting and interacting with the audience directly. The vocative function enables us to communicate with others, address them directly, and give them a sense of importance and participation. Newmark (1988) describes vocative as the text's capacity to hold readers' attention and convey a particular response, pushing them to act, think, or feel certain emotions as the text intends. (p. 41) That is not the only definition that has been given to him, also as Newmark says, P. can be known as "'conative' (denoting effort), 'instrumental1', 'operative' and 'pragmatic' (in the sense of used to produce a certain effect on the readership)” (p.41) This clarifies a bit the meaning of what the vocative function is, which in other words is to generate a desired response or impact from the reader or listener.

### **2.1.4 Translation Methods**

There are pre-established rules and forms that must always be followed when performing any type of activity, including a translation. These serve as an outline for performing the job well. This exists because people hold the false belief that they can translate just by understanding the language. There are many factors to consider when

performing a translation, thus it is essential to be aware of the margins beforehand in order to provide a translation that meets the client's needs or is accurate to the original text. As Newmark (1988) says in his book, the choice of whether to stick firmly to the original text or to allow for more freedom and interpretation has always been the main difficulty in translation. (p. 45) In order to ensure a good translation, which involves more than just language knowledge and necessitates careful consideration of many methods, it is essential for everyone to set norms and principles.

#### **2.1.4.1 Semantic translation**

Instead of translating a text word-for-word, semantic translation concentrates on communicating the meaning and essence of the source text. It seeks to keep all possible details and express them in the same way but in the target language. Zu & Dong (2015) says that semantic translation is shorter but clumsier, more complex, and more elaborate. (p. 270) The aforementioned is describing how the essence of the message being delivered is preserved by this technique. Additionally, what Newmark (1988) states in his book is that semantic translation provides more flexibility by letting the translator rely on their intuitive comprehension and connection with the original language rather than demanding loyalty to 100% accuracy. (p.46) He also clarifies that when dealing with texts that seek to communicate and convey emotions, this approach is used.(p. 47) On the other hand, as described by Dicerto (2017) "semantic representation of an utterance allows the recipient to access further explicit meaning, as it does not reveal anything in terms of the implicit value of an utterance." (p. 68) Based on the literal interpretation of the words employed, the semantic representation of a statement enables us to understand the direct meaning.

The following emphasizes how important it is to accurately translate words' semantic meanings. Muischnek and Müürisep (2018) point out that a language's well-formed words are influenced by semantic and practical elements in addition to morphotactic, phonological, and orthographic factors. (p. 51) Understanding the meaning and context of words in a given

language requires a knowledge of their semantic and functional characteristics. Semantic translation in the context of translation entails accurately transmitting the intended meaning in the target language, as aforementioned, while still retaining the text's structural and grammatical elements. Therefore, it is essential to take the semantic and communicative characteristics of the source language into account when translating in order to convey the same meaning in the target language.

Beyond the literal meaning of the words, further interpretation and contextual knowledge are necessary to fully understand the true significance or value. Semantic translation, in short, tries to express the essential ideas and cultural context of work in a target language, allowing for some creative freedom while upholding the translator's connection to the original material.

#### **2.1.4.2 Communicative translation**

Communicative translation is quite different from what was explained before, about the semantic translation. This approach is more straightforward and offers less flexibility than the previous one. In Newmark's (1988) book, says that communicative translation is to accurately replicate the original text's context in a way that the target audience will find acceptable and understandable. (p.47) This particular approach is primarily employed for texts that have an informative or persuasive purpose. (p.47) The communicative method focuses on creating a translation that conveys the desired message to the target audience successfully. As written in the *2015 Joint International Social Science, Education, Language, Management and Business Conference*, it can be clarified with what was stated by Zu & Dong (2015), where it says that by enhancing the text's authenticity, smoothness, simplicity, clarity, and directness, communicative translation places a higher priority on readability. It may result in a longer translated document, but it follows established linguistic standards and language registers. (p. 270) This occurs because the translator may have added

adjustments to clarify certain sections that, after being translated into the target language, were unclear to the readers.

Furthermore, from a more generic point of view, when it comes to language, people have the freedom to select the best lexical and grammatical components to successfully accomplish their communication objectives. Arndt-Lappe et al. (2018) described that any language speaker is allowed to use whatever words and grammar best fit their communication needs. Using the appropriate language and phrases is important, but so is taking into account the practical and typical characteristics of a given circumstance. Therefore, effective communication requires employing linguistic tools carefully while taking the context and purpose of the communication into account. (p. 16) As thus, learning good communication requires not just comprehending the vocabulary and syntax of the language, but also strategically utilizing it within the unique context and etiquette of a given communication scenario.

In addition to the previously mentioned points, it is important to pay attention to the text that is being created. Munday & Zhang (2017) emphasize that the fundamental concept which a text attempts to convey is referred to as its communicative goal. Readers, listeners, and translators who interpret a text must do so by comprehending its intended meaning; in other words, they must see the text as a means of communication. (p. 48) Communicative translation deals with accurately communicating the desired message by making the required adjustments to the text so that it is clear, direct, and easy to read in the target language. While doing so, it keeps a clear focus on the text's main theme and purpose.

## **2.2 Translation Procedures**

This chapter dives into the important subject of translation practices, which provides the foundation for successful and accurate translation. Since there are still linguistic obstacles in today's globalized society, translators are essential to facilitating multicultural and language communication. Researchers and translators can assure the accurate

translation of meaning from the source text to the target text by comprehending and putting into practice appropriate translation techniques. The main objective of this chapter is to give an in-depth analysis of different translation techniques, including but not limited to literal translation, cultural adaptation, and paraphrasing. It intends to offer readers valuable knowledge and useful tips for effective translation steps in academic and professional settings by looking into the specifics of these processes.

### **2.2.1 Transposition**

Transposition, just like it sounds, is a translation technique which means altering or switching the order of words or phrases in the source text to improve consistency and comprehension in the target language. Transposition enables you to change the syntax or word order to improve the clarity and fluidity of the message when certain linguistic patterns are atypical or unnatural in the target language. As stated by Guix & Wilkinson (2019) in their book, they define transposition as the modification of the grammatical category of a part of the sentence without producing any modification of the general meaning. [...] This is what happens, for example, when [...] “out of order” is translated by “no funciona”. (p.261) It involves wordplay to make the content when reading sound natural and fluid to someone who is reading it in the target language. To add a little more to the definition, we have what was written by Newmark (1988) where he says that the majority of translators rearrange words naturally, making transposition the only translation technique that concentrates on grammar. (p. 88) Since the translator spends a lot of time conversing in both the mother tongue and the target language, it becomes instinctive. To do this and to get used to both, the translator immediately correlates some phrases in the mother tongue with entirely other ones in the target language, therefore, it ends up conveying the same meaning. This was exemplified earlier in the example of Guix & Wilkinson.

### **2.2.2 Modulation**

Modulation focuses on changing the message's point of view and perspective to fit the language and culture of the translated text's readers. In Newmark's (1988) book, he mentions that translation into the target language (TL) does not support literal translation. (p. 88) Everything depends on the context to which the ST is referring to and also what kind of message the translator really wants to convey, taking cultural aspects into account. As described by Vinay & Darbelnet (1995) in the book written by Károly (2017) modulation is a translation technique where an alteration in viewpoint causes a change in the message's structure. Although the translation preserves its grammar, it could sound less colloquial or natural in its expression. (p. 121) Besides, Croitoru, and Dumitraşcu (2006) state that " One major contribution of modulation is that it offers a new perspective on the relationship between semantics and pragmatics, and lays stress on the relevance theory." (p. 33) In other words, modulation in translation refers to altering how something is viewed and expressed to better match the linguistic and cultural context of the audience. It's similar to changing the message so that it sounds appropriate and makes sense to the audience. However, it's crucial to remember that even if the translation doesn't sound as informal or spontaneous, it must nonetheless stick to the grammar standards.

### **2.2.3 Omission**

Languages can have many similarities as well as very distinctive differences. Sometimes what is said in one language, a word or phrase may not exist at all in another language. In those moments is where the omission comes in. Omission defined by Sharma (2015) is when there are no terms with the same meaning in the target culture, words are omitted. (p. 6) To make the content appear more naturally written in the target language, many redundant phrases may even be eliminated in some circumstances, such as when translating from Spanish to English. This specific example is used because, whereas English statements are shorter and to the point, Spanish sentences are longer.

Furthermore indicated by O'Hagan (2020) in the book *The Routledge Handbook of Translation and Technology*, another approach to consider the omission's utility is to avoid saying anything when there isn't a good translation option for a phrase than to provide a totally inappropriate or unrelated one. (p. 442) The above approach recognizes the limitations of translation and emphasizes the value of preserving the original meaning. Baker (2018) mentions another perspective on the significance of translation omissions, stating that "If the meaning conveyed by a particular item or expression is not vital enough to the development of the text to justify distracting the reader with lengthy explanations, translators can and often do simply omit translating the [...] expression in question." (p.43) This strategic choice allows translators to keep their attention on communicating the key idea and maintaining the coherence of the translated material.

#### **2.2.4 Amplification**

Amplification by itself enlarges a text, as when a person paraphrases. Hamid (2021), in the book *Linguistic Aspects of Translation Between French and English* explains that the process of amplification makes the text in the target language longer than it is in the source language. (p. 409) This process enables a more thorough and in-depth representation of the original message in the translated text. Moreover, to have the concept clearer, Meng (2019) says that from a normal or typical starting point, amplifiers proceed to go higher. (p. 89) Amplification in translation can take many different forms, but according to Molina and Hurtado (2002), the most common one is the use of paraphrasing to make a text more understandable to the intended audience. (p. 508) With this knowledge, now the amplification approach is understood, basically it enhances the depth and thoroughness of the translated text, guaranteeing clear communication.

#### **2.2.5 Explicitation**

To guarantee that the readers of the target language have a better understanding, this process involves adding extra information or explanations. Explicitation, according to

Klaudy (1996), is implicit information in the source text that is expressed explicitly in the target text. (p. 99) Putting it another way, making the translated text more clear and more obvious in comparison to the original version. Taking a broader point of view, as mentioned by Epstein & Gillett (2017) in his book *Queer in translation* he reiterates again that this explicitation step is frequently a required complement to the translation process. (p. 6) More specifically, as written by Epstein & Gillett, it refers to Atom Egoyan's choice, in contrast to Anne Fontaine's picture, to make lesbianism in his work more overt and obvious. This clarification makes the topic matter clearer and eliminates any evasion or ambiguity in Fontaine's title. (p. 6) The passage implies that, despite being an essential component of translation, this explicitation causes Egoyan's film to depart from queer cinema and adopt a more conventional and overt style. This is only a simple glimpse into this kind of translation procedure which was exemplified above.

### **2.2.6 Literal translation**

Generally speaking, when someone uses the term "literal translation," they indicate that the translator was faithful to the original material (ST) and made an effort to accurately translate it into the target language. It can be reflected in what was mentioned by Li & Hope (2021) who say that the basic concept is that certain phrases, such as animal names and family terms, have equal meanings in the target language when used in the Ulabun language. A literal translation can be utilized for these terms. Animal gods are viewed as symbols of cultural heritage in Manchu culture. Animal names can also be translated literally because they typically have corresponding equivalents in the target language. (pages 222-223) The use of literal translation also suggests that the translator places a high value on the accuracy of the source text, preserving its significance and purpose in the target language.

This strategy is especially useful for words or phrases which have equivalents in both the source and target languages. Nonetheless, as Sun (2017) says, despite the fact that

precise translation may appear to be a solid way to maintain cultural authenticity, it restricts the potential for interpretation. (p. 33) The foregoing limitation emphasizes the necessity for translators to achieve a balance between the integrity of the original material and the innovative modification necessary for clear communication in the target language.

### **2.2.7 Punctuation changes**

For a sentence to convey the complete intended meaning, punctuation is crucial. A simple comma can dramatically change the meaning of a statement from what is meant to be interpreted. Newmark (1988) remarks that "Punctuation is an essential aspect of discourse analysis since it gives a semantic indication of the relationship between sentences and clauses, which may vary according to languages" (p.58). Punctuation marks can help writers make their words more clear by emphasizing links, details, and sentence structure. A simpler way to understand what punctuation changes are and their importance is mentioned by Mogahed (2012), he stated that "Punctuation marks facilitate reading as they guide the reader to the appropriate meaning as shown in the following instances" (p. 4) It becomes evident that a clear understanding of punctuation changes is essential for effective communication and comprehension. This helps readers understand the message more clearly. An additional point of information, as May (1997) noted that prior to being an essential part of written texts, punctuation was a variable element that depended on the interpretation of each reader. (p.2) However, as mentioned before, punctuation marks have developed over time into crucial instruments which improve communication by giving written language clarity and structure.

### **2.3 Glossaries**

A glossary is an essential component of any research process since it is important to comprehend unfamiliar terminology. NB and Fontanac (2009) describe this as an attempt to put together a list of meanings for a select few essential terms related to a particular subject. (p. 210) Moreover, by providing a standardized and consistent set of terms and phrases, a

glossary serves as a valuable resource not only for translators but also for other stakeholders involved in the research process, facilitating effective communication and ensuring an accurate understanding of the subject matter.

Throughout the translation process, a comprehensive lexicon is a crucial tool for translators. It is essential for assuring the consistency and correctness of translations. A glossary is simply a specialized reference book that includes a list of terminology and important phrases which are exclusive to a given field or industry. Its goal is to give translators a dependable tool so they can constantly use the right terminology and idioms in their translations. In order to obtain important and specialized terminology for a glossary, translators must work closely with customers and subject matter experts. Before compiling the terms into the glossary, they need to get exact definitions and background information. The list of words must also be continuously updated and changed to reflect new vocabulary and developing slang in the target language.

The web pages' glossary will be organized into two distinct tables: one for English terminology and one for Spanish terminology. There will be enough rows and four columns on each table to fit all the terminology that has to be defined. Terms will be listed in the target language (English) and source language (Spanish), and then vice versa. The above will be in the first and second columns, respectively. The third column will list the part of each term (eg, noun, verb, adjective), and the last column will list a brief definition of the term.

Translators can improve the precision, coherence, and usefulness of their translations by using a well-constructed dictionary. It is a helpful tool which guarantees consistent and acceptable language usage, resulting in accurate translations that successfully communicate the intended meaning to the target audience. Terminology management systems are another tool that translators can use to improve the quality of their translations in addition to a well-written lexicon. By establishing a standard vocabulary of

terms unique to the business, these systems reduce ambiguity and guarantee consistent representation of important ideas throughout translations, which enhances the overall coherence of the translated material. Additionally, using cooperative techniques and resources that promote coordination and communication across translation teams is beneficial to translators. Real-time collaboration, discussion, and feedback platforms encourage group editing of the translation and advance a common understanding of the desired content. This collaborative method not only improves accuracy but also guarantees a polished, contextually relevant final product that effectively conveys the intended message to the intended audience.

## Chapter III

### Methodological Framework

Language, culture, and context must all be carefully when translating, which is a complicated process. A glossary is an invaluable tool in translation since it offers a thorough compilation of technical terms and their associated translations. To create a methodological framework for translation which relies on the use of a carefully selected vocabulary is the goal set for this study. This research aims to improve the accuracy, consistency, and efficiency of translation processes by reviewing existing glossaries, introducing domain-specific vocabulary, and considering contextual considerations. By following the suggested framework, translators can make the most of glossaries as useful tools for producing accurate and contextually relevant translations. The chapter introduces a qualitative research methodology, a research plan, and information sources like books, scholarly articles, or academic journals. Category analysis, data collecting using tools like vocabulary, data collection procedure, and data analysis are also covered.

#### **3.1 Research Approach**

The research approach which is carried out is qualitative for the most part, and yet, certain quantitative characteristics are explained to know the difference between both of them and to clarify why the quantitative approach does not fit the ideal profile of the investigation. Starting by defining what quantitative research is, in simple words, it is a type of approach which focuses on the collection and analysis of numerical and statistical data. Its main objective is to measure, quantify and analyze phenomena or variables of interest using objective and structured methods. As cited by Hernández and Mendoza (2018) the quantitative route is appropriate when we want to estimate the magnitudes or occurrence of the phenomena and test hypotheses (p. 6). Moreover, they also mentioned that this approach seeks the greatest possible objectivity throughout the process or route. The phenomena that observe or measure should not be influenced by the researcher (p. 7).

Transferring meaning from one language to another entails a very subjective and complicated process called translation. Decisions about translation are frequently impacted by a variety of elements, including the cultural background, the linguistic register, the intended audience, and the translator's personal preferences. It is challenging to statistically measure translation results accurately because of these arbitrary dimensions.

The translator has the responsibility to respect the voice and style of the original author; however, due to certain phrases or ideas being best expressed in one language, that does not mean that it applies to the target language. That is why the necessary changes must be undertaken to convey the message correctly. Additionally, like any other professional, quality service must be provided following standard ethics. In the context of translation, the idea of generalizability and replicability may be understood differently. Hernández and Mendoza (2018) In most quantitative studies, the objective is to generalize the results and findings found in the samples and to a larger population. Likewise, sometimes it is desirable that the investigations carried out can be replicated (p. 7). By the above he means that when translating a text, it is important to maintain consistency in the use of terms, style, and structure.

On the other hand, the qualitative research approach will focus on understanding and interpreting social phenomena from the perspective of the participants. It is based on non-numerical data, such as interviews, participant observations, or content analysis. Hernández and Mendoza (2018) describe that a qualitative process is when the researcher poses a problem but does not follow a clearly established process. Its initial approaches are not as narrow as in the quantitative approach and the research questions have not always been fully conceptualized or defined (p. 9). In the quantitative, a linear order is followed, and the qualitative is more of a cycle with repeating stages. In addition, it mentions that in the qualitative route, reality is defined through the interpretations of the participants and the researcher regarding their own realities. In this way, several points of view converge, at least those of the participants, those of the researcher, and those which are produced through interaction of all the actors. They are realities which change as the study progresses and are

the sources of the data. (p. 9) In summary, the qualitative research approach changes the research process and allows the research questions to change as more information is discovered. It is based on the understanding and interpretation of social phenomena from the perspectives of the participants and the researcher, using non-numerical data such as observations and interviews. This method recognizes that reality is socially constructed and focuses on capturing the diverse perspectives and meanings that emerge through the interaction between the participants and the researcher. This would also apply to the precautions that the translator must be considered when researching the culture of the language so that when translating it is more appropriate to the context of the target language.

With the progress of this type of thesis, which it is based on translating documents, many things can happen. Hernández and Mendoza (2018) comment that qualitative research usually raises questions before, during, or after data collection and analysis (p. 8). Research questions direct the study and aid in narrowing the focus of the investigation on particular areas of interest should be posed in the initial phase. To have a more thorough picture of the phenomenon under study, it is crucial to be open to the emergence of new questions and adjust the data collection procedure accordingly. After evaluating the data, more inquiries may be made about the results, the relationships between the various themes, or the interpretations made. These inquiries might necessitate a review and reevaluation of the data, the look for more in-depth explanations, or the identification of areas which need additional research.

In a translation job, there are several methods to follow to achieve fluency in the message which is trying to be transmitted from the source language to the target language. Hernández and Mendoza (2018) emphasize that logic or inductive reasoning predominates in the qualitative route, going from the particular to the general. First explore and describe individualities, to later generate theory (p. 9). The examination and description of particular individualities connected to the source text and the translated text might serve as the starting point for the qualitative approach. This necessitates examining and comprehending specific

elements of both texts, including their respective cultural contexts, language quirks, communicative intentions, tonalities, structures, and so forth. In order to make an accurate translation, the translator must follow grammatical rules, take the structure and coherence of the text into account, and depend on their knowledge of the target language and culture. It is vital to emphasize that the translation process also contains components of deductive reasoning. However, the focus of the qualitative approach is on identifying and comprehending individual differences and developing theories based on these thorough observations.

Qualitative research in the field of document translation will allow us to delve into the meaning of various aspects. Hernández and Mendoza (2018) describe that qualitative approaches are a kind of exploration plan (emerging understanding) and are appropriate when as a researcher you are interested in the meaning of human experiences and values, the internal and individual points of view of people and the natural environment in which the studied phenomenon occurs, as well as when you seek a close perspective of the participants (p. 400). From the above, the close perspective of the participants can be highlighted, due to the fact that qualitative research makes it possible to get a close-up, in-depth perspective on the individuals involved in the translation of documents. This entails hearing their opinions, comprehending their experiences, and including them as principal investigators in the research. It is possible to fully understand the topic under study in depth and within its context by analyzing texts the translators themselves have produced.

In conclusion, the choice of a qualitative research approach in document translation research will turn out to be more appropriate due to the subjective and complex nature of the translation process. Quantitative research, which focuses on numerical data and generalization, will not align with the complexities of translation, where decisions are influenced by cultural background, linguistic registers, intended audiences, and personal preferences of the translator. In addition, according to Hernández and Mendoza (2018), an objective that is presented in several qualitative studies refers to interpreting. (p. 395) The ability to precisely and successfully communicate the meaning, intention, and original

message in the target language is why interpretation is so important in translation.

Translators must interpret the original text while taking cultural variations into consideration, adjusting it to the audience's context, and keeping the original author's style and tone. The end reader or recipient will be able to understand, relate to, and trust the translation if it has been properly interpreted. Additionally, it highlights the value of several points of view and the iterative nature of data collecting and analysis. A qualitative method will enable scholars to fully explore the translation process and its effects by capturing the richness and complexity of translation.

### **3.2 Research Design**

In research, an order will be needed and for that, there is the research design, which according to Hernández and Mendoza (2018) the research design is the operational map in the quantitative or qualitative route. It represents the point where the conceptual phases of the process are connected with the collection and analysis of data (p. 148) The method will be selected based on the problem posed, objectives, and the time allocated for the investigation. There are different types of designs depending on the type of focus of the investigation. The design is based on the problem question of the research work. Given that the research will have a qualitative approach, it will be based on grounded theory, this is due to what is described by Hernández and Mendoza (2018) where they say that it is based on grounded theory if they are questions about processes and relationships between concepts that make up a phenomenon (p. 525). Translators might consider the crucial elements involved in the transfer of meaning from one language to another by reflecting on the techniques and relationships between concepts in the process of translation. These inquiries assist in understanding how concepts are related to one another, how they are culturally appropriated, how textual coherence and cohesion are preserved, and how effective of communication produced during the translation process.

The research design, which serves as an operational map connecting the conceptual phases of the research process with data collection and analysis, is therefore critical to the

success of any research study. The problem question, the objectives, and the research's time restrictions all play a role in choosing the best research design. Grounded theory is a suitable design in the context of a qualitative research approach where the goal is to comprehend the interactions between the concepts that make up a phenomenon. This structure enables a thorough investigation of how ideas are related and culturally appropriated, and how coherence, cohesiveness, and successful communication are created in the text during translation.

### **3.3 Information Sources**

It is common in a thesis to use a variety of sources of information to support and substantiate the arguments and results. These sources of information are primary, secondary, and tertiary. Each of them will be explained as follows. Primary source refers to the research problem, according to Hernandez and Mendoza (2018) indicate that the primary sources most used to develop theoretical frameworks are books, articles from scientific journals, and papers or papers presented at congresses, symposiums, and similar events, among others. reasons because they are the ones which systematize the information to a greater extent, delve deeper into the topic they develop, are examined and refereed by researchers or experienced professionals (peers or colleagues), and are highly specialized, in addition to the fact that they can be accessed online (p. 76). This is because all research must have knowledge bases from other people who have already developed similar topics to the one that will be developed. You will learn from the knowledge of others to use it in your research. A secondary source is based on the primary one, Viñolas (2011) describes that they are those whose main objective is not to offer information but to indicate which source or document can provide it to us. Secondary documents generally refer to primary documents (p. 8). An example of a secondary source would be the bibliographies where the information of all the articles, books, or dictionaries used during the investigation is found.

A tertiary source is a reference tool which collects and organizes information from the secondary source and sometimes from the primary as well. According to Viñolas (2011), These are secondary sources that have been merged with others, such as bibliographies of bibliographies and repertoires. Its content is taken from other secondary documents. (p. 8) An example of a tertiary source could be a dictionary and even a glossary since it collects information obtained from the initial parts of the investigation.

### **3.4 Analysis Categories**

In a thesis about translation with a qualitative approach, the analysis categories can be established from variables which represent the different existing translation methods. These categories make it possible to identify and analyze the approaches and strategies used by translators in their practice, which in turn contributes to a deeper understanding of the processes and challenges involved in translation. By examining and comparing translation methods used in different contexts and domains, valuable insights and insights can be gained to improve translation practice. Some translation methods written in Newmark's (1988) book are word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, and many more (p. 45-46). However, in this specific approach the different categories to be implemented are: translation, translation procedures, glossary, and text analysis. Thanks to these definitions, the items of the instruments will be elaborated with greater precision and depth.

#### **3.4.1 Translation**

The process of converting the meaning and matter of one language into another is known as translation. As described in Cambridge Dictionary, translation is “to change writing or speech from one language into another” (2023). By enabling efficient communication, understanding, and information exchange across linguistic obstacles, it acts as a crucial bridge between cultures and linguistic communities. A wide range of audiences can access the riches of world information, literature, and ideas thanks to translators, who also ensure its truth, clarity, and cultural sensitivity.

### 3.4.2 Translation procedures

Translation procedures are the methodical approaches and tactics used by translators to successfully and accurately translate a text's meaning from one language to another. These steps are necessary to produce accurate translations which maintain the original message while making it appropriate for the target language and culture. Word choice, sentence structure, cultural adaptation, and other factors are only a few of the tools and decision-making processes which go into translation procedures. Pinchuck (as cited in Agung, 2016) says that "Translation procedures are the technical devices used to transfer the meaning of a text in one language into a text in another language." Some procedures to be used are: transposition, amplification, omission, modulation, punctuation changes, and literal translation. In essence, translation procedures provide the basis for efficient cross-language communication, facilitating the interchange of knowledge, concepts, and cultural practices while preserving linguistic precision and cultural sensitivity.

### 3.4.3 Glossary

A glossary is a useful tool for quick reference which offers simple definitions or explanations of technical terms, jargon, or terminology used in a certain subject, field, or document. As cited by George, T. "A glossary is a collection of words pertaining to a specific topic." (2023) It helps readers quickly comprehend and explain the meaning of obscure terms or ideas they come across in texts, papers, or dialogues. In textbooks, technical manuals, academic papers, and other publications where accurate terminology is important for understanding and communication, glossaries are frequently encountered.

Furthermore, glossaries are of great use in educational resources, including textbooks, technical manuals, research papers, and other publications, where accurate terminology is critical to understanding and efficient communication. Glossaries serve as a consolidated source of definitions that help readers understand unfamiliar concepts and ensure accuracy and clarity in academic and professional discourse. Glossaries are a vital

language tool that improve comprehension and accessibility of difficult subjects, resulting in a readership that is more informed and diverse.

#### **3.4.4 Text analysis**

Text analysis in translation refers to closely examining a written work to comprehend its meaning, style, and audience. Translators do this to ensure that they could faithfully convey the text's original message in a foreign language. It plays a crucial role in the translation process. Newmark (1988) says that any can include details about the author's intent, such as their position on the subject, in your analysis of the source language text. Consider outlining the audience you are targeting as well as the genre and style of the text (p. 186). Simply speaking, text analysis is the translator's key to revealing the full scope of the source text and ensuring that its content and context are successfully transferred into a foreign linguistic and cultural environment.

### **3.5 Data collection Instruments**

Data collection is an important part of studying and evaluating texts since it helps researchers comprehend the context and content of the writings. This activity, referred to as "data collection," entails the methodical gathering of information related to a specific subject. Since it serves as the basis for detailed and relevant analysis, the significance of precise and effective data gathering cannot be overestimated in this situation. Several tools were considered to be used, including Text Analysis Table, Color Coding, and Glossary, to complete this work effectively. These tools are vital to how information is organized and structured, enabling researchers to spot patterns, trends, and important ideas in the material being studied.

#### **3.5.1 Text Analysis Table**

This table goes hand in hand with what Newmark (1988) mentions that "You assess the quality of the language to determine the translator's degree of license, assuming for

example that he can reduce cliché to natural language in informative but not in authoritative texts” (p. 186). He also mentions that in order to carry out the translation you have to read the text beforehand and become familiar with it and be aware of text styles, stylistic scales, scale of formality, scale of generality or difficulty, emotional tone, text function. A table to be used for translated texts is offered below where one column for the text from English to Spanish is provided and other section for Spanish to English.

<b>Text Analysis</b>	<b>Spanish to English</b>	<b>English to Spanish</b>
<b>Text Styles</b>		
<b>Stylistic Scales</b>		
<b>Formality</b>		
<b>Generality or Difficulty</b>		
<b>Emotional Tone</b>		
<b>Text Function</b>		

*Table 1 shows the text analysis table to be used to analyze the translated texts. Source: Researcher's creation*

### **3.5.2 Color-coding**

In order to distinguish, organize, and interpret complicated data or content more easily, color coding is a visual organization strategy which involves assigning particular colors to categories, elements, or information. It makes the process of grouping and classifying objects or ideas according to their color associations simpler, facilitating speedy information identification and interpretation. In this case it would be to better identify the translation processes which will be used in the paragraphs to be analyzed, since 15 paragraphs in English and 15 in Spanish will be analyzed and a specific color will be assigned to each of the procedures to be carried out. For the purpose of this study, seven different methods of translation and colors will be employed, which are: transposition, red; modulation, orange; omission, yellow; amplification, green; explicitation, blue; literal translation, purple; and punctuation changes will be pink.

Transposition
Modulation
Omission
Amplification
Explicitation
Literal Translation

*Table 2 shows the colors which represent each technique in the color-coding instrument. Source: Researcher's creation*

### 3.5.3 Glossary

The glossary is an essential tool within the context of this research. Two glossaries, one in English and one in Spanish, will be created to aid in a more precise and efficient interpretation of the content. A list of 25 essential terms which have been determined to be particularly important in the examination of the texts under study will be included in each of these glossaries. These glossaries will be essential in defining the most important terms and ideas in the texts in a concise way, helping in a more detailed and accurate analysis of the gathered data.

Source Language	Target Language	Grammatical Category	Definition
1. word	translated word	verb/noun/adj/adv	
2.			
3.			
4.			
5.			
6.			

*Table 3 shows the chart with the factors used to categorize and classify the terms in the glossary. Source: Researcher's creation*

### **3.6 Collection data process and data analysis**

In the context of this research, the procedure for collecting and analyzing data is a crucial task which serves as the basis for a thorough evaluation of the documents under consideration. The translator will start this complex project by thoroughly analyzing the texts which have been collected from various web pages. This first step entails careful reading with excellent eyesight toward processing the information the owners of the web page wished to have translated. The translator will also explore Newmark's viewpoint, clarifying his own position, at the same time. Additionally, we will carefully examine the main objectives or purposes these websites hope to convey to their audience.

After a thorough textual analysis, the next step will be to translate these texts, smoothly alternating between English and Spanish and vice versa, each with 20 pages or more. Maintaining the author's original meaning and properly preserving the essence of the source language will always be the key objective of the research. The translator will use a variety of translation procedures and methodologies to simplify this difficult translation process, ensuring the highest level of accuracy and cultural sensitivity when translating these documents into the target language. In addition to maintaining linguistic accuracy, the translation aims to convey the distinct cultural distinctions present in the original work, thereby establishing an affinity with the varied readership. This careful process not only protects the original content but also seeks to produce a translation that is authentic and resonates with readers in different cultural contexts despite language obstacles.

Following the completion of this translation phase, we will apply a variety of collecting data instruments, each of which will play a unique function in increasing the understanding and analysis of the texts. The text analysis table will be crucial in enabling a greater understanding of the style and tone of the text, giving us deeper insight into contextual

challenges. The color-coding method will then be smartly applied to categorize and identify the various sorts of data inside the texts, making it easier to spot patterns and emphasize important details. For each translation, this procedure will be utilized in 15 paragraphs, where it will be demonstrated how to use it. Finally, the glossary, which will contain 25 words each, will be a great reference tool, explaining any terminology or concepts which may appear strange to readers of this research, therefore enhancing the overall comprehension and analysis.

## Chapter IV

### Translated Texts

#### 4.1 Translation from Spanish into English SSL

##### Types of SSL Certificates

Indeed, there are many types of security certificates on the market, and not to mention the diverse costs of each one (associated with the kind of Certification Authority that issues them, as well as their characteristics). This is why we present you with a simple way to understand this without complications.

(The image on the right shows the confidence level from the highest to lowest, while the text from points 1 to 3 go in reversed order, showing the levels and characteristics of each one).

##### 1. Simple SSL or Domain Validation (DV) Certificates

They allow to do the basic and required: encrypt the information among your users and your server. They do not do anything else than the encryption function, but... do you know how to validate if they are effective or if they come from a trusted entity? Hence, the reason why there are other types of certificates. They can be requested for a maximum of 1 year, according to CA|Browser Forum guidelines.

NOTE: There are WildCard certificates (\*.yourdomain.com) of this type of validation (DV).

##### 2. Organizational Validation (OV) Certificates

Similar to the previous ones, these certificates encrypt the information that travels to and from your server; however, they have the particularity that in order to be issued, the Certification Authority (such as Symantec, GlobalSign, or Digicert, among others) must first validate that you are the one who you claim to be. This is achieved by reviewing your domain information and requires a legal proof issued by a third party (usually a lawyer who certifies that you are who you say you are. They can be requested for a maximum of 1 year, this according to CA|Browser Forum guidelines.

NOTE: There are WildCard certificates (\*.yourdomain.com) of this type of validation (OV).

## News

It is always good to be informed about what is happening in the computing and security field. However, it is even more important to know the scope and attacks of SSL certificates (and their implications); therefore, we leave you this list of news:

### 1. Hacking

1.1. The GlobalSign Certification Authority stops all certificate issuing activity as a precautionary measure after the self-proclaimed ComodoHacker claimed to have hacked 4 other Certificate Authorities (among them, COMODO where it did manage to issue fake certificates, as well as to affect MS-Windows Update services) ⇒ GlobalSign Stops Issuing Digital Certificates After Hack. ⇐ false alarm, GlobalSign was never penetrated and Sophos confirmed it.

Explanatory note: Sophos confirmed that there was no damage to any certificates and that during/after the alleged attack, GlobalSign took the required steps to mitigate this action. There was no collateral damage, proving that everything was simply a fortuitous event with no direct or third-party impact.

Other sources with this information: 01, 02, 03.

#### 1.2. Iran Suspected After COMODO Partner Issues Rogue SSL Certs

1.3. COMODO admits to have been hacked on March 11, 2011, that 2 of its registration authorities (RA) were hacked as well, and that the hacker managed to issue certificates; see details in 01, 02, 03. This situation has already been resolved and COMODO has not suffered any further internal breaches to its servers.

Official report from the COMODO website.

#### 1.4. FALSE Google Certificate put Gmail at Risk

1.5. Symantec (VeriSign) has been hacked repeatedly in the year 2010 and 2011.

More information: 01, 02 (Symantec fires part of its staff), 03, 04, 05, 06.

1.6. Certificate validator indicating whether or not your website is at risk as of August 8, 2017, by the Issue of Symantec vs. Google.

1.7. Google will stop displaying the green bar on Symantec certificates for fraud in the issuance of 30,000 EV SSL certificates. Google Groups Forum. More info in 01, 02 and the explanation of this flaw Symantec-style (note that the SSL Cert in their database has an error). Error validator.

1.8. HOT → Symantec indicates that Google exaggerates and that there were not 30,000 certificates, but only 127.

1.9. GoDaddy revokes 9000 SSL Certificates after finding that their validation code has been changed and unintentionally allowed multiple servers that were configured in a particular way to bypass GoDaddy's authentication process, which is necessary to deliver an SSL certificate. Read in other sources of information 01 and 02.

1.10. This is why you must constantly update your Operating System; otherwise, you could be relying on revoked certificates and not even know it!

1.11. GMO GlobalSign Inc. Webinar on the subject of the dispute between Google's proposal to Symantec regarding the issue of SSL Security certificates (2016~2017~2018).

1.12. Symantec SELLS its SSL/TLS business to DigiCert due to an adverse situation with Google.

1.13. Francisco Partners acquires the COMODO' SSL business. This due to the significant impact generated by the sale of Symantec to DigiCert of the SSL Certificates segment due to Google's punishment. Everyone reacts and looks for opportunities on the web.

1.13. Trustico (a DigiCert reseller in the UK) comes into conflict with DigiCert by sending it 23,000 private keys to revoke certificates that were issued by Symantec and that on March 2018 would not be recognized by Google Chrome.

DigiCert revokes all 23,000 certificates for privacy risk and Trustico gives no further explanation. GlobalSign, for its part, strategically announces that it will never lose its keys

because it does not store them internally for security (remember that . KEY keys should never leave your organization).

READ HERE, all the specific facts to be more aware (English)

1.14. Millions of DigiCert/Symantec-certified sites have been labeled UNSECURE during the month of July by a Google Chrome update.

1.15. DigiCert cancels more than 50,000 EV certificates due to errors in their issuance (11-JUL-2020).

## 2. Expansions

2.1. Symantec buys VeriSign's security certificate segment: (updated as of October 2018, Symantec sells its DigiCert business, who was the highest bidder for a business that was punished by Google for bad management mistakes)

- 1.1 Direct from Symantec (read more)
- 1.2 CNN reports on the acquisition (read more)

2.2. Symantec acquires GeoTrust (read on Wikipedia).

2.3. Symantec acquires Thawte (read on Wikipedia).

2.4. Improve your online sales with secure solutions.

2.5. DigiCert plans to acquire Symantec after Google officially decides not to accept any more certificates from Symantec. >>HOT <<

2.6. GlobalSign joins the Cloud Signature Consortium founded by Adobe in 2016, becoming the first Certificate Authority to be in the Adobe Cloud Signature Partner Program and to belong to the Cloud Signature Consortium, which allows GlobalSign to be at a higher level and still better positioned to provide digital signature services to a wide-ranging market through standards, integrations, and strong partnerships.

## 3. Updates

3.1. Amazon wants to enter the SSL Digital Certificates market (English)

3.2. About Certificate ~~the~~ transparency and what Google says

3.2.1 Google's information applicable to ~~for~~ Chrome Browser

### 3.2.2 Google's Certificate Transparency Policy

3.2.3 GlobalSign will register your DV and Alpha SSL certificates in CR Registries, according to Google's requirements (it already had it for EV, now it does it for other certificates) As of August 30 (2016), GlobalSign will be updating the domain validation SSL products (DV and Alpha) to comply with Google's CT Policy. If you are not familiar with Certificate Transparency, it is a monitoring system that helps to protect any domain owner against different types of certificate-based threats, including misused certificates, maliciously acquired certificates, and untrusted Certificate Authorities. You can read more in the following link.

GlobalSign will update its DV and Alpha SSL issuance process to publish DV and Alpha SSL certificates to CT records and include time stamped certificate signing (SCTs) on all issued DV and Alpha SSL certificates. Certificates issued prior to August 30, 2016, will not be affected and will not be published or updated; however, our clients can reissue their certificates if they wish to comply with Google's CT policy.

With this change, all GlobalSign domain-validated certificates will comply with Google's May 2016 announcement regarding the scope of Google's Certificate Transparency (CT) Policy. We have included SCTs in our EV SSL certificates for over a year and are planning to include Organization Validation (OV) Certificates in the near future.

The new policy has been expanded to cover all types of SSL certificates (no longer just Extended Validation SSL). For non-compliant EV certificates, Chrome enforces it by not showing the green bar. Chrome has not provided changes for non-EV certificates; however, we recommend complying with this early in order to avoid receiving downgraded browser treatment prior to certificate expiration and renewal. GlobalSign follows the Certificate Transparency policies and the Google's CT policy to promote a transparent and open online environment. If you have any questions or concerns, please do not hesitate to contact us.

Best regards

3.3. Changes in CodeSigning SSL Certs. GlobalSign direct source (English). General translation from the manufacturer into Spanish:

Important update related to the minimum requirements of the Code Signing Certificate – effective January 30, 2017

You may be aware that the Code Signing Working Group recently published the first standardized guidelines for Code Signing. These guidelines are administered by the Certificate Authority Security Council (CASC) and were created to ensure that all Certificate Authorities (CAs) adhere to the same set of standardized issuance and management policies. You can read the complete requirements in the official documentation here: [Minimum Requirements for Issuing and Managing Publicly Trusted Code Signing Certificates](#).

With the publication of these guidelines, Microsoft will be the first platform to adopt the Minimum Requirements and has set a compliance deadline of February 1, 2017. To comply with these requirements, GlobalSign will implement the following changes that will be effective January 30, 2017:

Offer a standard Multi-Platform Code Signing Certificate for use with all platforms (Microsoft Authenticode, Adobe Air, Apple, Mozilla & Netscape Objects, Macros & VBA).

Provide a UBS Token with all standard multi-platform code signing certificates for private key storage.

Include state and/or location as a required field within the ordering process to be included in the "SubjectDN" Certificate Name field.

Provide two new Time Stamp URLs for when code signing is used.

End user impact

To meet the new Minimum Requirements, with the need to issue a USB Hardware Token with each new and renewed Code Signing Certificate, GlobalSign has carefully reviewed its current pricing policy.

Starting January 30, 2017, GlobalSign will increase the prices of Code Signing Certificates for its direct customers and partners to include the additional cost of the token. You will be able to see the new prices on the website as of this date.

#### Impact on Existing Customers (Effective January 30, 2017)

**New Certificate Issuance** – All newly issued Code Signing Certificates will receive a USB Hardware Token to store the certificate and protect the private key. Additionally, there will be a standard code signing option for use with multiple platforms, as platform-specific code signing options will be integrated into a single product.

**Certificate Renewal** – Existing customers who wish to renew their Code Signing Certificates will receive USB hardware to store the certificate and protect the private key.

**Certificate Reissuance** – Existing customers who need to reissue their code signing certificate (issued before January 30, 2017) will not be affected by this change and will not yet need USB hardware.

Note: This is subject to change in the future.

**Timestamping** – Both Standard Code Signing and Extended Validation (EV) clients must switch to using the new timestamp URLs listed above.

Please note that these changes primarily concern to Standard Code Signing Certificates. EV Code Signing Certificates will be minimally affected, as this type of certificate currently meets the new Minimum Requirements.

For more information, please refer to our blog: [What do the Code Signing Certificate requirements mean for developers? Feel free to Contact us.](#)

### 3.4. Migration from SHA-1 to SHA-2 (SHA-128 to SHA-256) and key sizes from 1024-bit to 2048-bit

3.4.1. SHA-2 Resource Center & SHA-2 Rollout (GlobalSign),

3.4.2. Guidelines on 1024-bit certificates (GlobalSign),

3.4.3. Google to display warnings on sites that use SHA-1 certificates (GlobalSign),

3.4.4. 3 Easy Steps to Migrate your Certificates from SHA-1 to SHA-256 (GlobalSign),

3.4.5. Migration from SHA-1 hash algorithm, migration to SHA-2 (Symantec)

December 2015 deadline and key upgrade from 1024-bit to 2048-bit (Symantec) December 2013 deadline.

3.4.6. SHA-2 SSL Certificates and Why You May Need SHA2 (DigiCert)

### 3.5. Differences between 1024, 2048, and 4096-bit keys

### 3.6. Problems with MS-Exchange after November 1st, 2015,

3.7. Costa Rica issues a decree where it establishes June 30th, 2015, as the deadline for the transition to IPv6. This implies that in the matter of SSL Security Certificates and CodeSigning, the CRL and OCSP mechanisms offered by the Certification Authority in the dual form of IPv4 and IPv6 must be available to the navigators.

More information: 01 and 02 (regulation # 049-MICITT, art. 06, May 23rd, 2013, La Gaceta 98)

3.8. DV and OV certificates may not be issued for more than 3 years of April 20th, 2017, according to a CA|Browser Forum policy. More information here.

3.9. New validity periods for SSL/TLS security certificates are reduced to 13 months on SEPTEMBER 01st, 2020: certificates older than 2 years will no longer be recognized:

1.3.9.1 As of 01-SEP-2020, Apple Safari will no longer recognize security certificates that are older than 398 days of validity.

1.3.9.2. Direct report from Apple.

1.3.9.3 GlobalSign:

- 3.9.3.1. Issuance of certificates will be for no more than 397 days
- 3.9.3.2. Effects on current certificates and other details.

#### 4. SSL certificates for .local domains or IP addresses

(yourdomain.local)

CA/B Forum talks about the restriction of issuing SSL certificates for certain formats no longer authorized, in a nutshell:

4.1. No Certificate Authority (CA) may issue SSL certificates of any kind if it expires after November 1st, 2015, and within its SAN or alternative names it has:

- a domain ending in .local
- has an internal IP address
- It can only obtain an IntranetSSL certificate for Intranet use if the Certification Authority allows it and a root certificate crossing is done (not all CAs have this technology)

4.2. Additionally, after October 1st, 2016, all CA's must revoke any Certificate that has an IP address or name.local in its SAN or common name, the solution is an IntranetSSL SSL certificate for internal use of the organization.

- 4.3. CA|B members
- 4.4 GoDaddy Article (English)
- 4.5. Other articles:
  - 01-SSL requirements for an Exchange when the certifying authorities will not issue certificates (English),
  - 02-Avoid certain names in SSL certificates for Exchange 2013 (English)

#### 5. Others

5.1. New validity periods and requirements according to the CA|B Forum for the issuance of certificates (in English), applicable as of April 1st, 2015.

5.2. GlobalSign Important Announcement (Intermediate Certificate Update), Changes to SSL Containing IP Addresses, Compatibility with MS-Windows (other source)

5.3. New validity periods for SSL/TLS security certificates are reduced to 13 months on SEPTEMBER 01st, 2020: certificates older than 2 years will no longer be recognized:

5.3.1. As of 01-SEP-2020, Apple Safari will no longer recognize security certificates that are older than 398 days

5.3.2. Direct report from Apple.

5.3.3 GlobalSign:

5.3.3.1. Issuance of certificates will be for no more than 397 days

5.3.3.2. Effects on current certificates and other details.

### 3. Extended Validation (EV) SSL Certificates

Of course, if you have already come this far, it is because you are wondering: and how do you know that companies really are who they say they are? Anyone can pretend to be a lawyer and issue a document saying that you are the ABC company. This is why there are extended validation certificates (EV for its acronym in English), where the Certification Authority tracks who owns the domain, requires a legal document from the requesting entity, validates against third-party sources that are reliable to see that your contact details (name, telephone, and email) are indeed from your organization and finally, makes a phone call to talk to you and confirm that everything is true.

This is why these certificates have a 1-year issuance term (according to the CA|Browser Forum guidelines), for the simple reason that this information may change or the company may have a different line of business. It is the most trusted certificate as it displays the green bar in your web browser and certifies that all the data of who they say they are, is valid. It has the maximum level of backup guarantee against failures and its issuance time can take from 3 to 7 days or a little more... however, if you manage it with an authorized channel such as InterHAND S.A., you can obtain it in 24 hours prior compliance with the technical and legal requirements.

NOTE: There are NO WildCard certificates (\*.yourdomain.com) of this type of validation (EV). (DV and OV certificates do not show the green bar as EV do, and also do not show the company data inside the certificate).

#### 4. Code-Signing Certificates (.jar, .dll, .ocx, .exe)

They are digital certificates to sign source code of programs and scripts, in order to guarantee the end user that the author's content has not been modified since its publication. They are mostly used in applets or web components of the financial sector or any other website that must interact with a user authentication system, or with library files (.dll), executable programs (.exe), and interaction web components (.ocx and .jar), among others.

Remember that to sign applications for the AppStores of phone manufacturers (Apple, Android, Huawei, others...) or if it is for an "app" for public use on the web, the code signing certificate must be CodeSign Extended Validation to avoid problems with the security systems of software manufacturers, as it happens with MS-Windows and its Microsoft SmartScreen Filtering.

#### 5. Installation costs (optional service of contracting professional services in information technologies to carry out this process)

The cost of installing a certificate varies and depends on what tasks are involved in the process. You can do the whole process on your own; however, if you do not want to be complicated with paperwork, follow-up times, complex vocabulary, or technical knowledge on different platforms, you can hire this professional service with our staff, which is highly qualified to carry out this task on all market platforms, including:

1. MS-Windows Server with
  1. MS Internet Information Services (IIS)
  2. MS Exchange Server
  3. MS-SharePoint Server
  4. MS Skype Server
  5. Apache WebServer
  6. Tomcat JavaServer

7. ...
2. Oracle HTTP Server
3. IBM WebSphere | AS/400
4. Linux (CentOS | RedHat | Debian | Ubuntu | ...):
  1. Apache WebServer
  2. nginx proxy server
  3. Tomcat JavaServer
  4. Zimbra Mail Server
  5. Tableau Server
  6. ...
5. Apple Macintosh
  1. Apache WebServer
  2. nginx
  3. Tomcat JavaServer
  4. Zimbra
  5. ...
  - 6.
  - 7.
6. Kerio Mail Server
7. Ruckus Wireless Controller
8. Cisco hardware
9. GrandStream telephone exchanges, printers, others...
10. RAS Parallels
11. And many others... (each installation can be more complex than another and even in some very simple it can be complicated if you do not have the details of the network)

Some of the tasks that can be kept in mind are:

1. Whether or not to complete the certificate application forms

2. Validate the information in the Registrar of your domain (NIC of Costa Rica, Network Solutions, GoDaddy, among others...)
3. Validate the legal information of the company (legal aspects against the Ministry of Finance, Bar Association, Association of Public Accountants, among others)
4. Verify domain of TXT record information (of each of the names to be validated in the certificate)
5. Coordinate the delivery of the USB key (token) for digital signature/code signing certificates
6. Coordinate with the Certifying Authority the delivery of documentation, text validation, and call back in Spanish, English, or French to the person in charge of the purchase (on the client's side)
7. Creation of a portal for corporate self-management in Personal Certificates for email encryption
8. Generate the request file (.csr)
9. Process the request with the manufacturer
10. Install final and intermediate certificates (.crt's)
11. Export keys and certificates in case of multiple installations
12. Verify connections in the router, firewall, proxy, reverse proxy, and NAT, among others
13. Internal/External Port Check
14. Installation code (SEAL) of the certificate
15. Induction to corporate self-management issues of the Web portal for personal signatures
16. Final tests

All of the above (+ VAT when applicable), can be around:

- US\$350.00 per server (MS-Windows type with MS-Internet Information Server aka IIS or Linux with Apache Server),

- US\$450.00 on some embedded platforms like Ruckus, including CISCO firewall type ASA, Apache Tomcat or others based on JAVA, RAS Parallels (per team involved in the farm),
- US\$600.00 for MS-Exchange, Zimbra, Tableau, CISCO Edge
- and up to US\$1,000.00 (in the case of Oracle HTTP Server, IBM WebSphere, MS-ADFS with non-standard MS-WAP or GlassFish Services, AS/400, to name a few).

For code signing certificates, the cost starts at US\$350.00 and can go up to US\$900.00 depending on the processes involved. If there is more than one server involved (cluster, proxy, firewall, MS-TMG, MS-ADFS, MS-WAP, or other), each device will be considered as an additional server and must be added to the final cost as an additional unit.

In the case of personal signature certificates, the range goes from a minimum of US\$650.00 up to US\$3,500.00 when remote training is required.

## CRL & OCSP

What does this mean?

These 2 words are the abbreviation of the 2 existing mechanisms to validate if an SSL security certificate is Revoked or not, in simple terms: if a certificate is valid or if, on the contrary, it does not have the support of the Certification Authority by erroneously issued and should no longer be trusted instead.

Here is the meaning of each of them:

CRL → Certificate Revocation List → Certificate Revocation List

It is a list of revoked certificates. Software applications that use this mechanism to verify certificates automatically download the CRL file and validate the status of the certificate within the list. If it is revoked and is listed, the application should not trust it.

This list is provided by the Certification Authority.

OCSP → Online Certificate Status Protocol → Online Certificate Status Protocol

This is a query-based service. Software applications verify the status of a certificate without the need to download a CRL list, they do so by means of a query that takes milliseconds against the certification authority (not against the web server that owns the certificate). This mechanism provides a "revoked" or "valid" response to each query.

### Remember

When an application receives digitally signed content from the Internet, such as content from a secure https:// site or signed software/program, it (the application on the visitor's computer that will read the new content) must verify that the certificate used to secure the content is valid (SSL or code signing certificate).

Software manufacturers (such as Microsoft, Google, Apple, or an application developer) determine the validation method... The Certificate Authority has no control over how a certificate is validated; therefore, the more options of validation you offer, the more compatibility you will have with more computer systems.

### Considerations

If the visitor/internet user uses IPv4 and visits a web page with secure content whose server is in IPv4 or IPv6, upon detecting the certificate, they will go directly to the issuer of said certificate (certifying authority) to validate whether the certificate used is valid or not. On the contrary, if the visitor uses IPv6 and regardless of whether the server that displays the secure content of interest to the visitor is in IPv4 or IPv6, the visitor's computer will go to the certificate authority to validate that the certificate is valid or not, in this case, it will do so directly to servers of the same type: IPv6 of the certification authority. If the certifying authority does NOT have IPv6 servers with these mechanisms, any of the following behaviors may occur:

- Certificate error

- Error in the response time, implying an error when accessing the desired secure content
- Certificate invalidation
- Others...

→ The port used to make the queries is 80 in TCP...

Here is a brief sample of some software applications on different operating systems and the type of mechanism preferred to validate SSL certificates:

Costa Rica, guideline 049 and 064 of the MICITT

They talk about compatibility with IPv6, whose deadline is December 31st, 2021. In relation to the topic of Digital Signature and SSL Certificates, specifically with the use of certificate status validation services (OCSP or CRL mechanisms), it becomes of the utmost importance, almost a necessity for Certification Authorities (CA) to update their infrastructure. network and services using IPv6.

Even today, there is a large number of users (possibly over 90%) that still use IPv4 and that could become future risks to the digital signature system.

Work must be done to raise awareness of CAs and even review the standards and regulations that cover them, to seek this change towards the use of IPv6 and thus comply with the decree of 049-MICITT but more importantly: not to affect the operation of the mechanisms of Digital signature or use of digital certificates.

Certification Authority (CA)

Just as in real life, there are national and international value document issuing bodies, such as: bank certificates (issued by the Banks), national identification documents such as identity cards (issued by the Supreme Court of Elections), tax identification numbers, tax identification number or company legal certificates (issued

by the National Registry or Ministry of Finance), and finally, passports (issued by the government of each country, which are accepted internationally, such as the General Directorate of Migration and Aliens in the case of Costa Rica or the Department of State in the case of the US.

There are -for SSL security certificates and code-signing certificates- other certifying authorities equivalent to those mentioned above, these certifying authorities or CA (for its acronym in English: Certificate Authority), are in charge of issuing the certificates (.CRT) at international level.

Most internationally recognized CAs:

1. GlobalSign [www.GlobalSign.com](http://www.GlobalSign.com)

The oldest in the market and the one that has never been hacked. Leader in Latin America, Europe, and Asia. Founded in 1996 as a Web Certification Authority, it is a subsidiary of GMO CLOUD K.K. (a company of Japanese origin), currently offers several services exclusively in the area of security such as PKI and Access and Identity Management (such as Single Sign-On → SSO). In 2012, it launched a certificate validator that helps certificate administrators validate if they have been installed correctly; otherwise, it tells them step-by-step how to correct errors.

It is one of the few CAs that maintains dual support for IPv4 and IPv6 for CRLs and OCSPs (mandatory in Costa Rica by presidential decree), it is also one of the few that offers the compression algorithm for mobile devices (ECC) apart from the traditional RSA and DSA (another CA that complies with this is Symantec with its SecureSitePro with EV certificate, but GlobalSign does it with ALL its certificates). Regarding IPv6, it was the first CA that offered and was certified to be "compliant" with this issue of revocation (CRL) and validation (OCSP) of service and, furthermore, it was the first to improve the speed of revocation (charge of the page) for HTTPS pages.

Citations: Yahoo Financial News, Independent Blog, GlobalSign, CAB|Forum, CloudFlare, MIT Blog.

NOTE: a 256-bit ECC key is equivalent to a 3072-bit RSA key.

In 2014, GlobalSign acquired Helsinki-based Ubisecure Solutions, Inc., a leading developer of identity and access management throughout Europe, which represented a big step for this CA.

GlobalSign is a founding member of the CA|Browser Forum (a voluntary consortium - of certificate authorities, vendors of Internet browser software, operating systems, and other PKI-enabled applications - that promulgates industry management guidelines governing the issuance and management of digital certificates X.509 v3, as well as the chains of trust inserted in said applications) and the Kantara Initiative and the Certificate Authority Security Council).

## 2. Symantec

[www.symantec.com/ssl-certificates/](http://www.symantec.com/ssl-certificates/)

(it ceased to be stopped being a CA since October 2017 due to failures in its platform, it sought for buyers and despite the fact that nobody wanted a platform with a bad reputation, DigiCert accepted the purchase; however, DigiCert had problems in 2018 and 2019 to normalize several of its certificates).

Founded in 1982 in Sunnyvale, California, United States of America and headquartered in Mountain View, California, USA, Symantec is the Certification Authority (CA) that has experienced the greatest growth in terms of the type of services and products related to the area of Information Technologies, since it not only covers SSL and Code-Signing certificates but also provides other services such as:

- anti-virus,
- firewall,
- backup solutions
- and more.

Over time, Symantec acquired pioneers in the SSL area such as:

- GeoTrust - [www.GeoTrust.com](http://www.GeoTrust.com),
- Thawte - [www.Thawte.com](http://www.Thawte.com),
- RapidSSL - [www.RapidSSL.com](http://www.RapidSSL.com)
- (these last 3 are based in Cape Town, South Africa), and 2010 acquired:
- VeriSign sub-division dedicated to SSL (the top of the market in the 90's) to cover a larger market.
- (VeriSign is the company that is in charge of managing .com and .net domains as well as maintaining some DNS Root zones worldwide.)

### 3. DigiCert

[www.digicert.com](http://www.digicert.com)

The only CA that agreed to buy Symantec's business and formalizes it in October 2017, after the problems reported by Google internationally and the failures in the issuance platform... in 2018 and 2019, DigiCert faces a great job to normalize all issues inherited from the acquired CA.

Founded in 2003 with headquarters in Lehi, Utah, USA, it is a Certification Authority that was born focused on X.509 SSL, it is also a founding member of the CA|Browser Forum (voluntary consortium - of certification authorities, vendors software for Internet browsers, operating systems and other PKI-enabled applications - which promulgates industry management guidelines governing the issuance and management of X.509 v3 digital certificates, as well as the chains of trust embedded in such applications ) and it is also one of the largest CAs that does NOT issue basic certificates (DV), its focus is on OVs and EVs.

NOTE: DigiCert Inc., has no relationship with Digicert Sdn. Bhd, a CA originating from Malaysia which issues certificates with weak keys and whose trust has been revoked by various browsers.

### 4. COMODO Group Inc., now SECTIGO

[www.comodo.com](http://www.comodo.com)

[www.sectigo.com](http://www.sectigo.com)

It is the CA with the most fraud problems, in October 2017 it was sold to Francisco Partners (USA), and in 2018 it was re-launched as SECTIGO ([www.comodoca.com](http://www.comodoca.com), [www.sectigo.com](http://www.sectigo.com)).

Founded in 1988 in the UK, the company was relocated to Clifton, New Jersey, USA in 2004. It offers various security solutions across the group of group companies including:

- SSL Certificates (by Comodo Inc. Lmted, located in Manchester, UK)
- Antivirus for MS-Windows, Linux, and MacOS X (by Comodo Security Solutions, Inc., located in Clifton, NJ, USA)
- Firewall, HIPS, UTM, BackUp OnLine
- Mobile Security (for Android)
- Web Browser (Commod Dragon)
- Managed DNS Services (by DNS.com, located in Louisville, Kentucky, USA)
- And other web protection solutions

Comodo Group Inc. is a member of:

- Certificate Authority Security Council (CASC) → founding member in February 2013.
- Common Computing Security Standards Forum (CCSF): member founded in 2009.
- CA/Browser Forum: A founding member in 2005, a voluntary consortium - of certificate authorities, vendors of Internet browser software, operating systems, and other PKI-enabled applications - that promulgates industry management guidelines governing the issuance and management of X.509 v3 digital certificates as well as the chains of trust inserted in said applications) and the Kantara Initiative and the Certificate Authority Security Council.

As an additional note, COMODO suffered an attack on March 15th, 2011, from an IP address located in Tehran, Iran (212.95.136.18) and it was confirmed that 7 certificates were issued at that time. These certificates have already been revoked and everything returned to

normal. Microsoft released some updates to prevent spoofing issues on MS-Windows-based systems (Microsoft Security Advisory (2524375) and Microsoft Security Advisory: Fraudulent Digital Certificates could allow spoofing)

#### 5. The SSL Company

[www.ssl.com](http://www.ssl.com)

Founded on November 21st, 2002, The SSL Company (formerly Secure Sockets Laboratories, LLC.) headquartered at 2617 West Holcombe Boulevard 286c, Houston, Texas, USA, becomes a CA of attractive options in the SSL Security Certificate market. They offer basic SSL certificates FREE for 90 days unlike other competitors who only do it for 30 days.

#### 6. Trend Micro Inc.

[www.trendmicro.com/ssl](http://www.trendmicro.com/ssl)

Founded on October 24th, 1988, in Los Angeles, California, USA, TrendMicro is a company headquartered in Tokyo, Japan. They offer a number of products, including:

- Unlimited SSL certificates for companies
- Antivirus for MS-Windows, MacOS, Android, and other platforms.
- State-of-the-art firewall, intrusion detector, DeepDiscovery
- Online BackUp
- Hardware
- And others...

In 1992, it absorbed a Japanese firm to create Trend Micro Devices and established operations in Japan, after having had an agreement with Intel to create antivirus software that would be distributed under the Intel's brand (LANDesk) and later an agreement was made among Novell and these others for the following 2 years to maintain a similar product. In 2005, Trend Micro acquired Braintree (a Massachusetts, USA company, developer of antispyware) and later Kelkea (a California, USA company, developer of an AntiSpam solution) in order to unify these technologies. In 2007, it acquired HijackThis and it continued

like this for other years until in 2012 it acquired Marlborough (another company from Massachusetts, USA), which was dedicated to the issue of SSL certificates.

TrendMicro's focus on certificates is for the corporate level where management of various organization validation and extended validation certificates is sought.

#### **4.2 Translation from English into Spanish UserWay**

UserWay hace más de 2000 sitios web CMS Max conformados con ADA (Americans with Disabilities Act., Ley para Estadounidenses con Discapacidades)

Tipo de empresa: plataforma de creación de sitios web

##### Antecedentes del cliente

CMS Max es una plataforma web y de comercio electrónico que se mantiene a la vanguardia, al estar al tanto de las últimas tecnologías. Su tecnología de sitios web de alta gama se desarrolló de acuerdo con las normas de Google para garantizar que su amplia base de clientes de sitios web siga siendo compatible con SEO. También se integra fácilmente con servicios populares de terceros, incluidos Shopify, Square y UPS Shipping. Todos sus clientes pueden administrar sus sitios web con poca o ninguna experiencia en programación.

“Nuestro enfoque en la accesibilidad digital es anterior a otras marcas y es un componente central dentro de la plataforma CMS Max”, Sam Pizzo propietario y director ejecutivo de CMS Max. “Elegimos UserWay sobre otros proveedores debido a su increíble experiencia de usuario”. “La miniaplicación (*widget*) UserWay es fácil de usar y personalizar, convirtiéndolo en una gran ventaja para más de 2000 de nuestros clientes, que ahora cumplen totalmente con ADA”.

## El reto

CMS Max estaba buscando una solución de accesibilidad compatible con ADA que fuera fácil de implementar en los 2000 sitios web que aloja.

“CMS Max siempre adopta rápidamente tecnología de última generación que obtiene resultados. Por eso elegimos UserWay” Sam Pizzo, propietario y CEO, CMS Max.

La empresa se mantuvo firme en encontrar un socio de tecnología de punta confiable que pudiera satisfacer las necesidades de sus clientes, mientras que ayudaba a CMS Max a demostrar que brinda un nivel de servicio inigualable.

Debido a que los sitios web en su plataforma cubren todo tipo de industria, la empresa necesitaba una solución que fuera fácilmente adaptable, sin imponer limitaciones a lo que los propietarios de sitios web individuales querían lograr. Teniendo en cuenta todas las miniaplicaciones y las diferentes formas en que se puede estructurar un sitio, los líderes de CMS Max sabían que no era un problema fácil de resolver.

El equipo de liderazgo también quería una forma de hacer que sus sitios cumplieran automáticamente, lo que permitiría a la empresa evitar los gastos y el dolor de cabeza de realizar revisiones manuales de código para miles de sitios.

La solución de UserWay. Pizzo encontró lo que buscaba en el momento en que visitó el sitio web de UserWay.

Específicamente, quedó impresionado por lo fácil que fue instalar la miniaplicación y que los sitios web que ya se ejecutan en la plataforma no necesitarían cambios manuales en su código para ser compatible. La mensajería, la marca de la miniaplicación y la excelente interfaz de usuario también fueron características importantes. Todo esto llevó a la empresa a implementar gradualmente la solución UserWay en sus sitios web.

UserWay parecía la solución definitiva, dijo. Estábamos buscando otras soluciones, pero la interfaz de usuario de UserWay era significativamente más intuitiva.

Más allá de simplemente instalar la miniaplicación, Pizzo colaboró con UserWay para hacer que la plataforma CMS Max responda mejor a las personas con discapacidades. Los desarrolladores de UserWay sugirieron formas de cambiar la estructura del código dentro de los temas incluidos disponibles para los clientes de CMS Max. Esto ayudó a que los sitios web fueran compatibles con una gama más amplia de dispositivos y servicios de asistencia.

## Beneficios

### Facilidad de uso

Los visitantes de los sitios alojados en CMS Max no necesitan hacer clic ni activar nada para que las páginas cumplan con los requisitos. El código se corrige automáticamente a medida que se cargan las páginas.

### Interfaz de usuario potente e intuitiva

La miniaplicación UserWay hace que la navegación y la personalización de cómo se muestra una página sean fáciles de administrar. La superposición siempre es fácil de encontrar en la esquina de la pantalla.

### Cumplimiento de ADA para más de 2000 sitios web de clientes

Al implementar la miniaplicación impulsado por IA de UserWay, el equipo de CMS Max evitó ajustar manualmente el código en todos los sitios que aloja.

### Clientes felices llevaron a tasas de retención más altas

Los números no mienten. Los clientes de CMS Max están viendo resultados mucho mejores en las tasas de rebote y el tráfico, lo que los hace más leales al servicio.

## Mejora de la optimización de mecanismos de búsqueda (SEO)

Los mecanismos de búsqueda más populares escanean el código de los sitios web en busca de problemas de accesibilidad. Una mejor accesibilidad conduce a clasificaciones de búsqueda más altas.

## Resultados

Desde que se colaboró con UserWay, CMS Max ha visto un aumento del 56 % en los clientes que buscan una plataforma de creación de sitios web accesible. El tráfico en sus sitios también ha aumentado un 18 %, simplemente porque ahora son más accesibles. Además, la tasa de rebote en sus sitios se ha reducido en un 12 %. Esto se tradujo en un crecimiento más rápido de la plataforma CMS Max, mientras que también ayudó a aumentar las ventas para todos sus usuarios.

La transición a una mejor accesibilidad también fue continua en toda la plataforma. Los usuarios apreciaron cómo la miniaplicación UserWay se agregó automáticamente a sus sitios sin causar problemas de diseño, enlaces rotos o trabajo adicional para ellos.

Desde que colaboró con UserWay, CMS Max ha visto un aumento del 56 % en el número de clientes, pero los verdaderos ganadores son los visitantes de los sitios de comercio electrónico de CMS Max. No solo pueden navegar por los sitios más fácilmente, sino que nunca se les pregunta nada que pueda considerarse vergonzoso o intrusivo, como qué tipo de discapacidad tienen, antes de poder usar las funciones incluidas en la miniaplicación. Ahora todos pueden navegar cómodamente por los sitios alojados por CMS Max, independientemente de los desafíos físicos o cognitivos que puedan tener.

¿Listo para descubrir cómo UserWay puede ayudarlo a priorizar la accesibilidad en sus sitios web y activos digitales?

Visite [UserWay.org](http://UserWay.org) para saber más sobre la miniaplicación y otras herramientas que pueden ayudar a su organización a cumplir con los requisitos de la ADA.

No importa cómo se vea el código en su sitio web, UserWay puede hacerlo compatible y ayudarlo a demostrar su compromiso de hacer que la web sea más inclusiva para todos.

UserWay es el líder mundial en accesibilidad digital n.º 1, comprometido con hacer posible el derecho humano fundamental de la accesibilidad digital para todos. UserWay simplifica radicalmente la capacidad de un sitio web para volverse completamente accesible y compatible con ADA mediante la incorporación de una sola línea de código. La miniaplicación UserWay se ha instalado en más de un millón de sitios web y más de 60 millones de usuarios con discapacidades confían en él. Con la tecnología Compliance as a Service (CaaS) de UserWay, los propietarios de sitios web pueden cumplir sin esfuerzo con las regulaciones WCAG 2.1, ADA, EN 301-549 y la Sección 508, según lo requerido por los organismos reguladores y gubernamentales internacionales y de EE. UU.

Haciendo los sueños más accesibles

Tipo de organización: sin fines de lucro para niños y jóvenes

Antecedentes del cliente

Little Dreamers Australia es una organización sin fines de lucro que apoya a los jóvenes ("Cuidadores") que brindan atención no remunerada a un familiar con discapacidad, enfermedad o adicción. En solo 12 años, la organización ha tenido un impacto significativo en la vida de los jóvenes y ha desarrollado numerosos programas reconocidos internacionalmente.

¡Habíamos estado buscando una solución para mejorar la accesibilidad de nuestro sitio web por un tiempo, por lo que estábamos ansiosos por participar después de explorar UserWay y todas sus increíbles funciones!

“Con UserWay, ahora tenemos un sitio web y una plataforma en línea para los cuidadores jóvenes que representan a nuestra comunidad y nuestros valores, haciendo que sea un paso más fácil proporcionar el apoyo que necesitan” Emma Woodward, gerente nacional de Eventos y Mercadeo Little Dreamers, Australia.

El programa exclusivo que ofrece Little Dreamers es Dream Experience. Es una oportunidad para conocer a una estrella deportiva favorita, disfrutar de un fin de semana en la playa con la familia, sentarse en la primera fila en un concierto o pasar un día de chicas de manicura, pedicura y tratamientos de spa.

El centro de los servicios en línea que ofrece Little Dreamers es The Dreamers Hub. Es una comunidad que conecta a los cuidadores con foros, blogs, recursos de habilidades para la vida, talleres, eventos y entre ellos.

#### El reto

Little Dreamers necesitaba crear un sitio web accesible y fácil de usar, y un centro en línea que cumpla con las necesidades de su diversa audiencia. Por lo general, no son los jóvenes cuidadores quienes encuentran y contactan a Little Dreamers para obtener ayuda. Son las personas a las que ayudan los cuidadores las que se acercan. Dado que muchas de estas personas tienen discapacidades, el sitio web de Little Dreamers debe ser lo más simple posible para navegar y utilizarlo.

Pero el problema de accesibilidad no se limitó solo a obtener nuevas referencias. Los líderes de la organización también se enteraron de que uno de sus empleados con dislexia tenía dificultades para usar la plataforma Dreamers Hub.

“Little Dreamers es una comunidad con inclusión e igualdad en su corazón. Integrar UserWay en nuestras plataformas digitales es solo una de las formas importantes en que podemos vivir estos valores”.

Fue, entonces, cuando se dieron cuenta de que este problema afectaba a todos sus públicos: donantes, empleados, voluntarios y las familias a las que ayudaban.

La organización necesitaba una forma sencilla de hacer que su sitio web y su comunidad central fueran accesibles sin el gasto de cambiar completamente el código de su sitio web. También necesitaba una forma de garantizar que cualquier contenido nuevo que se suba cumpla automáticamente con los requisitos.

Cada año se crean nuevos programas para jóvenes, lo que significa que con frecuencia se van agregando nuevas secciones al sitio web. En última instancia, Little Dreamers necesitaba una solución de accesibilidad que pudiera crecer sin problemas con la organización.

#### La solución UserWay

Una miniaplicación de accesibilidad alimentada por IA era todo lo que Little Dreamers necesitaba para abordar las necesidades de su comunidad de jóvenes y voluntarios.

El equipo de liderazgo de Little Dreamers quería asegurarse de elegir la mejor solución de accesibilidad tanto para su sitio web principal como para Dreamers Hub.

Después de una recomendación de los desarrolladores de su sitio web, Jala Design, la organización decidió implementar de inmediato la solución UserWay tanto en su sitio web como en su centro.

“Estábamos ansiosos por ser partícipes después de explorar UserWay y todas sus increíbles funciones”, dijo Emma Woodward, gerente nacional de Eventos y Mercadeo de Little Dreamers.

"UserWay parecía la solución perfecta y sentí que encontré una tecnología de última generación que ni siquiera sabía que era posible", Madeleine Buchner, fundadora y directora ejecutiva de Little Dreamers

UserWay; luego comenzó el proceso de encontrar barreras de accesibilidad en el sitio web de Little Dreamers y Dreamers Hub. Una vez identificados, todos los problemas fueron remediados y se desarrolló un plan para continuar mejorando la accesibilidad.

## Beneficios de UserWay

### Configuración rápida

Al implementar la miniaplicación impulsada por IA de UserWay, Little Dreamers evitó ajustar manualmente el código en todas las páginas de sus sitios web.

### Fácil de usar

La miniaplicación UserWay hace que la navegación y la personalización de cómo se muestra una página sean fáciles de administrar. La superposición siempre es fácil de encontrar para los usuarios en la esquina de la pantalla.

### Total Cumplimiento

La miniaplicación impulsada por IA cumple con todos los estándares ADA y WCAG, y garantizará que todo el contenido nuevo que se agregue también cumpla con estos requisitos.

SEO mejorado (*Search Engine Optimization* (Optimización para motores de búsqueda))

Google y otros motores de búsqueda califican la accesibilidad de los sitios web que recorren.

Los sitios altamente accesibles reciben un impulso en las clasificaciones de búsqueda.

### Apto para dislexia

La miniaplicación permite a todos los visitantes cambiar el texto del sitio a una fuente compatible con la dislexia. Su diseño basado en la investigación ayuda a los lectores a interpretar letras y números más fácilmente.

### Resultados medibles e impactantes

El sitio web de Little Dreamers y la plataforma Dreamers Hub ahora son totalmente medidas, accesibles y compatibles. Las familias y los cuidadores necesitados, sin importar sus desafíos físicos, emocionales o cognitivos, ahora pueden acceder sin problemas a estos recursos sin ningún problema.

“La conciencia social y las mejores prácticas en torno a la accesibilidad evolucionan continuamente, y definitivamente no habría sido factible para nosotros mantener el ritmo sin

tener un equipo completo trabajando en ello a tiempo completo”, dijo Emma Woodward, gerente nacional de Eventos y Mercadeo de Little Dreamers.

Con el sitio web y el centro funcionando según lo previsto, la organización puede concentrarse nuevamente en su objetivo principal: brindar servicios digitales receptivos y de alta calidad a los cuidadores jóvenes de todas las capacidades.

“Gracias a UserWay, tenemos la tranquilidad de que las plataformas de nuestro sitio web son accesibles para todos, en una medida que va más allá de los requisitos mínimos de las normas de accesibilidad”, Madeleine Buchner, fundadora y directora ejecutiva, Little Dreamers.

Con la miniaplicación UserWay instalada, cada usuario ahora puede personalizar su experiencia en línea utilizando una serie de herramientas de accesibilidad. Sus características incluyen múltiples configuraciones de contraste de color, la capacidad de agrandar el texto, una opción para pausar animaciones de página que distraen y una variedad de configuraciones de cursor.

La miniaplicación tampoco requiere ninguna información personal de los usuarios y no rastrea lo que ven en línea. Por lo tanto, no hay riesgo de que se envíe información privada a un tercero o bases de datos de información de mercadeo vinculadas a nombres de usuario o cualquier otra información de identificación.

Hasta la fecha, la miniaplicación ha resuelto más de 3000 infracciones de accesibilidad en el sitio web y el centro de Little Dreamers, y reparará automáticamente cualquier contenido nuevo que se agregue.

También contiene una lista de las infracciones exactas que se están corrigiendo, para que el equipo de Little Dreamers pueda proporcionar estos datos a los desarrolladores de su sitio

web. Esto hará que les lleve mucho menos tiempo realizar mejoras periódicas en el código dentro del sitio a medida que se actualiza.

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UserWay ayuda a una empresa Fortune 1000 a volverse accesible después de demandas

Tipo de organización: Compañía líder en registro de dominios. Tamaño: \$13.72B

#### Antecedentes del cliente

UserWay se asoció recientemente con una empresa Fortune 1000 que atiende a millones de clientes mundialmente. Sus servicios de tecnología benefician directamente a individuos y empresas de todos los tamaños, y sus campañas publicitarias de alto presupuesto han llevado a su ascenso como marca familiar.

Tiene miles de empleados que trabajan en oficinas de todo el mundo, lo que incluye un sólido equipo de desarrolladores web para su creciente lista de productos y servicios. La compañía también tiene una extensa misión filantrópica que incluye donaciones anuales en efectivo por un total de más de \$1 millón de dólares a múltiples organizaciones benéficas.

A pesar de su tamaño y los recursos disponibles, la organización se estaba quedando atrás con el tema de las personas con discapacidades. Pocos pudieron usar su familia de sitios web sin problemas.

Sus ejecutivos vieron que los estándares de accesibilidad se estaban actualizando a nivel mundial a un ritmo acelerado, debido a la presión de las agencias gubernamentales y los grupos de derechos humanos, pero su personal no tenía las habilidades técnicas especializadas ni el tiempo para adaptarse lo suficientemente rápido.

A pesar de su tamaño y los recursos disponibles, la organización se estaba quedando atrás en lo que respecta a las personas con discapacidades. Pocos pudieron usar su familia de sitios web sin problemas.

### El reto

La empresa enfrentó demandas y posibles litigios como resultado de problemas evidentes de accesibilidad y cumplimiento de la ADA. El diseño y el código de su sitio no cumplían con los estándares de la ADA y un esfuerzo puramente manual para remediar estos problemas habría sido prohibitivo tanto desde el punto de vista del tiempo como del costo. De hecho, la organización ni siquiera tenía una forma de identificar las violaciones de accesibilidad que estaban presentes en todos sus sitios. Se necesitaba una solución automatizada que pudiera escanear los sitios en busca de problemas y proporcionar una lista de dónde comenzar.

Una auditoría de accesibilidad inicial que UserWay realizó para el cliente como parte del inicio del proyecto reveló miles de violaciones de accesibilidad.

UserWay realizó una auditoría de accesibilidad inicial que reveló miles de infracciones. La mayoría fueron marcadas por tener un impacto comercial "muy alto" para sus usuarios finales y una exposición legal "muy alta" para la empresa.

El equipo de desarrollo de la organización necesitaba capacitación para ayudarlos a comprender cómo hacer que las páginas existentes en todos los sitios fueran accesibles y garantizar que las nuevas páginas y el contenido siguieran cumpliendo con los mismos estándares. También necesitaba una forma de probar los cambios del sitio con un grupo de enfoque de personas con discapacidades, antes de que se publicaran actualizaciones importantes para todos los usuarios. Pero, sobre todo, la organización necesitaba realizar rápidamente mejoras sustanciales de accesibilidad en todos sus sitios web, antes de que se presentaran más demandas y los casos existentes llegaran a los tribunales.

Más allá de los problemas en sus propios sitios web, la organización también quería ofrecer a sus clientes una forma de mejorar la accesibilidad en los suyos. Se necesitaba un proceso simple que no requiriera que sus clientes realizaran cambios extensos en el código de sus sitios.

#### La solución UserWay

El cliente decidió elegir UserWay como su solución de accesibilidad y pudo pasar de ser una organización que apenas estaba al tanto de los problemas de accesibilidad a una con un enfoque proactivo.

La solución de accesibilidad de sitios web impulsada por IA de UserWay se integró rápidamente en las propiedades web existentes de la empresa, para obtener una tasa de éxito de remediación del 97 % que fue efectiva en todas las infracciones a nivel de código desde el primer día.

Con la miniaplicación de UserWay monitoreando y remediando activamente los sitios, el cliente inmediatamente tuvo un sólido núcleo de accesibilidad, alrededor del cual varios

expertos en el tema y partes interesadas, desde la marca hasta el cumplimiento, podían converger.

Estas partes interesadas impulsaron las iniciativas de accesibilidad interna requeridas para un cambio real y duradero en el SDLC de la empresa.

La solución de accesibilidad de sitios web impulsada por IA de UserWay se integró rápidamente en las propiedades web existentes de la empresa para obtener una tasa de éxito de remediación del 97 % que fue efectiva en todas las infracciones a nivel de código desde el primer día.

### Beneficios de la IA de UserWay

#### Programa Éxito en Accesibilidad - Soporte Semanal

Equipos capacitados con conocimientos de accesibilidad mejorados

Escaneo y monitoreo en tiempo real

Millones de dólares ahorrados

El Programa de Éxito de Accesibilidad de UserWay también fue un beneficio de bienvenida para este cliente. Diversos grupos de partes interesadas aprovecharon las horas de oficina semanales que usaban nuestro *software*. Esto brindó a los empleados la capacidad de conectarse con nuestro equipo de evaluadores con discapacidades, además de nuestros desarrolladores y auditores, para abordar manualmente problemas que van desde elementos HTML interactivos reutilizables hasta mapear recorridos completos de usuarios.

También se encargó una auditoría manual para proporcionar informes detallados en una variedad de entornos de prueba en varios navegadores. Los diseñadores, los propietarios de productos, los líderes de mercadeo/contenido y los equipos de gestión ejecutiva han participado tanto en la formación como en las consultas informales organizadas durante el Programa Éxito en Accesibilidad.

Usando el conjunto completo de servicios y soluciones que ofrece UserWay, nuestro cliente pudo transformar por completo toda su organización de incumplidora a una llena de defensores de la accesibilidad educados, equipados y empoderados.

#### Asociación verdadera

Nuestra relación con el cliente ha evolucionado para ser mucho más que un proveedor de servicios típico: ahora es una asociación hecha y derecha.

Después de utilizar todas las herramientas SaaS que ofrece UserWay, el cliente alcanzó los KPI de diseño y accesibilidad establecidos. Esto incluye fomentar el primer grupo de "evangelistas" de accesibilidad dentro de la organización, quienes hoy en día lideran muchas iniciativas internas de accesibilidad nuevas.

#### Resultados medibles e impactantes

La solución de accesibilidad automatizada de UserWay le ha ahorrado al cliente millones de dólares para remediar innumerables violaciones de accesibilidad críticas que le habrían llevado años al equipo de desarrollo interno de la empresa completarlo.

El servicio de escaneo y monitoreo en tiempo real de UserWay también ayudó a la empresa a "cambiar a la izquierda", brindando más herramientas de accesibilidad a su equipo de desarrollo interno. Ahora el equipo tiene acceso a tiquetes procesables y violaciones de accesibilidad detalladas a nivel de código en páginas de inicio, plantillas y URL de páginas específicas. Todas estas características también están integradas en la cuenta de Jira del cliente.

La solución de accesibilidad automatizada de UserWay le ha ahorrado al cliente millones de dólares para remediar innumerables violaciones de accesibilidad críticas que le habrían llevado años al equipo de desarrollo interno de la empresa.

El servicio de escaneo y monitoreo en tiempo real también aceleró la capacidad del equipo de desarrollo interno de la empresa para priorizar y remediar violaciones a nivel de código a un ritmo y eficiencia que, de otro modo, sería imposible.

Los informes detallados y los desgloses de códigos muestran dónde se pueden encontrar las violaciones en la página; brindan sugerencias de corrección; muestran qué pautas de WCAG se están violando actualmente y ofrecen integración de CI/CD para emitir tiquetes a otros miembros del equipo Scrum. El cliente también ha estado aprovechando las capacidades de filtrado, clasificación y priorización del servicio de UserWay, lo que hace que monitorear la gravedad sea muy sencillo.

Aproximadamente, el 83 % de las páginas web de la organización son totalmente accesibles y compatibles ahora; mientras que su riesgo de demandas basadas en violaciones de ADA se ha reducido significativamente. El cliente también ha ahorrado millones de dólares y una cantidad inimaginable de horas de trabajo al implementar la solución automatizada de UserWay en todos sus sitios web, en comparación con la corrección manual de todos los errores de accesibilidad.

Aproximadamente el 83 % de las páginas web de la organización son totalmente accesibles y cumplen ahora, mientras que su riesgo de demandas basadas en violaciones de ADA se ha reducido significativamente.

Pero las mejoras no se han detenido ahí. El cliente ha estado trabajando para remediar su código existente con el objetivo de hacerlo compatible antes de lanzar una actualización importante del producto. A partir de este esfuerzo, ya ha sido testigo de una caída del 70% en las violaciones dentro de su código detectadas por las herramientas de Escaneo y Monitoreo de Accesibilidad de UserWay.

¿Listo para descubrir cómo UserWay puede ayudarlo a priorizar la accesibilidad en sus sitios web y activos digitales?

Visite [UserWay.org](https://www.userway.org) para saber más sobre la miniaplicación y otras herramientas que pueden ayudar a su organización a cumplir con los requisitos de la ADA.

No importa cómo se vea el código en su sitio web, UserWay puede hacerlo compatible y ayudarlo a demostrar su compromiso de hacer que la web sea más inclusiva para todos.

UserWay es el líder mundial en accesibilidad digital n.º 1, comprometido con hacer posible el derecho humano fundamental de la accesibilidad digital para todos. UserWay simplifica radicalmente la capacidad de un sitio web para volverse completamente accesible y compatible con ADA mediante la incorporación de una sola línea de código. La miniaplicación UserWay se ha instalado en más de un millón de sitios web y más de 60 millones de usuarios con discapacidades confían en él. Con la tecnología Compliance as a Service (CaaS) de UserWay, los propietarios de sitios web pueden cumplir sin esfuerzo con las regulaciones WCAG 2.1, ADA, EN 301-549 y la Sección 508, según lo requerido por los organismos reguladores y gubernamentales internacionales y de EE. UU.

#### Estudio de caso de Payoneer

##### Antecedentes del cliente

Payoneer es el socio de referencia mundial para el comercio digital, en todas partes. Desde pagos sin fronteras hasta crecimiento ilimitado, Payoneer promete a cualquier negocio, en cualquier mercado, la tecnología, las conexiones y la confianza para participar y prosperar en la nueva economía global.

La compañía brinda servicios de comercio electrónico a vendedores individuales en línea, así como a plataformas, incluidas Airbnb, Amazon, Google, Walmart y Upwork. Y con más de 2000 empleados distribuidos en 24 oficinas en todo el mundo, está posicionado para continuar su camino de crecimiento explosivo.

La empresa se fundó en 2005 y se hizo pública en 2021 con el símbolo de cotización NASDAQ PAYO. Más de 5 millones de clientes usan Payoneer para administrar sus fondos.

“Payoneer se creó desde cero para empoderar a cualquier persona en cualquier lugar para participar y tener éxito en la economía digital actual. Hoy, estamos ayudando a más de 5 millones de empresas de todos los tamaños a realizar transacciones, hacer negocios y crecer, en cualquier parte del mundo”, Jonny Steel, vicepresidente de Mercadeo, Payoneer.

### El reto

Payoneer se enfoca en la democratización del acceso y la oportunidad, específicamente en formas que ayuden a las empresas pequeñas y de nivel empresarial a vender productos y servicios a nivel internacional.

Su equipo ejecutivo ya se había asegurado de que el contenido del sitio web de la empresa fuera fácil de seguir y comprender porque necesitaba traducirse a numerosos idiomas. El sitio también fue diseñado con una opción en el área de navegación que permite a todos los visitantes cambiar su idioma. Pero el siguiente paso fue garantizar que funcionara sin problemas para todos los que visitan de todo el mundo, incluidas las personas que usan tecnologías de asistencia para navegar por la web.

Se necesitaba una solución simple que no requiriera los altos costos o los retrasos de volver a codificar manualmente todas las páginas del sitio web. El equipo de liderazgo también quería garantizar que cualquier material nuevo agregado al sitio fuera automáticamente accesible.

Otro requisito fundamental era la privacidad de los visitantes. El equipo de administración no quería un servicio que rastreara o solicitara información personal, porque podría causar problemas con las normas internacionales de cumplimiento.

### La solución UserWay

La miniaplicación de accesibilidad impulsada por IA de UserWay se ajustaba perfectamente a las necesidades de Payoneer.

Después de ver una demostración que explicaba los beneficios de la miniaplicación de accesibilidad UserWay AI-Powered, el equipo de Payoneer estaba listo para probarlo en el sitio web. Comenzaron optando por una prueba gratuita para comprobar la compatibilidad de la miniaplicación básica con el sitio. Después de descubrir que no causaba ningún error y funcionaba en todos los navegadores, seleccionaron UserWay como su proveedor de soluciones de accesibilidad digital y actualizaron la miniaplicación de Accesibilidad AI-Powered.

Una vez que la miniaplicación actualizada se ejecutó en el sitio de Payoneer, todos los visitantes pudieron adaptar de inmediato su experiencia en línea utilizando una gran cantidad de herramientas de accesibilidad, que incluían específicamente el innovador lector de pantalla UserWay.

Otras características incluyen múltiples configuraciones de contraste de color para hacer que el texto sea más legible contra los fondos de página, la capacidad de agrandar el texto, una opción para pausar las animaciones de página que distraen y una variedad de configuraciones de cursor que incluyen una función de Guía de lectura para ayudar a los lectores a mantenerse enfocados.

La miniaplicación tampoco requiere información personal de los usuarios y no rastrea lo que los usuarios ven en línea. Por lo tanto, no hay riesgo de que se envíen detalles privados a un tercero o bases de datos de información de mercadeo vinculadas a los nombres de los visitantes u otra información de identificación.

“En Payoneer, nos enfocamos mucho en centrarnos en el cliente. Con la inclusión como uno de los valores de nuestra empresa, diseñamos nuestros productos para ofrecer una excelente experiencia al cliente, sin importar en qué parte del mundo se encuentre. UserWay nos ayuda en nuestros esfuerzos por lograr ese objetivo, contribuyendo a mejorar la experiencia de cada cliente”, Jonny Steel, vicepresidente de mercadeo, Payoneer.

## Beneficios de la miniaplicación AI-Powered de UserWay

### Configuración rápida

Al implementar la miniaplicación de accesibilidad impulsada por IA de UserWay, Payoneer evitó ajustar manualmente el código en todas las páginas de su sitio web.

### Preserva la privacidad

A los visitantes del sitio web de Payoneer nunca se les pide que seleccionen sus discapacidades de una lista para que las páginas se adapten a sus necesidades. Todas las herramientas de accesibilidad están disponibles tan pronto como se carga cada página.

### Apto para dislexia

Las personas con formas leves de dislexia a menudo no son diagnosticadas. Ahora, cualquier persona que tenga problemas para leer puede probar la fuente compatible con la dislexia para ver si le ayuda.

### Fácil de usar

La miniaplicación UserWay hace que la navegación y la personalización de cómo se muestra una página sean fáciles de administrar. La superposición siempre es fácil de encontrar para los visitantes en la esquina de la pantalla.

### Resultados mejorados

Ahora que se han eliminado todas las barreras a la accesibilidad del sitio web para todos los visitantes del sitio, todos pueden concentrarse en los beneficios que Payoneer les ofrece para administrar sus fondos.

### Resultados medibles e impactantes

La adopción de nuevas tecnologías suele ser un proceso largo y difícil para las grandes corporaciones. Hacer que funcionen con los sistemas ya implementados puede ser un desafío. Pero, dado que la miniaplicación UserWay solo requiere una línea de código para instalarse, Payoneer pudo probarlo de inmediato.

La miniaplicación de UserWay solucionó instantáneamente más de 100 000 infracciones de accesibilidad en el sitio web de Payoneer. Las correcciones incluyeron escribir e insertar 30 390 etiquetas alternativas que faltaban en los enlaces y agregar texto descriptivo para 15 775 enlaces. A esta escala, sería casi imposible que un equipo de desarrollo lo lograra de manera oportuna.

Aproximadamente, el 98 % de las páginas web de la organización son totalmente accesibles y compatibles ahora, mientras que el riesgo de la empresa de demandas basadas en violaciones de la ADA se ha reducido significativamente.

Pero la diferencia más importante para Payoneer es que la accesibilidad ahora está perfectamente integrada en el sitio web, sin distraerlo. Los usuarios de todo el mundo pueden concentrarse en administrar sus finanzas en lugar de enfrentar barreras técnicas de acceso.

“La miniaplicación de UserWay fue fácil de instalar y fue visible al instante en el sitio web de Payoneer. Nos ha impresionado mucho su capacidad para corregir infracciones de accesibilidad y cómo se puede personalizar para que coincida con nuestra marca sin ningún esfuerzo”, Etay Sade, líder del equipo web, Payoneer.

Visite [UserWay.org](https://UserWay.org) para saber más sobre la miniaplicación y otras herramientas que pueden ayudar a su organización a cumplir con los requisitos de la ADA.

No importa cómo se vea el código en su sitio web, UserWay puede hacerlo compatible y ayudarlo a demostrar su compromiso de hacer que la web sea más inclusiva para todos.

UserWay es el líder mundial en accesibilidad digital n.º 1, comprometido con hacer posible el derecho humano fundamental de la accesibilidad digital para todos. UserWay simplifica radicalmente la capacidad de un sitio web para volverse completamente accesible y compatible con ADA mediante la incorporación de una sola línea de código. La miniaplicación UserWay se ha instalado en más de un millón de sitios web y más de 60 millones de usuarios

con discapacidades confían en él. Con la tecnología Compliance as a Service (CaaS) de UserWay, los propietarios de sitios web pueden cumplir sin esfuerzo con las regulaciones WCAG 2.1, ADA, EN 301-549 y la Sección 508, según lo requerido por los organismos reguladores y gubernamentales internacionales y de EE. UU.

UserWay mejora la accesibilidad en Fool.com

Tipo de organización: asesoramiento financiero y de inversión

#### Antecedentes del cliente

The Motley Fool es un asesor privado de inversiones y noticias financieras fundado en 1993.

Cada mes, más de 50 millones de personas leen su contenido en línea.

El propósito de Motley Fool es hacer que el mundo sea más inteligente, más feliz y más rico.

Número de páginas: 1 911

Número de páginas vistas: más de 20 millones

Empresa: de propiedad privada

Con sede en Alexandria, Virginia, su equipo global brinda recomendaciones de inversión, investigación de acciones y análisis de expertos a través de un servicio de suscripción en línea. Además de sus servicios en el mercado estadounidense, tiene operaciones en Australia, Canadá, Alemania, Japón y Reino Unido. Algunas de sus empresas más nuevas incluyen The Ascent, que es una marca de finanzas personales que califica y revisa productos esenciales sobre asuntos de dinero cotidianos, y Millionacres, un servicio dedicado a ayudar a los inversores a obtener ganancias de bienes raíces.

Nombrado en honor al bufón de la corte de la obra de Shakespeare "Como gustéis", The Motley Fool no tiene miedo de inyectar humor o nuevas perspectivas en su análisis de inversión. Su enfoque alegre de la inversión y sus valiosos conocimientos se pueden encontrar en su sitio web, pódcast, libros, columnas de periódicos, programas de radio y servicios de inversión de primera calidad.

“En The Motley Fool, nos tomamos nuestro propósito en serio, pero eso no significa que nos tomemos a nosotros mismos demasiado en serio”.

El reto

Motley Fool ya estaba bien estructurado para la accesibilidad, pero su equipo de desarrollo dedicaba mucho tiempo a tratar de mantener el sitio actualizado según los estándares actuales. Los líderes de la organización querían una manera de agilizar el proceso.

“Nos comprometimos con la accesibilidad hace 5 años y actualizamos completamente el código en el sitio web de The Motley Fool. Fue una decisión fácil agregar la miniaplicación UserWay con sus capacidades de inteligencia artificial como el siguiente paso”, Chris Harris director de Producto, The Motley Fool.

Reforzado por el apoyo de su equipo legal, The Motley Fool implementó sólidos principios de accesibilidad digital y un proceso de evaluación para páginas nuevas y existentes. Si bien esto funcionó inicialmente, a medida que crecía la popularidad del sitio, el equipo buscó más opciones para mantener continuamente sus altos estándares de accesibilidad.

The Motley Fool se ha dedicado durante mucho tiempo a garantizar la accesibilidad y abordar las necesidades de sus diversos usuarios. “Nos comprometimos con la accesibilidad hace 5 años y actualizamos completamente el código en el sitio web de The Motley Fool”, dijo Chris Harris, director de Producto de The Motley Fool. "Fue una decisión fácil agregar la miniaplicación UserWay con sus capacidades de IA como el siguiente paso".

Parte del siguiente paso fue incluir a los visitantes del sitio con consideraciones de salud que no pueden abordarse fácilmente solo con el código.

La dislexia, por ejemplo, afecta al 20 % de la población, mientras que la pérdida de visión afecta al 13 %. Las personas con estas discapacidades requieren soluciones que van más allá de los sitios web bien codificados.

### La solución UserWay

UserWay es un líder mundial en accesibilidad digital, comprometido con hacer posible el derecho humano fundamental de la accesibilidad digital para todos.

UserWay simplifica el proceso requerido para hacer que un sitio web sea completamente accesible y cumpla con ADA. La miniaplicación UserWay se ha instalado en más de un millón de sitios web y más de 60 millones de usuarios con discapacidades confían en él. Con la tecnología Compliance as a Service (CaaS) de UserWay, los propietarios de sitios web pueden cumplir con las regulaciones WCAG 2.1, ADA, EN 301-549 y la Sección 508, según lo exigen los organismos gubernamentales y reguladores internacionales y de EE. UU.

UserWay proporciona un valor excepcional para nosotros y nuestros usuarios finales.

The Motley Fool seleccionó UserWay para agregar una capa adicional de accesibilidad a su sitio ya bien construido. Con la tecnología de inteligencia artificial integrada que proporciona UserWay, puede garantizar que la experiencia de navegación de Fool.com sea accesible para todos.

La miniaplicación de accesibilidad de UserWay, que se integra fácilmente en cualquier sitio web al agregar una sola línea de código, también funciona entre bastidores para garantizar que el sitio siga cumpliendo con los requisitos de WCAG, incluso cuando las pautas o la plataforma The Motley Fool se actualizan y modifican. Cuando un usuario activa una mejora, la selección se registra sin recopilar ningún dato sobre el usuario, por lo que su privacidad no se ve comprometida.

Cuando The Motley Fool comenzó su amplio rediseño de sitio web centrado en la accesibilidad, su equipo de desarrollo recibió instrucciones de concentrarse en la accesibilidad total. El objetivo era hacer que el sitio funcionara para todos los públicos, sin importar los desafíos que enfrentaran al usar Internet. El equipo hizo un excelente trabajo, pero se dio cuenta de que mantener todo el sitio en conformidad a medida que evolucionan los estándares es un proceso difícil.

"Confío en que nuestros equipos estén al tanto de la accesibilidad y que estén trabajando para asegurarse de que se haga de manera efectiva, pero tener una herramienta automatizada adicional, especialmente una que tenga un rango más amplio... fue interesante para mí".

La solución UserWay es poderosa, escalable, liviana y segura para un sitio web o mil. Los sitios estadounidenses y europeos de Fool.com han disfrutado de una integración perfecta con la tecnología UserWay, sin necesidad de refactorizar su código existente.

"La integración en Fool.com no tuvo problema. UserWay es intuitivo y proporciona una accesibilidad y una funcionalidad significativamente mejoradas para los visitantes de nuestro sitio.

Las herramientas de contraste, el lector de pantalla, los controles de texto y otras características mejoran la experiencia del usuario en nuestro sitio.

En pocas palabras, UserWay proporciona un valor excepcional para nosotros y nuestros usuarios finales".

### Beneficios de la IA de UserWay

#### Preserva la privacidad del usuario

Los visitantes de The Motley Fool nunca necesitarán seleccionar su discapacidad de una lista para que las páginas se adapten a sus necesidades. Todas las herramientas de accesibilidad están disponibles tan pronto como se carga cada página.

### Tiempo de comercialización rápido

Al implementar la miniaplicación impulsada por IA de UserWay, el equipo de The Motley Fool evitó ajustar manualmente el código en miles de páginas de su sitio.

### Interfaz de usuario intuitiva

La miniaplicación UserWay hace que la navegación y la personalización de cómo se muestra una página sean fáciles de administrar. La superposición siempre es fácil de encontrar en la esquina de la pantalla.

### Carga de trabajo reducida, TCO reducido

Antes de instalar la miniaplicación automatizada, los desarrolladores del sitio The Motley Fool dedicaban mucho tiempo cada mes a mantenerse al día con los estándares de accesibilidad y realizar actualizaciones de código.

### Experiencia de usuario mejorada

La navegación ahora es mucho más fácil para las personas que usan lectores de pantalla y otros dispositivos de asistencia. Todos los que visitan el sitio también pueden hacer ajustes en el tamaño de fuente y el contraste de color.

### Resultados medibles e impactantes

El sitio web Fool.com consta de miles de páginas, lo que significa que las infracciones de accesibilidad pueden llevar mucho tiempo para resolverse. La miniaplicación UserWay elimina por completo este problema.

En el siguiente gráfico, puede ver cómo la miniaplicación encontró más de 40 000 problemas de accesibilidad en Fool.com. También los corrigió automáticamente a todos. Para poner esto en perspectiva, ¡le tomaría a un pequeño equipo de desarrollo más de 2 años recodificar manualmente el sitio para lograr los mismos resultados!

La miniaplicación también es compatible con una amplia gama de herramientas de asistencia, incluidos varios dispositivos de lectura de pantalla. En lugar de tener que estar al día con todas las nuevas herramientas que ingresan al mercado cada año, el equipo de desarrollo de Motley Fool pudo descargar esta responsabilidad a UserWay.

Y desde la implementación de la miniaplicación, los datos en tiempo real que recopila muestran que miles de personas utilizan las herramientas de accesibilidad todos los días. Todos los usuarios ahora tienen la oportunidad de personalizar el sitio para satisfacer sus necesidades.

La combinación del trabajo de codificación manual anterior del equipo del cliente, además de la solución de UserWay, garantiza que Fool.com sea totalmente accesible y compatible para millones de visitantes.

#### Planes futuros

El equipo de diseño de Fool.com desea investigar las características de UserWay con las que sus usuarios interactúan con más frecuencia. Planea analizar los datos anonimizados y comenzar a implementar esas mejoras en futuras versiones de diseños de sitios.

"Vamos a realizar cambios en el sitio en función de los datos de la miniaplicación. Entonces, si encontramos que el 40% de nuestros visitantes aumentan el tamaño de la fuente o cambian el contraste de color, ajustaremos el sitio para que coincida".

¿Listo para descubrir cómo UserWay puede ayudarlo a priorizar la accesibilidad en sus sitios web y activos digitales?

Visite [UserWay.org](https://www.userway.org) para saber más sobre la miniaplicación y otras herramientas que pueden ayudar a su organización a cumplir con los requisitos de la ADA.

No importa cómo se vea el código en su sitio web, UserWay puede hacerlo compatible y ayudarlo a demostrar su compromiso de hacer que la web sea más inclusiva para todos.

UserWay es el líder mundial en accesibilidad digital n.º 1, comprometido con hacer posible el derecho humano fundamental de la accesibilidad digital para todos. UserWay simplifica radicalmente la capacidad de un sitio web para volverse completamente accesible y compatible con ADA mediante la incorporación de una sola línea de código. La miniaplicación UserWay se ha instalado en más de un millón de sitios web y más de 60 millones de usuarios

con discapacidades confían en él. Con la tecnología Compliance as a Service (CaaS) de UserWay, los propietarios de sitios web pueden cumplir sin esfuerzo con las regulaciones WCAG 2.1, ADA, EN 301-549 y la Sección 508, según lo requerido por los organismos reguladores y gubernamentales internacionales y de EE. UU.

## Chapter V

### Data Analysis

In this chapter, the researcher dives into the results of translating a Userway website from English to Spanish and an SLL website from Spanish to English. The analysis includes the application of selected research instruments, such as the text analysis table, which provides a complete breakdown of the characteristics of each translated text. Additionally, a color coding instrument was used to categorize and explain the specific translation procedures applied in each text, ensuring faithful and accurate interpretation. To enhance the translation process, glossaries have been developed for both language pairs: English to Spanish and Spanish to English. These glossaries serve as valuable references for translators, offering a quick consultation resource for challenging words or terms encountered during the research.

Furthermore, these elements contribute to improved reader understanding by providing insights into both texts. This strategy is designed to improve overall comprehension for a wide range of readers while also optimizing the translation process. In addition, the researcher emphasizes cultural relevance and unambiguous communication to close gaps across cultures and guarantee genuine resonance with the intended audience. Plus, integrating technology and feedback demonstrates a dedication to staying current and enhancing language translation in the digital sphere. This approach establishes the groundwork for future advancements in website translation, promoting a more diverse and globally integrated online community.

## 5.1 Analysis and interpretation of the results

This research employed a variety of data collection instruments, including text analysis chart, color coding, and glossaries, to meticulously analyze and interpret the results of the translation process. First would be the text analysis box, which served as a fundamental tool, allowing the translator to delve deeper into the complexities of the text, examining elements such as style, function, and stylistic scale. Second would be the color coding instrument, a visual aid which indicates the translation procedures applied, it is of great value for future translators, since it offers a simple means to identify and understand the specific techniques used, thanks to the different assigned colors to each procedure. Finally, glossaries for each text emerged as essential resources, capturing critical words and terms to enhance the translator's experience while simultaneously helping readers achieve a nuanced understanding of the translated texts. As we delve deeper into the analysis and interpretation of these results, these instruments together provide a solid framework for evaluating the effectiveness of the translation process and its impact on conveying the intended meaning across languages.

### 5.1.1 Text Analysis Table

<b>Text Analysis</b>	<b>Spanish to English SSL</b>	<b>English to Spanish UserWay</b>
<b>Text Styles</b>	Discussion	Discussion
<b>Stylistic Scales Formality</b>	Formal	Formal
<b>Stylistic Scales Generality or Difficulty</b>	Technical	Educated
<b>Stylistic Scales Emotional Tone</b>	Factual	Factual

<b>Text Function</b>	Informative	Informative
<b>Type of Translation</b>	Semantic	Semantic

*Table 4 illustrates the text analysis of the translated documents. Source: Researcher's creation.*

### 5.1.1.2 Spanish to English SSL Document

On a stylistic scale, the text of SSL lies between "Formal" and "Official". It applies formal terminology and technical language in relation to SSL certificates and security. It does not have the same level of formality as "Officialese" or "Official," but it still has a serious and professional air to it. A formal or official communication style can be seen in the way it provides thorough information about SSL certificates, security incidents, and market developments. It does not, however, use language which is overly formal or archaic, which is why it does not achieve the highest level of formality. As a result, you can categorize it as "Formal" on the stylistic scale because it is detailed, professional, and informative without overly using formal language.

The text can be categorized as "Technical" regarding the stylistic scales of generality or difficulty. It contains specialized terminology and information related to SSL certificates, security incidents, and industry developments. It is intended for readers with a technical background and expertise in the field. The text goes into detail about specific events, technical concepts, and industry-specific terms, making it comprehensible to those with relevant knowledge and experience. In terms of emotional tone, the text is primarily "Factual". It presents information in a straightforward and objective manner without using excessive emotional language.

In addition, this text also provides factual details about SSL certificates, security incidents, and industry developments in a neutral and informative tone. While the text does mention events and incidents, it does so in a factual and non-emotional manner. It does not utilize exaggeration to convey warmth or strong emotions, nor does it use understatement to minimize feelings. Instead, it aims to convey information in a clear and rational manner, making it fall into the "Factual" category.

The text primarily has an "Informative" text function. Its major objective is to provide details and explanations on the various SSL certificate kinds, their features, validation procedures, and relevant news and updates in the area of SSL certificates and online security. The article provides information about each type of SSL certificate and its unique features, breaking down each type in a logical manner. It also contains news and updates about issues involving SSL certificate security and business advancements. Overall, the content serves an informative function by enlightening the reader on SSL certificates and keeping them up to date with current occurrences, alterations, and trends in this field.

In translating SSL texts, the primary focus is to accurately convey information about SSL certificate types, their characteristics, and relevant news in the target language. This process involves understanding the content nuances and expressing them in a culturally appropriate manner, ensuring effective communication of the intended message. Semantic translation is especially crucial for technical or informational content, allowing the essence and meaning of the original text to resonate with the target audience without adhering strictly to a word-for-word translation.

#### **5.1.1.3 English to Spanish UserWay**

The text in relation to the various cases presented as; CMS Max, Little Dreamers Australia, Fortune, Payoneer and Motley Fool are at the "Formal" level on the formality scale. Although it does not reach the level of "Officialese" or "Official", it uses professional and serious language to describe the situation and the benefits of the collaboration between

both companies. The text is presented in an informative and professional manner, and does not use colloquial, informal or slang language. Therefore, it is classified as "Formal" in terms of style and formality.

The text is at the "Educated" level on the scale of generality or difficulty. Although the text addresses technical issues related to digital accessibility with the various companies which collaborate with UserWay, they use clear and understandable language for an audience educated on the subject. Although technical terms and concepts are included, it does not delve into extreme complexity and strives to communicate information in an accessible way. Therefore, it is classified as "Educated" in terms of style and difficulty level.

The majority of the writing has a "Factual" emotional tone. This is presented objectively and describes the facts and benefits of the collaboration between the various companies and UserWay without using emotional or subjective language. Excessive intensifiers and emotional terms which denote an "intense" or "warm" tone are not used. Instead, it focuses on providing information in a clear and descriptive manner, which classifies it as "Factual" in terms of emotional tone.

The text essentially has an "Informative" function. Its primary goal is to convey comprehensive information about the partnership between the aforementioned businesses and UserWay, including background, difficulties, benefits, and solutions. The text focuses on transmitting specific data and facts about digital accessibility, the technology used and the results obtained. Although benefits to customers are also mentioned and achievements are highlighted, the main function is still to provide information and describe the situation. Therefore, its main function is "Informative".

This text is semantic because it goes beyond a literal description of the events and conveys the meaning behind the actions taken by the different entities. It emphasizes the companies' proactive approach to technology adoption, the importance of digital accessibility within their platform, and the careful selection of UserWay as a solution provider. The focus

is on the underlying meaning, intentions and implications, making it a semantic representation rather than a purely factual or descriptive account.

### 5.1.2 Color Coding.

The color-coded system serves as a data collection tool, illustrating various translation procedures used in each translated paragraph. 15 paragraphs were used, each of which comprises between 120 and 150 words, coming from both the original and the translated text. The setup involves matching the source text paragraph with its corresponding translation. Color coding comes into play in the translated paragraph, pointing out the specific techniques used for the translation. The only technique used in the original paragraph is "Omission". In this study, six different translation techniques are used, each of which is assigned a unique color. This system helps researchers identify and visualize the translation techniques applied within each paragraph. The color-coded chart below serves as a complete guide.

Transposition
Modulation
Omission
Amplification
Explication
Literal Translation

*Table 5 shows the colors which represent each technique in the color-coding instrument. Source: Researcher's creation.*

#### 5.1.2.1 Color Coding from Spanish to English, SSL.

##### Paragraph 1

Tipos de Certificados SSL

Efectivamente en el mercado hay muchos tipos de certificados de seguridad y ni qué decir de los costos de cada uno (asociados al tipo de Autoridad Certificadora que los emite así como las características **de cada uno**). Es por esto que le presentamos una forma sencilla de ver esto sin complicaciones.

(la imagen de la derecha muestra el nivel de confianza de mayor a menor, mientras **que** el texto del punto 1 al 3 van en orden inverso, mostrando los niveles y características de cada uno).

### Types of **SSL Certificates**

**Indeed**, there are many types of **security certificates** on the market, and **not to mention the diverse** costs of each one (associated with the kind of **Certification Authority** that issues them, as well as their characteristics). This is why **we present you with a simple way to understand this without complications**.

(The image on the right shows the **confidence level** from the highest to lowest, while the text from points 1 to 3 goes in **reversed order**, showing the levels and characteristics of each one).

#### 1. Certificados SSL simples ó de Validación de Dominio (DV)

Le permiten hacer lo básico y requerido: cifrar la información entre sus usuarios y su servidor, no hacen otra cosa más que la función de cifrado ,pero... ¿sabe usted cómo validar si son efectivos o son de una entidad de confianza? De ahí el por qué existen otros tipos de certificados. Se pueden solicitar por 1 año máximo, esto de acuerdo a los lineamientos del CA|Browser Forum.

NOTA: Existen certificados WildCard (\*.sudominio.com) de este tipo de validación (DV).

#### 1. **Simple SSL or Domain Validation (DV) Certificates**

They allow you to do the basic and required: encrypt the information among your users and your server. They do not do anything else than the encryption function, but... do you know how to validate if they are effective or if they come from a trusted entity? Hence, the reason why there are other types of certificates. They can be requested for a maximum of 1 year, according to CA|Browser Forum guidelines.

NOTE: There are WildCard certificates (\*.yourdomain.com) of this type of validation (DV).

## Paragraph 2

### 2. Certificados de Validación Organizacional (OV)

Similar a los anteriores, estos certificados cifran la información que viaja desde y hacia su servidor, sólo que tienen la particularidad que para ser emitidos, la Autoridad Certificadora (como por ejemplo Symantec, GlobalSign ó Digicert entre otros) deben primero validar que usted sea quien dice ser, esto se logra revisando la información de su dominio y se requiere una prueba legal emitida por un tercero (generalmente un abogado que certifique que usted es quien dice ser. Se pueden solicitar por 1 año máximo, esto de acuerdo a los lineamientos del CA|Browser Forum.

NOTA: Existen certificados WildCard (\*.sudominio.com) de este tipo de validación (OV).

## Noticias

Siempre es bueno estar informados de lo que sucede en el tema de informática y en seguridad, es aún más importante conocer los alcances y atentados de certificados SSL (y sus implicaciones); así pues, les dejamos esta lista de noticias:

## 2. Organizational Validation (OV) Certificates

Similar to the previous ones, these certificates encrypt the information that travels to and from your server; however, they have the particularity that in order to be issued, the Certification Authority (such as Symantec, GlobalSign, or DigiCert, among others) must first validate that you are the one who you claim to be. This is achieved by reviewing your domain information and requires a legal proof issued by a third party (usually a lawyer who certifies that you are who you say you are. They can be requested for a maximum of 1 year, this according to CA|Browser Forum guidelines.

NOTE: There are WildCard certificates (\*.yourdomain.com) of this type of validation (OV).

### News

It is always good to be informed about what is happening in the computing and security field. However, it is even more important to know the scope and attacks of SSL certificates (and their implications); therefore, we leave you this list of news:

## Paragraph 3

### 1. Hacking

1.1. La Autoridad Certificadora GlobalSign detiene toda actividad de emisión de certificados como medida de precaución después de que el autoproclamado ComodoHacker expresara haber hackeado otras 4 Autoridades Certificadoras (entre ellas COMODO donde sí logró emitir certificados falsos y afectar servicios de MS-Windows Update) ➡ GlobalSign Stops Issuing Digital Certificates After Hack. <== falsa alarma, nunca hubo penetración a GlobalSign y Sophos lo confirmó.

Nota aclaratoria: Sophos confirmó que no hubo daño a ningún certificado y que durante/después del supuesto ataque, GlobalSign tomó los pasos requeridos para mitigar esta acción. No hubo daños colaterales demostrando que todo fue simplemente un hecho

fortuito sin afectaciones directas ó a terceros.

Otras fuentes con esta información: 01, 02, 03.

1.2. Sospechas sobre Irán después de que un Partner de COMODO emite certificados

### 1. Hacking

1.1. The GlobalSign Certification Authority stops all certificate issuing activity as a precautionary measure after the self-proclaimed ComodoHacker claimed to have hacked 4 other Certificate Authorities (among them, COMODO where it did manage to issue fake certificates, as well as to affect MS-Windows Update services) ⇒ GlobalSign Stops Issuing Digital Certificates After Hack. <== false alarm, GlobalSign was never penetrated and Sophos confirmed it.

**Explanatory note:** Sophos confirmed that there was no damage to any certificates and that during/after the alleged attack, GlobalSign took the required steps to mitigate this action. There was no collateral damage, proving that everything was simply a fortuitous event with no direct or third-party impact.

Other sources with this information: 01, 02, 03.

### 1.2. Iran Suspected After COMODO Partner Issues Rogue SSL Certs

#### Paragraph 4

1.3. COMODO admite haber sido hackeada el 11 de marzo del 2011, que 2 de sus autoridades registradoras (RA) también y que el hacker logró emitir certificados, ver detalles en: 01, 02, 03. Esta situación ya ha sido resuelta y COMODO no ha vuelto a sufrir más violaciones internas a sus servidores.

Reporte oficial desde el sitio de COMODO.

### 1.4. Certificado FALSO de Google ponen en riesgo a Gmail

1.5. Symantec (VeriSign) ha sido hackeado repetidamente en el año 2010 y 2011.

Más información: 01, 02 (Symantec despide a parte de su staff), 03, 04, 05, 06.

1.6. Validador de certificados indicando si su sitio web está o no en riesgo a partir del 8 de agosto del 2017 por el Issue de Symantec vrs. Google.

1.3. COMODO admits to have been hacked on March 11, 2011, that 2 of its registration authorities (RA) were hacked as well, and that the hacker managed to issue certificates; see details in 01, 02, 03. This situation has already been resolved and COMODO has not suffered any further internal breaches to its servers.

Official report from the COMODO website.

1.4. FALSE Google Certificate put Gmail at Risk

1.5. Symantec (VeriSign) has been hacked repeatedly in the year 2010 and 2011.

More information: 01, 02 (Symantec fires part of its staff), 03, 04, 05, 06.

1.6. Certificate validator indicating whether or not your website is at risk as of August 8, 2017, by the Issue of Symantec vs. Google.

## Paragraph 5

1.7. Google dejará de mostrar la barra verde en certificados de Symantec por fraude en la emisión de 30,000 certificados SSL EV. Google Groups Forum. Más info en 01, 02 y la explicación de esta falla al estilo Symantec (nota que el SSL Cert de su base de datos tiene un error). Validador de errores.

1.8. HOT → Symantec indica que Google exagera y que no fueron 30,000 certificados, sino tan sólo 127.

1.9. GoDaddy revoca 9000 Certificados SSL después de encontrar que su código de validación ha sido cambiado y de forma no intencional, permitió a que varios servidores que

estaban configurados de un modo particular, **pidieran hacer un** bypass (salto) en el proceso de autenticación de GoDaddy, lo cual es necesario para entregar un certificado SSL. Leer en otras fuentes de información 01 y 02.

1.10. Por esto es que debe actualizar su Sistema Operativo constantemente, caso contrario podría estar confiando en certificados revocados y usted sin saberlo!

1.7. Google **will stop displaying the green bar on Symantec certificates** for fraud in the issuance of 30,000 **EV SSL certificates**. Google Groups Forum. More info in 01, 02 and the explanation of this flaw **Symantec-style** (note that the SSL Cert in their **database** has an error). **Error validator**.

1.8. **HOT** → Symantec indicates that Google exaggerates and that **there were not** 30,000 certificates, but only 127.

1.9. GoDaddy revokes 9000 **SSL Certificates** after **finding** that their **validation code** has been changed and **unintentionally** allowed multiple servers that were configured in a particular way to bypass **GoDaddy's authentication process**, which is necessary to deliver an **SSL certificate**. Read in other sources of information 01 and 02.

1.10. **This is why you must constantly update your Operating System**; otherwise, you could be relying on **revoked certificates** and **not even know it!**

## 1. Paragraph 6

1.11. Webinar de GMO GlobalSign Inc. sobre el tema de la disputa entre **la** propuesta de Google a Symantec en cuanto al tema de los certificados de Seguridad SSL (2016~2017~2018).

1.12. Symantec **VENDE** su negocio de SSL/TLS a DigiCert por situación adversa con Google.

1.13. Francisco Partners adquiere el negocio SSL de COMODO, esto debido al gran impacto que se generó por la venta de Symantec a DigiCert del segmento de Certificados SSL por el castigo de Google. Todos reaccionan y buscan oportunidades en la web.

1.13. Trustico (un reseller de DigiCert en Reino Unido) entra en conflicto con DigiCert al enviarle 23,000 llaves privadas para revocar certificados que fueron emitidos por Symantec y que en Marzo del 2018 no serían reconocidos por Google Chrome.

1.11. [GMO GlobalSign Inc. Webinar on the subject of the dispute between Google's proposal to Symantec regarding the issue of SSL Security certificates \(2016~2017~2018\)](#).

1.12. [Symantec SELLS its SSL/TLS business to DigiCert due to an adverse situation with Google](#).

1.13. [Francisco Partners acquires the COMODO' SSL business. This due to the significant impact generated by the sale of Symantec to DigiCert of the SSL Certificates segment due to Google's punishment](#). Everyone reacts and looks for opportunities on the web.

1.13. [Trustico \(a DigiCert reseller in the UK\) comes into conflict with DigiCert by sending it 23,000 private keys to revoke certificates that were issued by Symantec and that on March 2018 would not be recognized by Google Chrome](#).

## Paragraph 7

DigiCert revoca los 23,000 certificados por riesgo de privacidad y Trustico no da más explicaciones. GlobalSign por su parte, anuncia estratégicamente que nunca perderá sus llaves pues no las almacena internamente por seguridad (recuerde que las llaves .KEY nunca deben salir de su organización).

LEA AQUÍ, todos los hechos puntuales para estar más al tanto (inglés)

1.14. Millones de sitios con certificados DigiCert/Symantec, han sido etiquetados como NO SEGUROS durante el mes de Julio por un update de Google Chrome.

1.15. DigiCert anula más de 50,000 certificados EV por errores en su emisión (11-JUL-2020).

## 2. Expansiones

2.1. Symantec compra el segmento de certificados de seguridad de VeriSign: (actualizado a Octubre 2018, Symantec vende su negocio de DigiCert quien fue el mejor postor de un negocio que fue castigado por Google por mala errores en la gestión)

- 1.1 Directo de Symantec (leer más)
- 1.2 CNN informa de la adquisición (leer más)

DigiCert revokes all 23,000 certificates for privacy risk and Trustico gives no further explanation. GlobalSign, for its part, strategically announces that it will never lose its keys because it does not store them internally for security (remember that . KEY should never leave your organization).

READ HERE, all the specific facts to be more aware (English)

1.14. Millions of DigiCert/Symantec-certified sites have been labeled UNSECURE during the month of July by a Google Chrome update.

1.15. DigiCert cancels more than 50,000 EV certificates due to errors in their issuance (11-JUL-2020).

## 2. Expansions

2.1. Symantec buys VeriSign's security certificate segment: (updated as of October 2018, Symantec sells its DigiCert business, who was the highest bidder for a business that was punished by Google for bad management mistakes)

- 1.1 Direct from Symantec (read more)
- 1.2 CNN reports on the acquisition (read more)

**Paragraph 8**

2.2. Symantec adquiere GeoTrust (leer en Wikipedia)

2.3. Symantec adquiere Thawte (leer en Wikipedia)

2.4. Mejore sus ventas en línea con soluciones seguras

2.5. DigiCert planea adquirir Symantec después **de que** Google oficialmente decide no aceptar más certificados de Symantec. >>HOT <<

2.6. GlobalSign **se** une al Cloud Signature Consortium fundado por Adobe en **el** 2016, convirtiéndose en la primera Autoridad Certificadora en estar en el Adobe Cloud Signature Partner Program y **en** pertenecer al Cloud Signature Consortium, lo que permite **a** GlobalSign estar en un nivel más elevado y aún **en** mejores condiciones para proporcionar servicios de firma digital a un mercado de gran alcance a través de estándares, integraciones y alianzas sólidas.

**3. Updates**

3.1. Amazon desea incursionar **en** el mercado de Certificados Digitales SSL (inglés)

2.2. Symantec acquires GeoTrust (read on Wikipedia).

2.3. Symantec acquires Thawte (read on Wikipedia).

2.4. Improve your **online sales** with **secure solutions**.

2.5. DigiCert plans to acquire Symantec after Google officially decides not to accept **any** more certificates from Symantec. >>HOT <<

2.6. GlobalSign **joins** the Cloud Signature Consortium founded by Adobe in 2016, becoming the first **Certificate Authority** to be in the Adobe Cloud Signature Partner Program and to belong to the Cloud Signature Consortium, which allows GlobalSign to be **at a higher**

level and still better positioned to provide digital signature services to a wide-ranging market through standards, integrations, and strong partnerships.

### 3. Updates

#### 3.1. Amazon wants to enter the SSL Digital Certificates market (English)

### Paragraph 9

#### 3.2. Sobre la transparencia de Certificados y qué dice Google

##### 3.2.1 Información de Google aplicable para el navegador Chrome

##### 3.2.2 Política de Transparencia de Certificados de Google

##### 3.2.3 GlobalSign inscribirá sus certificados DV y Alpha SSL en Registros CR,

conforme a los requerimientos de Google (para los EV ya lo tenía, ahora lo hace para los otros certificados)

A partir del 30 de agosto (del 2016), GlobalSign estará actualizando los productos SSL de validación de dominio (DV y Alpha) para cumplir con la Política CT de Google. Si usted no está familiarizado con Certificate Transparency, es un sistema de monitoreo que ayuda a proteger a cualquier propietario de dominio en contra de diferentes tipos de amenazas basadas en certificados, incluyendo certificados usados de forma errónea, certificados adquiridos de forma maliciosa, y Autoridades Certificadoras no confiables. Usted puede leer un poco más en el siguiente link.

#### 3.2. About Certificate transparency and what Google says

##### 3.2.1 Google's information applicable to Chrome Browser

##### 3.2.2 Google's Certificate Transparency Policy

##### 3.2.3 GlobalSign will register their DV and Alpha SSL certificates in CR Registries,

according to Google's requirements (it already had it for EV, now it does it for other certificates)

As of August 30 (2016), GlobalSign will be updating the domain validation SSL products (DV and Alpha) to comply with Google's CT Policy. If you are not familiar with Certificate Transparency, it is a monitoring system that helps to protect any domain owner against different types of certificate-based threats, including misused certificates, maliciously acquired certificates, and untrusted Certificate Authorities. You can read more in the following link.

### Paragraph 10

GlobalSign actualizará su proceso de emisión de DV y Alpha SSL para publicar certificados DV y Alpha SSL a registros CT e incluir el certificado de firma de sellado de tiempo (SCTs) en todos los certificados emitidos DV y Alpha SSL. Certificados emitidos antes del 30 de Agosto del 2016 no se verán afectados y no serán publicados o actualizados; sin embargo nuestros clientes pueden reemitir sus certificados si ellos desean cumplir con la política CT de Google.

Con este cambio, Todos los certificados validados de dominio de GlobalSign cumplirán con el anuncio de Google de Mayo de 2016 con respecto al alcance de la Política de Google de Certificate Transparency (CT). Nosotros hemos incluido SCTs en nuestros certificados EV SSL por más de un año y estamos planeando en incluir los Certificados de Validación de Organización (OV) en el futuro cercano.

GlobalSign will update its DV and Alpha SSL issuance process to publish DV and Alpha SSL certificates to CT records and include time stamped certificate signing (SCTs) on all issued DV and Alpha SSL certificates. Certificates issued prior to August 30, 2016, will not be affected, and will not be published or updated; however, our clients can reissue their certificates if they wish to comply with Google's CT policy.

With this change, all GlobalSign domain-validated certificates will comply with Google's May 2016 announcement regarding the scope of Google's Certificate Transparency (CT) Policy. We have included SCTs in our EV SSL certificates for over a year and are planning to include Organization Validation (OV) Certificates in the near future.

### Paragraph 11

La nueva política ha sido expandida para cubrir todos los tipos de certificados SSL (ya no solamente SSL de Validación Extendida). Para los certificados EV que no cumplen con la política, Chrome hace cumplirlo no mostrando la barra verde. Chrome no ha proporcionado cambios para certificados que no son EV; de todas formas, nosotros recomendamos cumplir con esto de forma temprana para así evitar recibir tratamiento de navegador degradado antes de la expiración y renovación del certificado. GlobalSign sigue las políticas de Certificate Transparency y la política de CT de Google para promover un ambiente online transparente y abierto. Si usted tiene alguna pregunta o inquietud, por favor no dude en contactarnos.

Saludos Cordiales,

#### 3.3. Cambios en los certificados de firma de código (CodeSigning SSL Certs).

Fuente directa de GlobalSign (inglés). Traducción general del fabricante al Español:

The new policy has been expanded to cover all types of SSL certificates (no longer just Extended Validation SSL). For non-compliant EV certificates, Chrome enforces it by not showing the green bar. Chrome has not provided changes for non-EV certificates; however, we recommend complying with this early in order to avoid receiving downgraded browser treatment prior to certificate expiration and renewal. GlobalSign follows the Certificate Transparency policies and Google's CT policy to promote a transparent and open online environment. If you have any questions or concerns, please do not hesitate to contact us.

Best regards

3.3. Changes in CodeSigning SSL Certs. GlobalSign direct source (English). General translation from the manufacturer into Spanish:

## Paragraph 12

Actualización importante relacionada con los requerimientos mínimos del Certificado Code Signing (Firma de Código) – efectivo enero 30 2017

Es posible que sepa que el Grupo de Trabajo de Firma de Código recientemente publicó las primeras directrices estandarizadas para la Firma de Código. Estas directrices son administradas por el Consejo de Seguridad de la Autoridad de Certificación (CASC) y fueron creadas para asegurar que todas las Autoridades Certificadoras (CAs) se adhieran al mismo conjunto de políticas de emisión y gestión estandarizadas. Puede leer los requisitos completos en la documentación oficial aquí: Requisitos mínimos para la emisión y gestión de certificados de Firma de Código públicamente confiables.

Con la publicación de estas directrices, Microsoft será la primera plataforma en adoptar los Requisitos Mínimos y ha fijado un plazo de cumplimiento del 1 de febrero de 2017. Para cumplir con estos requisitos, GlobalSign implementará los siguientes cambios que serán efectivos a partir de enero 30, 2017:

Important update related to the minimum requirements of the Code Signing Certificate – effective January 30, 2017.

You may be aware that the Code Signing Working Group recently published the first standardized guidelines for Code Signing. These guidelines are administered by the Certificate Authority Security Council (CASC) and were created to ensure that all Certificate Authorities (CAs) adhere to the same set of standardized issuance and management policies. You can read the complete requirements in the official documentation here:

## Minimum Requirements for Issuing and Managing Publicly Trusted Code Signing Certificates.

With the publication of these guidelines, Microsoft will be the first platform to adopt the Minimum Requirements and has set a compliance deadline of February 1, 2017. To comply with these requirements, GlobalSign will implement the following changes that will be effective January 30, 2017:

### Paragraph 13

Ofrecer un Certificado de Firma de Código Multi-Plataforma estándar para usar con todas las plataformas (Microsoft Authenticode, Adobe Air, Apple, Mozilla & Netscape Objects, Macros & VBA.

Proporcionar un UBS Token con todos los certificados de firma de código multi-plataforma estándar para el almacenamiento de llaves privadas.

Incluir estado y / o ubicación como un campo obligatorio dentro del proceso de ordenación que se incluirá en el campo Nombre de certificado "SubjectDN".

Proporcionar dos nuevos URLs de Sellado de Tiempo para cuando se use firma de código.

Impacto al usuario final

Para satisfacer los nuevos Requisitos Mínimos, con la necesidad de emitir un Token de Hardware USB con cada Certificado de Firma de Código nuevo y renovado, GlobalSign ha revisado cuidadosamente su actual política de precios.

End user impact

Offer a **standard Multi-Platform Code Signing Certificate** for use with all platforms (Microsoft Authenticode, Adobe Air, Apple, Mozilla & Netscape Objects, Macros & VBA).

Provide a USB Token with all **standard multi-platform code signing certificates** for **private key storage**.

Include state and/or location as a **required field** within the **ordering process** to be included in the **"SubjectDN" Certificate Name field**.

Provide two new **Time Stamp URLs** for when **code signing** is used.

Impact on **the end user**

To **meet** the new **Minimum Requirements**, with the need to issue a **USB Hardware Token** with each **new and renewed Code Signing Certificate**, GlobalSign has **carefully reviewed** its **current pricing policy**.

#### **Paragraph 14**

A partir **del** 30 de enero de 2017, GlobalSign aumentará los precios de **los** certificados de firma **de** código para sus clientes directos y socios para incluir el costo adicional del token. Podrá ver los nuevos precios en el sitio web a partir de esta fecha.

Impacto a Clientes existentes (Efectivo enero 30, 2017)

Emisión **de** Certificado Nuevo– Todos **los** Certificados de Firma de Código recién emitidos recibirán un Token **de** Hardware USB para almacenar el certificado y proteger la llave privada. Además, habrá una opción estándar **de** firma de código para **su** uso con múltiples plataformas, **ya que** las opciones de firma de código específicas de la plataforma se integrarán en un solo producto.

Renovación **del** Certificado – **los** clientes existentes que deseen renovar su certificado de firma de código recibirán un hardware USB para almacenar el certificado y proteger la clave privada.

Starting January 30, 2017, GlobalSign will increase the prices of Code Signing Certificates for its direct customers and partners to include the additional cost of the token. You will be able to see the new prices on the website as of this date.

Impact on Existing Customers (Effective January 30, 2017)

**New Certificate Issuance** – All newly issued Code Signing Certificates will receive a USB Hardware Token to store the certificate and protect the private key. Additionally, there will be a standard code signing option for use with multiple platforms, as platform-specific code signing options will be integrated into a single product.

**Certificate Renewal** – Existing customers who wish to renew their Code Signing Certificates will receive USB hardware to store the certificate and protect the private key.

## Paragraph 15

Reemisión de Certificados – Los clientes existentes que necesiten volver a emitir su certificado de firma de código (emitido antes del 30 de enero de 2017) no se verán afectados por este cambio y no necesitarán todavía un hardware USB.

Nota: Esto está sujeto a cambios en el futuro.

Timestamping (Sellado de Tiempo) – Tanto los clientes de Firma de Código Estándar como los de Validación Extendida (EV) deben cambiar a la utilización de las nuevas URL de marca de tiempo enumerado anteriormente.

Tenga en cuenta que estos cambios se refieren principalmente a los Certificados de Firma de Código Estándar. Los Certificados de Firma de Código EV se verán afectados mínimamente, ya que este tipo de certificado cumple actualmente con los nuevos Requisitos Mínimos.

Para mayor información, por favor consulte nuestro blog: ¿Qué significan los nuevos requisitos de certificados de firma de código para los desarrolladores?, no dude en Ponerse en contacto con nosotros.

**Certificate Reissuance** – Existing customers who need to reissue their code signing certificate (issued before January 30, 2017) will not be affected by this change and will not yet need USB hardware.

Note: This is subject to change in the future.

**Timestamping** – Both Standard Code Signing and Extended Validation (EV) clients must switch to using the new timestamp URLs listed above.

Please note that these changes primarily concern to Standard Code Signing Certificates. EV Code Signing Certificates will be minimally affected, as this type of certificate currently meets the new Minimum Requirements.

For more information, please refer to our blog: [What do the Code Signing Certificate requirements mean for developers?](#) Feel free to [Contact us](#).

### 5.1.2.2 Color Coding from English to Spanish, Userway.

#### Parragraph 1

UserWay Makes More than 2000 CMS Max Websites ADA Compliant

Company Type: Website Building Platform

Client Background

CMS Max is a web and eCommerce platform that stays ahead of the curve by keeping abreast of the latest technologies. It's high-end website technology was developed according to Google's guidelines to ensure its wide client base of websites stay SEO friendly. It also integrates easily with popular third-party services, including Shopify, Square, and UPS Shipping. All of its customers can manage their websites with little to no programming experience.

Our focus on digital accessibility predates other brands and is a core component within the CMS Max platform, Sam Pizzo Owner and CEO, CMS Max. We chose UserWay over other providers because of its incredible user experience. " UserWay's widget is easy to use and

customize, making it a huge advantage for over 2000 of our customers, who are now fully ADA compliant.”

UserWay hace más de 2000 sitios web CMS Max conformados con ADA (Americans with Disabilities Act., Ley para Estadounidenses con Discapacidades)

Tipo de empresa: plataforma de creación de sitios web

Antecedentes del cliente

CMS Max es una plataforma web y de comercio electrónico que se mantiene a la vanguardia, al estar al tanto de las últimas tecnologías. Su tecnología de sitios web de alta gama se desarrolló de acuerdo con las normas de Google para garantizar que su amplia base de clientes de sitios web siga siendo compatible con SEO. También se integra fácilmente con servicios populares terceros, incluidos Shopify, Square y UPS Shipping. Todos sus clientes pueden administrar sus sitios web con poca o ninguna experiencia en programación.

“Nuestro enfoque en la accesibilidad digital es anterior a otras marcas y es un componente central dentro de la plataforma CMS Max”, Sam Pizzo propietario y director ejecutivo de CMS Max. “Elegimos UserWay sobre otros proveedores debido a su increíble experiencia de usuario”. “La miniaplicación (widget) UserWay es fácil de usar y personalizar, convirtiéndolo en una gran ventaja para más de 2000 de nuestros clientes, que ahora cumplen totalmente con ADA”.

## Parragraph 2

### The Challenge

CMS Max was looking for an ADA-compliant accessibility solution that would be easy to implement across the 2000 websites it hosts.

CMS Max is always quick to adopt cutting-edge technology that gets results. That’s why we chose UserWay. Sam Pizzo Owner and CEO, CMS Max

The company was adamant about finding a trustworthy high-end technology partner that could meet the needs of its clients, while also helping CMS Max demonstrate that it provides an unparalleled level of service.

Since the websites on its platform cover every type of industry, the company needed a solution that was easily adaptable without placing limitations on what individual website owners wanted to accomplish. Considering all the widgets and different ways a site can be structured, CMS Max leaders knew it wasn't a simple problem to solve.

### El reto

CMS Max estaba buscando una solución de accesibilidad compatible con ADA que fuera fácil de implementar en los 2000 sitios web que aloja.

“CMS Max siempre adopta rápidamente tecnología de última generación que obtiene resultados. Por eso elegimos UserWay” Sam Pizzo, propietario y CEO, CMS Max.

La empresa se mantuvo firme en encontrar un socio de tecnología de punta confiable que pudiera satisfacer las necesidades de sus clientes, mientras que ayudaba a CMS Max a demostrar que brinda un nivel de servicio inigualable.

Debido a que los sitios web en su plataforma cubren todo tipo de industria, la empresa necesitaba una solución que fuera fácilmente adaptable, sin imponer limitaciones a lo que los propietarios de sitios web individuales querían lograr. Teniendo en cuenta todas las miniaplicaciones y las diferentes formas en que se puede estructurar un sitio, los líderes de CMS Max sabían que no era un problema fácil de resolver.

### Parragraph 3

The leadership team also wanted a way to automatically make its sites compliant, which would allow the company to skip the expenses and headache of performing manual code revisions for thousands of sites.

The UserWay Solution Pizzo found what he wanted the minute he visited the UserWay website.

Specifically, he was impressed by how easy the widget was to install and that websites already running on the platform wouldn't need manual changes to their code to become compliant. The messaging, widget branding, and the great UI were all important features, too. All of this led the company to gradually implement the UserWay solution across its websites.

UserWay seemed like the ultimate solution, he said. We were looking at other solutions, but the UserWay UI was significantly more intuitive.

El equipo de liderazgo también quería una forma de hacer que sus sitios cumplieran automáticamente, lo que permitiría a la empresa evitar los gastos y el dolor de cabeza de realizar revisiones manuales de código para miles de sitios.

La solución de UserWay Pizzo encontró lo que buscaba en el momento en que visitó el sitio web de UserWay.

Específicamente, quedó impresionado por lo fácil que fue instalar la miniaplicación y que los sitios web que ya se ejecutan en la plataforma no necesitarían cambios manuales en su código para ser compatible. La mensajería, la marca de la miniaplicación y la excelente interfaz de usuario también fueron características importantes. Todo esto llevó a la empresa a implementar gradualmente la solución UserWay en sus sitios web.

UserWay parecía la solución definitiva, dijo. Estábamos buscando otras soluciones, pero la interfaz de usuario de UserWay era significativamente más intuitiva.

#### **Parragraph 4**

Going beyond just installing the widget, Pizzo collaborated with UserWay to make the CMS Max platform more responsive to people with disabilities. UserWay's developers suggested

ways to change the code structure within the included themes available to CMS Max customers. This helped to make the websites compatible with a wider range of assistive devices and services.

### Benefits

#### Ease of use

Visitors to CMS Max hosted sites don't need to click or trigger anything to make pages compliant. The code is automatically corrected as pages load.

#### Powerful, intuitive UI

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy to find in the corner of the screen.

#### Interfaz de usuario potente e intuitiva

ADA compliance for more than 2000 customer websites

By implementing the UserWay AI-powered widget, the team at CMS Max avoided manually adjusting the code across all of the sites it hosts.

Más allá de simplemente instalar la miniaplicación, Pizzo colaboró con UserWay para hacer que la plataforma CMS Max responda mejor a las personas con discapacidades. Los desarrolladores de UserWay sugirieron formas de cambiar la estructura del código dentro de los temas incluidos disponibles para los clientes de CMS Max. Esto ayudó a que los sitios web fueran compatibles con una gama más amplia de dispositivos y servicios de asistencia.

### Beneficios

#### Facilidad de uso

Los visitantes de los sitios alojados en CMS Max no necesitan hacer clic ni activar nada para que las páginas cumplan con los requisitos. El código se corrige automáticamente a medida que se cargan las páginas.

La miniaplicación UserWay hace que la navegación y la personalización de cómo se muestra una página sean fáciles de administrar. La superposición siempre es fácil de encontrar en la esquina de la pantalla.

Cumplimiento de ADA para más de 2000 sitios web de clientes

Al implementar la miniaplicación impulsado por IA de UserWay, el equipo de CMS Max evitó ajustar manualmente el código en todos los sitios que aloja.

### Parragraph 5

Happy customers led to higher retention rates

The numbers don't lie. CMS Max customers are seeing much better results for bounce rates and traffic, which makes them more loyal to the service.

Improved search engine optimization (SEO)

The most popular search engines scan the code on websites looking for accessibility problems. Better accessibility leads to higher search rankings.

Results

Since collaborating with UserWay, CMS Max has seen a 56% increase in customers looking for an accessible website building platform. Traffic across its sites have also increased by 18%, just because they are now more accessible. Additionally, the bounce rate across its sites has dropped by 12%. This has translated to faster growth for the CMS Max platform while also helping increase sales for all of its users.

Cientes felices llevaron a tasas de retención más altas

Los números no mienten. Los clientes de CMS Max están viendo resultados mucho mejores en las tasas de rebote y el tráfico, lo que los hace más leales al servicio.

Mejora de la optimización de mecanismos de búsqueda (SEO)

Los mecanismos de búsqueda más populares escanean el código de los sitios web en busca de problemas de accesibilidad. Una mejor accesibilidad conduce a clasificaciones de búsqueda más altas.

Resultados

Desde que se colaboró con UserWay, CMS Max ha visto un aumento del 56 % en los clientes que buscan una plataforma de creación de sitios web accesible. El tráfico en sus

sitios también ha aumentado un 18 %, simplemente porque ahora son más accesibles. Además, la tasa de rebote en sus sitios se ha reducido en un 12 %. Esto se tradujo en un crecimiento más rápido de la plataforma CMS Max, mientras que también ayudó a aumentar las ventas para todos sus usuarios.

### Paragraph 6

The transition to better accessibility was also seamless across the platform. Its users appreciated how the UserWay widget was automatically added to their sites without causing any layout problems, broken links or extra work for them.

Since collaborating with UserWay, CMS Max has seen a 56% increase in customers, but the real winners are the visitors to the CMS Max ecommerce sites. Not only can they navigate the sites more easily, but they're never asked anything that might be considered embarrassing or intrusive, such as what type of disability they have, before being able to use the features included in the widget. Now everyone can comfortably navigate the sites hosted by CMS Max, regardless of what physical or cognitive challenges they may have.

La transición a una mejor accesibilidad también fue continua en toda la plataforma. Los usuarios apreciaron cómo la miniaplicación UserWay se agregó automáticamente a sus sitios sin causar problemas de diseño, enlaces rotos o trabajo adicional para ellos.

Desde que colaboró con UserWay, CMS Max ha visto un aumento del 56 % en el número de clientes, pero los verdaderos ganadores son los visitantes de los sitios de comercio electrónico de CMS Max. No solo pueden navegar por los sitios más fácilmente, sino que nunca se les pregunta nada que pueda considerarse vergonzoso o intrusivo, como qué tipo de discapacidad tienen, antes de poder usar las funciones incluidas en la miniaplicación.

Ahora todos pueden navegar cómodamente por los sitios alojados por CMS Max, independientemente de los desafíos físicos o cognitivos que puedan tener.

### Paragraph 7

Ready to find out how UserWay can help **you** prioritize accessibility across your websites and digital assets?

Visit [UserWay.org](https://UserWay.org) to learn more about the widget and other tools that can help your organization meet ADA requirements.

No matter what the code on your website looks **like**, UserWay can get **it** compliant and help **you** demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the #1 global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone. UserWay radically simplifies a website's ability to become fully accessible and ADA compliant by embedding **just** a single line of code. The UserWay widget has been installed on more than 1 million websites and is relied **upon** by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

¿Listo para descubrir cómo UserWay puede ayudarlo **a** priorizar **la** accesibilidad en sus **sitios web y activos digitales**?

Visite [UserWay.org](https://UserWay.org) para **saber** más sobre la miniaplicación y otras herramientas que pueden ayudar **a** su organización **a** cumplir **con los requisitos de la ADA**.

No importa cómo **se vea** el código en su sitio web, UserWay puede hacerlo compatible y ayudarlo **a** demostrar **su** compromiso **de hacer** que la web **sea** más inclusiva para todos.

UserWay es el **líder mundial en accesibilidad digital n.º 1**, comprometido **con hacer posible** el **derecho humano fundamental de la accesibilidad digital** para todos. UserWay **simplifica radicalmente la capacidad de un sitio web** para volverse completamente accesible y **compatible con ADA** mediante **la incorporación de una sola línea de código**. **La miniaplicación UserWay se ha instalado en más de un millón de sitios web y más de 60 millones de usuarios con discapacidades confían en él**. **Con la tecnología Compliance as a Service (CaaS) de UserWay, los propietarios de sitios web pueden cumplir sin esfuerzo con**

las regulaciones WCAG 2.1, ADA, EN 301-549 y la Sección 508, según lo requerido por los organismos reguladores y gubernamentales internacionales y de EE. UU.

## Paragraph 8

Making Dreams More Accessible

Organization Type: Children & Youth Non-profit

Client Background

Little Dreamers Australia is a non-profit organization that supports young people ("Carers") who provide unpaid care for a family member with a disability, illness, or addiction. In just 12 years, the organization has had a significant impact on the lives of young people and developed numerous internationally recognized programs.

We had been looking for a solution to improve the accessibility of our website for a while, so we were eager to jump on board after we explored UserWay and all of its incredible functions!

With UserWay, we now have both a website and online platform for Young Carers that represent our community and values, making it one step easier to provide the support they need. Emma Woodward National Events & Marketing Manager Little Dreamers, Australia.

Haciendo los sueños más accesibles

Tipo de organización: sin fines de lucro para niños y jóvenes

Antecedentes del cliente

Little Dreamers Australia es una organización sin fines de lucro que apoya a los jóvenes ("Cuidadores") que brindan atención no remunerada a un familiar con discapacidad, enfermedad o adicción. En solo 12 años, la organización ha tenido un impacto significativo en la vida de los jóvenes y ha desarrollado numerosos programas reconocidos internacionalmente.

¡Habíamos estado buscando una solución para mejorar la accesibilidad de nuestro sitio web por un tiempo, por lo que estábamos ansiosos por participar después de explorar UserWay y todas sus increíbles funciones!

“Con UserWay, ahora tenemos un sitio web y una plataforma en línea para los cuidadores jóvenes que representan a nuestra comunidad y nuestros valores, haciendo que sea un paso más fácil proporcionar el apoyo que necesitan” Emma Woodward, gerente nacional de Eventos y Mercadeo Little Dreamers, Australia.

### Paragraph 9

The signature program Little Dreamers offers is the Dream Experience. It's an opportunity to meet a favorite sports star, enjoy a weekend at the beach with family, sit in the front row at a concert, or spend a girl's day out with manicures, pedicures and spa treatments.

Central to the online services Little Dreamers provides is The Dreamers Hub. It's a community that connects carers to forums, blogs, life skills resources, workshops, events and each other.

#### The Challenge

Little Dreamers needed to create an accessible and user-friendly website and online hub that met the needs of its diverse audience. Typically, it's not the young carers who find and contact Little Dreamers for assistance. It's the people the carers are helping who reach out. Since many of these individuals have disabilities, the Little Dreamers website needs to be as simple for them to browse and use as possible.

El programa exclusivo que ofrece Little Dreamers es Dream Experience. Es una oportunidad para conocer a una estrella deportiva favorita, disfrutar de un fin de semana en la playa con la familia, sentarse en la primera fila en un concierto o pasar un día de chicas de manicura, pedicura y tratamientos de spa.

El centro de los servicios en línea que ofrece Little Dreamers es The Dreamers Hub. Es una comunidad que conecta a los cuidadores con foros, blogs, recursos de habilidades para la vida, talleres, eventos y entre ellos.

El reto

Little Dreamers necesitaba crear un sitio web accesible y fácil de usar, y un centro en línea que cumpla con las necesidades de su diversa audiencia. Por lo general, no son los jóvenes cuidadores quienes encuentran y contactan a Little Dreamers para obtener ayuda. Son las personas a las que ayudan los cuidadores las que se acercan. Dado que muchas de estas personas tienen discapacidades, el sitio web de Little Dreamers debe ser lo más simple posible para navegar y utilizarlo.

### Paragraph 10

But the accessibility problem wasn't just confined to getting new referrals. The organization's leaders had also learned one of their employees with dyslexia was struggling to use the Dreamers Hub platform.

"Little Dreamers is a community with inclusivity and equality at its heart. Integrating UserWay into our digital platforms is just one of the important ways we can live these values."

This is when they realized this issue was affecting all of their publics: donors, employees, volunteers, and the families they helped.

The organization needed a simple way to make its website and hub community accessible without the expense of completely changing the code on its website. It also needed a way to ensure any new content that gets uploaded is automatically compliant.

Pero el problema de accesibilidad no se limitó solo a obtener nuevas referencias. Los líderes de la organización también se enteraron de que uno de sus empleados con dislexia tenía dificultades para usar la plataforma Dreamers Hub.

“Little Dreamers es una comunidad con inclusión e igualdad en su corazón. Integrar UserWay en nuestras plataformas digitales es solo una de las formas importantes en que podemos vivir estos valores”.

Fue, entonces, cuando se dieron cuenta de que este problema afectaba a todos sus públicos: donantes, empleados, voluntarios y las familias a las que ayudaban.

La organización necesitaba una forma sencilla de hacer que su sitio web y su comunidad central fueran accesibles sin el gasto de cambiar completamente el código de su sitio web.

También necesitaba una forma de garantizar que cualquier contenido nuevo que se suba cumpla automáticamente con los requisitos.

### Paragraph 11

New youth programs are being created every year, which means new sections are frequently being added to the website. Ultimately, Little Dreamers needed an accessibility solution that could seamlessly grow with the organization.

#### The UserWay Solution

An AI-powered accessibility widget was all Little Dreamers needed to address the needs of its youth community and volunteers.

The Little Dreamers leadership team wanted to make sure it chose the best accessibility solution for both its main website and Dreamers Hub.

After a recommendation from their website developers, Jala Design, the organization decided to immediately implement the UserWay solution on both its website and hub.

“We were eager to jump on board after we explored UserWay and all of its incredible functions,” Emma Woodward, the National Events & Marketing Manager for Little Dreamers, said.

Cada año se crean nuevos programas para jóvenes, lo que significa que con frecuencia se van agregando nuevas secciones al sitio web. En última instancia, Little Dreamers

necesitaba una solución de accesibilidad que pudiera crecer sin problemas con la organización.

### La solución UserWay

Una miniaplicación de accesibilidad alimentada por IA era todo lo que Little Dreamers necesitaba para abordar las necesidades de su comunidad de jóvenes y voluntarios.

El equipo de liderazgo de Little Dreamers quería asegurarse de elegir la mejor solución de accesibilidad tanto para su sitio web principal como para Dreamers Hub.

Después de una recomendación de los desarrolladores de su sitio web, Jala Design, la organización decidió implementar de inmediato la solución UserWay tanto en su sitio web como en su centro.

“Estábamos ansiosos por ser partícipes después de explorar UserWay y todas sus increíbles funciones”, dijo Emma Woodward, gerente nacional de Eventos y Mercadeo de Little Dreamers.

## Paragraph 12

“UserWay seemed like the perfect solution, and I felt I found a cutting edge technology I wasn’t even aware was possible.” Madeleine Buchner Founder & CEO, Little Dreamers. UserWay then began the process of finding accessibility barriers on the Little Dreamers website and Dreamers Hub. Once they were identified, all of the issues were remediated and a plan was developed to continue improving accessibility.

### UserWay Benefits

#### Quick Setup

By implementing the UserWay AI-powered widget, Little Dreamers avoided manually adjusting the code across all the pages on its websites.

#### Simple To Use

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy for users to find in the corner of the screen.

"UserWay parecía la **solución perfecta** y sentí **que** encontré una **tecnología de última generación** **que** ni siquiera sabía **que** era posible", Madeleine Buchner, fundadora y **directora ejecutiva** de Little Dreamers

UserWay; luego comenzó el proceso de **encontrar barreras de accesibilidad** en el **sitio web de Little Dreamers** y Dreamers Hub. Una **vez** identificados, todos los problemas fueron remediados y **se desarrolló un plan** para continuar mejorando **la** accesibilidad.

**Beneficios de UserWay**

**Configuración rápida**

Al **implementar la miniaplicación impulsada por IA de UserWay**, Little Dreamers evitó **ajustar manualmente** el código en todas las páginas de sus **sitios web**.

**Fácil de usar**

La **miniaplicación UserWay** hace **que la navegación y la personalización de cómo se muestra una página sean** fáciles de administrar. La superposición **siempre es fácil de encontrar para los usuarios** en la esquina de la pantalla.

### **Paragraph 13**

**Full Compliance**

The AI-powered widget meets all ADA and WCAG standards and **will** ensure all new content that gets added will meet these requirements as well.

**Improved SEO**

Google and other search engines rate the accessibility of the websites **they** crawl. Highly accessible sites receive a boost in search rankings.

SEO mejorado (*Search Engine Optimization* (Optimización para motores de búsqueda))

**Dyslexia Friendly**

The widget allows all visitors to switch the text on **the** site to a dyslexia-friendly font. Its research-based design helps readers interpret letters and numbers more easily.

**Measurable and Impactful Results**

The Little Dreamers website and Dreamers Hub platform are now fully accessible and compliant. Families and carers in need—no matter their physical, emotional, or cognitive challenges—can now seamlessly access these resources without any problems.

“The social awareness and best practices around accessibility are continually evolving, and it definitely wouldn’t have been feasible for us to keep up without having an entire team working on it full time,” Emma Woodward, the National Events & Marketing Manager of Little Dreamers, said.

### Total Cumplimiento

La miniaplicación impulsada por IA cumple con todos los estándares ADA y WCAG, y garantizará que todo el contenido nuevo que se agregue también cumpla con estos requisitos.

Google y otros motores de búsqueda califican la accesibilidad de los sitios web que recorren. Los sitios altamente accesibles reciben un impulso en las clasificaciones de búsqueda.

### Apto para dislexia

La miniaplicación permite a todos los visitantes cambiar el texto del sitio a una fuente compatible con la dislexia. Su diseño basado en la investigación ayuda a los lectores a interpretar letras y números más fácilmente.

### Resultados medibles e impactantes

El sitio web de Little Dreamers y la plataforma Dreamers Hub ahora son totalmente medidas, accesibles y compatibles. Las familias y los cuidadores necesitados, sin importar sus desafíos físicos, emocionales o cognitivos, ahora pueden acceder sin problemas a estos recursos sin ningún problema.

“La conciencia social y las mejores prácticas en torno a la accesibilidad evolucionan continuamente, y definitivamente no habría sido factible para nosotros mantener el ritmo sin tener un equipo completo trabajando en ello a tiempo completo”, dijo Emma Woodward, gerente nacional de Eventos y Mercadeo de Little Dreamers.

**Paragraph 14**

With the website and hub running as intended, the organization can again focus on its primary goal: delivering responsive, high-quality digital services to young carers of all abilities.

“Thanks to UserWay, we have the peace of mind that our website platforms are accessible to everyone, to an extent that goes beyond the minimum requirements of accessibility regulations.” Madeleine Buchner Founder & CEO, Little Dreamers

With the UserWay widget installed, each user is now able to tailor their online experience using a host of accessibility tools. Its features include multiple color-contrast settings, the ability to make text larger, an option to pause distracting page animations, and a variety of cursor settings.

The widget also doesn't require any personal information from users and doesn't track what they view online. So there's no risk of private information being submitted to a third party or databases of marketing information tied to user names or any other identifying information.

Con el sitio web y el centro funcionando según lo previsto, la organización puede concentrarse nuevamente en su objetivo principal: brindar servicios digitales receptivos y de alta calidad a los cuidadores jóvenes de todas las capacidades.

“Gracias a UserWay, tenemos la tranquilidad de que las plataformas de nuestro sitio web son accesibles para todos, en una medida que va más allá de los requisitos mínimos de las normas de accesibilidad”, Madeleine Buchner, fundadora y directora ejecutiva, Little Dreamers.

Con la miniaplicación UserWay instalada, cada usuario ahora puede personalizar su experiencia en línea utilizando una serie de herramientas de accesibilidad. Sus características incluyen múltiples configuraciones de contraste de color, la capacidad de agrandar el texto, una opción para pausar animaciones de página que distraen y una variedad de configuraciones de cursor.

La miniaplicación tampoco requiere ninguna **información personal** de los usuarios y no rastrea lo que ven en línea. **Por lo tanto**, no hay riesgo de que se **envíe información privada** a un tercero o **bases de datos de información de mercadeo** vinculadas a **nombres de usuario** o cualquier otra **información de identificación**.

### Paragraph 15

To date, the widget has resolved more than 3000 accessibility violations on the Little Dreamers website and hub and **will** automatically remediate any new content that gets added.

**It** also contains a list of the exact violations that are being corrected, so the Little Dreamers team can provide this data to its website developers. This **will** make it much less time-consuming **for them** to periodically make improvements to the code within the site as it gets updated.

Ready to find out how UserWay can help **you** improve accessibility across your websites and other digital assets?

Visit UserWay.org to learn more about the widget and other tools that can help your organization meet ADA requirements.

No matter what the code on your website looks **like**, UserWay can get **it** compliant and help **you** demonstrate a commitment to making the web more inclusive for everyone.

Hasta **la fecha**, la miniaplicación ha resuelto más de 3000 **infracciones de accesibilidad** en el **sitio web y el centro de Little Dreamers**, y **repara automáticamente cualquier contenido nuevo** que se agregue.

También contiene una lista de las **infracciones exactas** que **se están corrigiendo**, para que el **equipo de Little Dreamers** pueda proporcionar estos datos a los **desarrolladores de su sitio web**. Esto hará que **les lleve** mucho menos tiempo **realizar mejoras periódicas** en el código dentro del sitio a medida que se actualiza.

¿Listo para descubrir cómo UserWay puede ayudarlo a priorizar la accesibilidad en sus sitios web y activos digitales?

Visite [UserWay.org](https://www.userway.org) para saber más sobre la miniaplicación y otras herramientas que pueden ayudar a su organización a cumplir con los requisitos de la ADA.

No importa cómo se vea el código en su sitio web, UserWay puede hacerlo compatible y ayudarlo a demostrar su compromiso de hacer que la web sea más inclusiva para todos.

### 5.1.3 Glossary.

Glossaries play a crucial role in the research and translation processes, serving as indispensable tools for both translators and the various stakeholders involved. They help translators translate complex concepts into the target language more concisely by collecting terms from the source language. Not only is this a way to streamline translation by eliminating the need for extensive research, but it also improves audience understanding with concise definitions of potentially confusing terms. In the field of translation, a well-crafted glossary is vital to maintain coherence and correctness. It serves as a specialized reference book, capturing industry-specific terminology and requiring collaboration from clients and subject matter experts to obtain accurate definitions.

The structure of the glossary is broken down into two tables, each with four columns and a carefully chosen set of 25 terms from the two translated texts. The first table is the English-to-Spanish document, and the second one is the Spanish-to-English document. In each table, the order begins with the word in the source language, then it flows to the equivalent term in the target language, its grammatical category, and finally a brief definition. This careful arrangement guarantees a methodical and user-friendly reference, simplifying the accessibility of important linguistic components for effective translation and understanding in both languages.

#### 5.1.3.1 Glossary SSL Spanish to English

Source Language	Target Language	Grammatical Category	Definition
1. cifrar	to encode , to encrypt	verb	Write in code using a system of signs
2. servidor	server	noun	Computer to which others are connected and that are part of a network
3. dominio	domain	noun	a set of websites on the internet that end with the same letters, for example .com
4. mitigar	to mitigate	verb	Soften the hardness of something
5. fortuito	fortuitous	adjective	Something that happens unexpectedly and involuntarily
6. saltar	bypass	verb	To avoid something by going around it
7. revocados	revoke	verb	To say officially that an agreement, permission, a law, etc. is no longer in effect
8. incursionar	to venture	verb	To risk going somewhere or doing something that might be dangerous or unpleasant
9. adhieran	adhere	verb	To stick firmly
10. reemisión	reissue	verb	To print or produce something again:

11. validación	validation	noun	The act or process of making something officially or legally acceptable or approved
12. tramitología	paperwork	noun	The written records connected with a particular job, deal, journey, etc
13. subsidiaria	subsidiary	noun	A company that is owned by a larger company
14. internauta	Internet user	noun	Are those who use the Internet from any. location
15. respaldo	backup	noun	A copy of information held on a computer that is stored separately from the computer
16. tributaria	tax	noun	(an amount of) Money paid to the government, usually a percentage of personal income or of the cost of goods or services bought
17. concientización	awareness	noun	Knowledge that something exists, or understanding of a situation or subject at the present time based on information or experience
18. remota	remote	adjective	Used to refer to an activity that is done away from the place where it usually happens, especially by means of technology
19. autogestión	self-management	noun	Is the ability to regulate one's emotions, thoughts, and behaviors effectively in different situations

20. rastrea	track	verb	To follow a person or animal by looking for proof that they have been somewhere, or by using electronic equipment
21. decreto	decree	noun	An official statement that something must happen
22. algoritmo	algorithm	noun	A set of mathematical instructions or rules that, especially if given to a computer, will help to calculate an answer to a problem
23. directrices	guidelines	noun	Information intended to advise people on how something should be done or what something should be
24. expiración	expiration	noun	The situation in which something that lasts for a fixed length of time comes to an end or stops being in use
25. maliciosa	maliciously	adverb	In a way that is intended to cause harm, upset, or damage

*Table 6 shows the Spanish into English glossary. Source: Researcher's creation*

### 5.1.3.2 Glossary UserWay English to Spanish

Source Language	Target Language	Grammatical Category	Definition
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1. abreast	a la vanguardia	adverb	In first position, at the most advanced point, ahead of the others
2. predates	es anterior	verb	To have existed or happened before another thing
3. adamant	firme	adjective	Impossible to persuade, or unwilling to change an opinion or decision
4. unparalleled	inigualable	adjective	Having no equal; better or greater than any other
5. intrusive	intrusivo	adjective	Affecting someone in a way that annoys them and makes them feel uncomfortable
6. eager	ansiosos	adjective	Wanting very much to do or have something, especially something interesting or enjoyable
7. confined	limitó	adjective	Small and enclosed
8. remediated	remediado	verb	To correct something that is wrong or damaged or to improve a bad situation
9. crawl	recorrer, gatear	verb	The process of indexing data on web pages by using a program or automated script
10. compliant	compatible	adjective	Used to describe something that obeys a particular rule or law
11. feasible	factible	adjective	Able to be made, done, or achieved

12. tailor	personalizar	verb	To adjust something to suit a particular need or situation
13. enabling	hacer posible	adjective	Making something possible or easier
14. embedding	incorporación	verb	To include text, sound, images, video, etc. in a computer file, email message, or on a website
15. philanthropic	filantrópica	adjective	Helping poor people, especially by giving them money
16. executives	ejecutivos	noun	Someone in a high position, especially in business, who makes decisions and puts them into action
17. litigation	litigios	noun	The process of taking a case to a court of law so that a judgment can be made
18. audit	auditoría	verb	To make an official examination of the accounts of a business and produce a report
19. flagged	marcadas	verb	Mark (an item) for attention or treatment in a specified way
20. stakeholders	partes interesadas	noun	A person or group of people who own a share in a business
21. leveraged	aprovechar	adjective	Use (something) to maximum advantage
22. tackle	abordar	verb	To try to deal with something or someone

23. nurturing	fomentar	verb	To help a plan or a person to develop and be successful
24. boundless	sin fronteras	adjective	Having no limit
25. transact	transacciones	verb	To do and complete a business activity

*Table 7 shows the English into Spanish glossary. Source: Researcher's creation*

## Chapter VI

### Conclusions and Recommendations

To summarize, this chapter represents the completion of a thorough investigation into the consequences of the methods and procedures used in translating documents for InterHAND S.A., with a particular emphasis on the UserWay website from English to Spanish and the SLL website from Spanish to English. The results demonstrate how the goals from Chapter I have been successfully fulfilled, with each predetermined aim being completely integrated into the outcomes. Using a wide range of translation approaches was essential to producing texts which were accurate and natural-sounding. The study carefully evaluates the effects of applied translation strategies on documents in Chapter V, demonstrating that these strategies are successful in maintaining the original meanings while attaining linguistic fluency. After the research journey is completed, the subsequent discussion will present clarified findings from the implemented techniques, offering a comprehensive comprehension of the complex dynamics involved in the translation process. Well-considered suggestions will be made to help students in the future handle the complex field of examining translation processes in texts of various kinds.

#### **6.1 Purpose of the Conclusion**

The investigation's conclusion serves two purposes. First and foremost, it aims to spread the findings, providing a platform for demonstrating the value of examining the translation processes used in two different works. The translation of these texts from English into Spanish and vice versa complicates the assessment. Second, the conclusion functions as a technique of verifying and establishing the accomplishment of the investigation's originally stated goals. The researcher exhibits the concrete benefits of closely examining translation processes by offering proof and insights from the analysis, consequently strengthening the credibility and efficacy of the research project.

## 6.2 Conclusions

### **6.2.1 To translate the documents of *SLL website* from Spanish into English for InterHAND S.A. and of *UserWay Website* from English to Spanish for InterHAND S.A..**

The extensive research into the translation of SLL website documents from Spanish to English for InterHAND S.A. and the UserWay website from English to Spanish for the same entity has been successfully completed. The results obtained in this study reflect the successful realization of the objectives established in Chapter I, where each predefined goal has been fully integrated into the final results. Additionally, the meticulous attention to linguistic details and cultural context ensures that the translated content maintains a high level of accuracy and relevance. The collaborative efforts of the researcher, grammar teacher and thesis tutor, combined with rigorous quality control measures, have contributed to the production of polished and professional documents that align seamlessly with the intended audience.

Producing correct and naturally-sounding texts required the application of a wide range of translation methodologies. Detailed evaluation of the effects of the applied translation strategies, as explained in Chapter II and presented in Chapter V, demonstrates the effectiveness of these strategies in maintaining original meanings and achieving linguistic fluency. It is crucial to highlight that this research process not only highlights the importance of not carrying out translations without in-depth reading and analysis, but also highlights how this analysis can identify difficulties, whether at the vocabulary or cultural level. Both translated texts, being discursive in style, presented unique challenges in terms of stylistic scale of formality, generality or technical difficulty, as well as emotional tone and function of the text.

### **6.2.2 To apply various translation techniques to the documents in order to achieve natural and accurate texts.**

As mentioned in the previous section, careful text analysis provides the groundwork for the efficient application of different translation strategies, particularly when the aim is to produce correct and natural-sounding documents. A text analysis table, as described in Chapter V, was invaluable in helping the translator choose the best course of action. In addition to offering a methodical framework for the translation process, this table served as an analytical tool and guide for producing a faithful and correct translation of the material into the target language. It assisted the translator in adjusting the content to match the target text's structural and semantic requirements by acting as a navigational aid.

The researcher also employed color-coding analysis, a method created for the study, to accomplish this aim. This extra layer of analysis shows how various translation techniques are purposefully used throughout the text in a visual manner. In order to achieve a successful and detailed translation, a variety of strategies are selectively employed, and the color-coded approach serves as an evident reflection of the consideration and precision applied in the translation process.

To put it simply, an effective strategy is formed by combining detailed text analysis, a methodical application of translation techniques directed by the text analysis chart, and the clarity offered by color-coding analysis. This method not only assists the translator in selecting the appropriate approaches, but it also shows promise in generating correct and natural-sounding writings. The translated materials demonstrate the efficacy of various translation processes by capturing not only the core of the original content but also resonating genuinely in the target language.

### **6.2.3 To evaluate the effect of the translation techniques applied on the documents.**

Following the implementation of translation techniques on the source texts, the color-coding study which proceeded made it easier to identify common practices, notable parallels, and unique qualities which were present in the texts and were indicative of the source language and peculiarities in culture. In addition to improving our comprehension of linguistic patterns, this thorough analysis offered insightful information on the cultural quirks included in the translated text, which helped to produce a more complex and contextually relevant outcome. This comprehensive analysis facilitated a more profound understanding of the interaction between language and culture, directing the improvement of translation techniques to guarantee the highest accuracy to the original text and the target audience.

In the first website, SSL that was translated from Spanish to English, it becomes evident that a careful and strategic approach was taken. It effectively maintained a formal and professional tone, positioned between "Formal" and "Technical" on the stylistic scale. The translation adeptly retained the technical nature of the content, ensuring comprehension for readers with a technical background. Emphasizing a "Factual" emotional tone, the translated text presented information objectively, preserving the primary function of informing and educating about SSL certificates and online security. The use of semantic translation proved instrumental in conveying technical details accurately, affirming the success of chosen techniques in preserving formality, technicality, and informativeness.

Transposition, literal translation, and modulation were then the most common using color coding. The order of the verbs, adjectives, and nouns changed from Spanish to English, therefore these methods were very beneficial. As a result, the translator avoided changing the meaning of the text, which is one of the main issues with semantic translation, by using literal translation to communicate the message. Less frequently, there was omission, explicitation, and amplification. The color-coded study also showed situations in

which the preservation of syntactic structures and the intended tone between languages was significantly improved by modulation, transposition, and literal translation. This thorough analysis not only made it easier to understand the language changes but also highlighted how crucial these methods are to producing a translation that is both harmonic and cohesive. Even though they were less frequent, the translator's careful use of omission, explicitation, and amplification demonstrated how adaptable they were in overcoming linguistic obstacles and effectively conveying the original meaning into the target language.

In the second website, Userway that was translated from English to Spanish, it had almost the same peculiarities compared to the texts of the first SSL website. The original's "Formal" and "Educated" style addressing technical aspects related to digital accessibility was skillfully retained in the translation, ensuring clarity for an educated audience. The translated version mirrored the "Factual" emotional tone, presenting facts objectively without unnecessary emotional language. The informative function of the UserWay document was effectively preserved in the translation, aiming to convey comprehensive information about partnerships, challenges, benefits, and solutions. The use of semantic translation played a crucial role in capturing deeper meanings and intentions behind the described events. Consequently, the translated text not only maintained the formal, educated, and informative characteristics of the original but also emphasized the underlying meaning. The applied translation techniques demonstrated their effectiveness in achieving an accurate and culturally appropriate rendition while successfully preserving the essence and communicative intent of the original document.

Transposition, literal translation, and modulation were then the most common using color coding. Less frequently, there was omission, explicitation, and amplification. Regarding the omission in this translation, not as many were found as in the text translated from Spanish to English. Since English tends to be more direct and precise, sentences tend to be shorter and more direct, with an emphasis on conveying information efficiently, while Spanish tends to be more descriptive and detailed. Sentences can be longer and more

complex, and connectors and subordinate clauses are used to provide additional explanations. In this translation more explanation was found due to what was explained above.

In both cases, some modulations were made to ensure a natural flow in the reading and to guarantee that individuals from diverse cultural backgrounds could comprehend the unfolding events in the narratives along with their contextual significance. A seamless reading experience for the broad target audience was made possible by the translation process's use of modulation, emphasizing the significance of modifying the narrative to effectively resonate with a range of cultural views. Furthermore, the examination of modulation usage highlighted the complex function it performed in reducing cultural differences and giving readers a more welcoming and interesting experience, highlighting its importance in accomplishing successful cross-cultural communication.

#### **6.2.4 To create a glossary with the most relevant terminology found in both texts.**

The accomplishment of successfully creating a glossary which includes the most relevant terms from both texts is very important and has several advantages for a translator. As a consolidated reference tool which simplifies the translation process, this glossary proves to be an invaluable resource for translators. It helps to preserve the intended meaning in a variety of circumstances and guarantees accuracy and consistency in the usage of specialist terminology.

For a translator, having a comprehensive glossary enhances efficiency by reducing the need for repeated research and decision-making regarding terminology choices. The translator can use it as a linguistic guide to navigate the complexities of domain-specific language used in the English to Spanish UserWay text and the Spanish to English SSL document. As a result, the translation process becomes more efficient and consistent, enabling the translator to concentrate on the subtle elements of the text rather than wasting

too much time on terminology checking. The glossary also acts as a knowledge base, which helps not only the translator working on the project right now but also any future partners who might require a consistent and up-to-date reference.

Moreover, the advantages go beyond the translator's workspace. An effectively written glossary facilitates coherence and clarity in the translated texts, making the target audience's comprehension easier to comprehend. It fills in linguistic gaps so that complicated ideas within the particular fields covered by the papers can be communicated more easily. Thus, the glossary turns into a priceless tool which improves the overall caliber and efficacy of the translated material in addition to helping the translator achieve linguistic accuracy.

### **6.3 Restatement of the Research Question**

What is the effect of procedures and methods used to translate the documents of *SLL website* from Spanish into English for InterHAND S.A. and of *UserWay Website* from English into Spanish for InterHAND S.A.?

The thorough analysis provided in Chapter II serves as an example of the effects of applying translation procedures and methodologies in the translation of Spanish to English documents on the SLL website for InterHAND S.A. This chapter presents a theoretical framework which explores the viewpoints of different subject matter experts and covers ideas like text style, stylistic scales, text function, translation methods, and translation procedures. This fundamental information, together with the translator's expertise and in-depth research, forms the ground for the research. The translations, whether from Spanish to English or the other way around, successfully and naturally express the author's intentions and thoughts.

### **6.4 Unexpected Results**

Over the course of the research project, which looked into the effects of the procedures and methods used in translating documents for InterHAND S.A. from Spanish to English on the SLL website and from English to Spanish on the UserWay website, everything went according to plan, and produced no unexpected outcomes. The well-thought-out and well-carried-out translation processes, which were directed by the theoretical framework established in Chapter II, consistently produced the desired results. The lack of unanticipated difficulties is evidence of the efficacy of the selected approaches and the thorough planning that was done, guaranteeing a seamless and successful completion of the translation tasks. This effortless process highlights the meticulous attention to detail placed into each stage of the study, from the first text analysis to the presentation of the last findings, which adds up to a thorough and trustworthy investigation of the effects of translation processes on the designated documents.

## **6.5 Recommendations**

The researcher would like to offer some insightful recommendations learned from doing this web page translation project for the students who chose to read this research. First of all, it is crucial to do extensive preparation and text research before starting any translation assignment. The basis for a precise translation is an understanding of the schedules, due dates, and particular requirements of the participating institutions. Making a thorough investigation into the subject matter of the texts is a major step toward guaranteeing accuracy in the translation. Similarly, it is essential to have access to a variety of translation tools while translating, including dictionaries, glossaries, and Internet resources. These resources not only make it simpler to locate proper translations, but teacher advice can also be quite helpful when dealing with difficult terms which lack translations.

Staying up to date with relevant course materials, especially those related to translation between English and Spanish, provides a solid foundation. This practice of reviewing key concepts and knowledge is essential, especially when resuming studies after a break in the field of translation. Effective time management is essential to the success of any research project. Allocating time efficiently and keeping detailed notes, both physical and digital, helps keep track of deadlines, revisions, and overall progress. Since the translations are the portion which will require the greatest effort and attention, it is also advised to do them as soon as possible. You can work on the other aspects of the investigation faster if you can get out of that. That practice will play a major role in your project's successful completion.

Finally, choosing a thesis tutor and grammar teacher who are competent and trustworthy is a crucial step. Throughout the entire process, they provide step-by-step guidance, correcting errors and ensuring the achievement of the project objectives. Make sure you feel comfortable and compatible with your chosen tutor and grammar teacher, as this is also essential for a successful research experience. These recommendations derive directly from the lessons learned in this research, and it is hoped they will serve as a useful guide to those undertaking similar projects in the future.

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## Appendixes

### Translation from Spanish into English SSL

#### Tipos de Certificados SSL

Efectivamente en el mercado hay muchos tipos de certificados de seguridad y ni qué decir de los costos de cada uno (asociados al tipo de Autoridad Certificadora que los emite así como las características de cada uno). Es por esto que le presentamos una forma sencilla de ver esto sin complicaciones.

(la imagen de la derecha muestra el nivel de confianza de mayor a menor, mientras que el texto del punto 1 al 3 van en orden inverso, mostrando los niveles y características de cada uno).

#### 1. Certificados SSL simples ó de Validación de Dominio (DV)

Le permiten hacer lo básico y requerido: cifrar la información entre sus usuarios y su servidor, no hacen otra cosa más que la función de cifrado ,pero... ¿sabe usted cómo validar si son efectivos o son de una entidad de confianza? De ahí el por qué existen otros tipos de certificados. Se pueden solicitar por 1 año máximo, esto de acuerdo a los lineamientos del CA|Browser Forum.

NOTA: Existen certificados WildCard (\*.sudominio.com) de este tipo de validación (DV).

#### 2. Certificados de Validación Organizacional (OV)

Similar a los anteriores, estos certificados cifran la información que viaja desde y hacia su servidor, sólo que tienen la particularidad que para ser emitidos, la Autoridad Certificadora (como por ejemplo Symantec, GlobalSign ó Digicert entre otros) deben primero validar que usted sea quien dice ser, esto se logra revisando la información de su dominio y se requiere una prueba legal emitida por un tercero (generalmente un abogado que

certifique que usted es quien dice ser. Se pueden solicitar por 1 año máximo, esto de acuerdo a los lineamientos del CA|Browser Forum.

NOTA: Existen certificados WildCard (\*.sudominio.com) de este tipo de validación (OV).

## Noticias

Siempre es bueno estar informados de lo que sucede en el tema de informática y en seguridad, es aún más importante conocer los alcances y atentados de certificados SSL (y sus implicaciones); así pues, les dejamos esta lista de noticias:

### 1. Hacking

1.1. La Autoridad Certificadora GlobalSign detiene toda actividad de emisión de certificados como medida de precaución después de que el autoproclamado ComodoHacker expresara haber hackeado otras 4 Autoridades Certificadoras (entre ellas COMODO donde sí logró emitir certificados falsos y afectar servicios de MS-Windows Update) ➡ GlobalSign Stops Issuing Digital Certificates After Hack. <== falsa alarma, nunca hubo penetración a GlobalSign y Sophos lo confirmó

Nota aclaratoria: Sophos confirmó que no hubo daño a ningún certificado y que durante/después del supuesto ataque, GlobalSign tomó los pasos requeridos para mitigar esta acción. No hubo daños colaterales demostrando que todo fue simplemente un hecho fortuito sin afectaciones directas ó a terceros.

Otras fuentes con esta información: 01, 02, 03.

1.2. Sospechas sobre Irán después de que un Partner de COMODO emite certificados (inglés) Iran Suspected After Comodo Partner Issues Rogue SSL Certs

1.3. COMODO admite haber sido hackeada el 11 de marzo del 2011, que 2 de sus autoridades registradoras (RA) también y que el hacker logró emitir certificados, ver detalles en: 01, 02, 03. Esta situación ya ha sido resuelta y COMODO no ha vuelto a sufrir más

violaciones internas a sus servidores.

Reporte oficial desde el sitio de COMODO.

1.4. Certificado FALSO de Google ponen en riesgo a Gmail

1.5. Symantec (VeriSign) ha sido hackeado repetidamente en el año 2010 y 2011.

Más información: 01, 02 (Symantec despide a parte de su staff), 03, 04, 05, 06.

1.6. Validador de certificados indicando si su sitio web está o no en riesgo a partir del 8 de agosto del 2017 por el Issue de Symantec vrs. Google.

1.7. Google dejará de mostrar la barra verde en certificados de Symantec por fraude en la emisión de 30,000 certificados SSL EV. Google Groups Forum. Más info en 01, 02 y la explicación de esta falla al estilo Symantec (nota que el SSL Cert de su base de datos tiene un error). Validador de errores.

1.8. HOT → Symantec indica que Google exagera y que no fueron 30,000 certificados, sino tan sólo 127.

1.9. GoDaddy revoca 9000 Certificados SSL después de encontrar que su código de validación ha sido cambiado y de forma no intencional, permitió a que varios servidores que estaban configurados de un modo particular, pidieran hacer un bypass (salto) en el proceso de autenticación de GoDaddy, lo cual es necesario para entregar un certificado SSL. Leer en otras fuentes de información 01 y 02.

1.10. Por esto es que debe actualizar su Sistema Operativo constantemente, caso contrario podría estar confiando en certificados revocados y usted sin saberlo!

1.11. Webinar de GMO GlobalSign Inc. sobre el tema de la disputa entre la propuesta de Google a Symantec en cuanto al tema de los certificados de Seguridad SSL (2016~2017~2018).

1.12. Symantec VENDE su negocio de SSL/TLS a DigiCert por situación adversa con Google.

1.13. Francisco Partners adquiere el negocio SSL de COMODO, esto debido al gran impacto que se generó por la venta de Symantec a DigiCert del segmento de Certificados SSL por el castigo de Google. Todos reaccionan y buscan oportunidades en la web.

1.13. Trustico (un reseller de DigiCert en Reino Unido) entra en conflicto con DigiCert al enviarle 23,000 llaves privadas para revocar certificados que fueron emitidos por Symantec y que en Marzo del 2018 no serían reconocidos por Google Chrome. DigiCert revoca los 23,000 certificados por riesgo de privacidad y Trustico no da más explicaciones. GlobalSign por su parte, anuncia estratégicamente que nunca perderá sus llaves pues no las almacena internamente por seguridad (recuerde que las llaves .KEY nunca deben salir de su organización).

LEA AQUÍ, todos los hechos puntuales para estar más al tanto (inglés)

1.14. Millones de sitios con certificados DigiCert/Symantec, han sido etiquetados como NO SEGUROS durante el mes de Julio por un update de Google Chrome.

1.15. DigiCert anula más de 50,000 certificados EV por errores en su emisión (11-JUL-2020).

## 2. Expansiones

2.1. Symantec compra el segmento de certificados de seguridad de VeriSign: (actualizado a Octubre 2018, Symantec vende su negocio de DigiCert quien fue el mejor postor de un negocio que fue castigado por Google por mala errores en la gestión)

- 1.1 Directo de Symantec (leer más)
- 1.2 CNN informa de la adquisición (leer más)

2.2. Symantec adquiere GeoTrust (leer en Wikipedia)

2.3. Symantec adquiere Thawte (leer en Wikipedia)

2.4. Mejore sus ventas en línea con soluciones seguras

2.5. DigiCert planea adquirir Symantec después de que Google oficialmente decide no aceptar más certificados de Symantec. >>HOT <<

2.6. GlobalSign se une al Cloud Signature Consortium fundado por Adobe en el 2016, convirtiéndose en la primera Autoridad Certificadora en estar en el Adobe Cloud Signature Partner Program y en pertenecer al Cloud Signature Consortium, lo que permite a GlobalSign estar en un nivel más elevado y aún en mejores condiciones para proporcionar servicios de firma digital a un mercado de gran alcance a través de estándares, integraciones y alianzas sólidas.

### 3. Updates

3.1. Amazon desea incursionar en el mercado de Certificados Digitales SSL (inglés)

3.2. Sobre la transparencia de Certificados y qué dice Google

3.2.1 Información de Google aplicable para el navegador Chrome

3.2.2 Política de Transparencia de Certificados de Google

3.2.3 GlobalSign inscribirá sus certificados DV y Alpha SSL en Registros CR, conforme a los requerimientos de Google (para los EV ya lo tenía, ahora lo hace para los otros certificados)

A partir del 30 de agosto (del 2016), GlobalSign estará actualizando los productos SSL de validación de dominio (DV y Alpha) para cumplir con la Política CT de Google. Si usted no está familiarizado con Certificate Transparency, es un sistema de monitoreo que ayuda a proteger a cualquier propietario de dominio en contra de diferentes tipos de amenazas basadas en certificados, incluyendo certificados usados de forma errónea, certificados adquiridos de forma maliciosa, y Autoridades Certificadoras no confiables. Usted puede leer un poco más en el siguiente link.

GlobalSign actualizará su proceso de emisión de DV y Alpha SSL para publicar certificados DV y Alpha SSL a registros CT e incluir el certificado de firma de sellado de tiempo (SCTs) en todos los certificados emitidos DV y Alpha SSL. Certificados emitidos antes del 30 de Agosto del 2016 no se verán afectados y no serán publicados o actualizados; sin embargo nuestros clientes pueden reemitir sus certificados si ellos desean

cumplir con la política CT de Google.

Con este cambio, Todos los certificados validados de dominio de GlobalSign cumplirán con el anuncio de Google de Mayo de 2016 con respecto al alcance de la Política de Google de Certificate Transparency (CT). Nosotros hemos incluido SCTs en nuestros certificados EV SSL por más de un año y estamos planeando en incluir los Certificados de Validación de Organización (OV) en el futuro cercano.

La nueva política ha sido expandida para cubrir todos los tipos de certificados SSL (ya no solamente SSL de Validación Extendida). Para los certificados EV que no cumplen con la política, Chrome hace cumplirlo no mostrando la barra verde. Chrome no ha proporcionado cambios para certificados que no son EV; de todas formas, nosotros recomendamos cumplir con esto de forma temprana para así evitar recibir tratamiento de navegador degradado antes de la expiración y renovación del certificado. GlobalSign sigue las políticas de Certificate Transparency y la política de CT de Google para promover un ambiente online transparente y abierto. Si usted tiene alguna pregunta o inquietud, por favor no dude en contactarnos.

Saludos Cordiales,

### 3.3. Cambios en los certificados de firma de código (CodeSigning SSL Certs).

Fuente directa de GlobalSign (inglés). Traducción general del fabricante al Español:

Actualización importante relacionada con los requerimientos mínimos del Certificado Code Signing (Firma de Código) – efectivo enero 30 2017

Es posible que sepa que el Grupo de Trabajo de Firma de Código recientemente publicó las primeras directrices estandarizadas para la Firma de Código. Estas directrices son administradas por el Consejo de Seguridad de la Autoridad de Certificación (CASC) y fueron creadas para asegurar que todas las Autoridades Certificadoras (CAs) se adhieran al mismo conjunto de políticas de emisión y gestión estandarizadas. Puede leer los requisitos

completos en la documentación oficial aquí: Requisitos mínimos para la emisión y gestión de certificados de Firma de Código públicamente confiables.

Con la publicación de estas directrices, Microsoft será la primera plataforma en adoptar los Requisitos Mínimos y ha fijado un plazo de cumplimiento del 1 de febrero de 2017. Para cumplir con estos requisitos, GlobalSign implementará los siguientes cambios que serán efectivos a partir de enero 30, 2017:

Ofrecer un Certificado de Firma de Código Multi-Plataforma estándar para usar con todas las plataformas (Microsoft Authenticode, Adobe Air, Apple, Mozilla & Netscape Objects, Macros & VBA.

Proporcionar un UBS Token con todos los certificados de firma de código multi-plataforma estándar para el almacenamiento de llaves privadas

Incluir estado y / o ubicación como un campo obligatorio dentro del proceso de ordenación que se incluirá en el campo Nombre de certificado "SubjectDN".

Proporcionar dos nuevos URLs de Sellado de Tiempo para cuando se use firma de código.

#### Impacto al usuario final

Para satisfacer los nuevos Requisitos Mínimos, con la necesidad de emitir un Token de Hardware USB con cada Certificado de Firma de Código nuevo y renovado, GlobalSign ha revisado cuidadosamente su actual política de precios.

A partir del 30 de enero de 2017, GlobalSign aumentará los precios de los certificados de firma de código para sus clientes directos y socios para incluir el costo adicional del token. Podrá ver los nuevos precios en el sitio web a partir de esta fecha.

#### Impacto a Clientes existentes (Efectivo enero 30, 2017)

Emisión de Certificado Nuevo– Todos los Certificados de Firma de Código recién emitidos recibirán un Token de Hardware USB para almacenar el certificado y proteger la

llave privada. Además, habrá una opción estándar de firma de código para su uso con múltiples plataformas, ya que las opciones de firma de código específicas de la plataforma se integrarán en un solo producto.

Renovación del Certificado – los clientes existentes que deseen renovar su certificado de firma de código recibirán un hardware USB para almacenar el certificado y proteger la clave privada.

Reemisión de Certificados – Los clientes existentes que necesiten volver a emitir su certificado de firma de código (emitido antes del 30 de enero de 2017) no se verán afectados por este cambio y no necesitarán todavía un hardware USB.

Nota: Esto está sujeto a cambios en el futuro.

Timestamping (Sellado de Tiempo) – Tanto los clientes de Firma de Código Estándar como los de Validación Extendida (EV) deben cambiar a la utilización de las nuevas URL de marca de tiempo enumerado anteriormente.

Tenga en cuenta que estos cambios se refieren principalmente a los Certificados de Firma de Código Estándar. Los Certificados de Firma de Código EV se verán afectados mínimamente, ya que este tipo de certificado cumple actualmente con los nuevos Requisitos Mínimos.

Para mayor información, por favor consulte nuestro blog: ¿Qué significan los nuevos requisitos de certificados de firma de código para los desarrolladores?, no dude en Ponerse en contacto con nosotros.

3.4. Migración de SHA-1 a SHA-2 (SHA-128 a SHA-256) y tamaños de llave de 1024-bits a 2048-bits

3.4.1. SHA-2 Resource Center & SHA-2 Rollout (GlobalSign),

3.4.2. Guías sobre certificados de 1024-bits (GlobalSign),

3.4.3. Google to display warnings on sites that use SHA-1 certificates (GlobalSign),

3.4.4. 3 Easy Steps to Migrate your Certificates from SHA-1 to SHA-256 (GlobalSign),

3.4.5. Migración del algoritmo hash SHA-1, migración a SHA-2 (Symantec) fecha límite diciembre 2015 y upgrade de llaves de 1024-bits a 2048-bits (Symantec), fecha límite diciembre 2013.,

3.4.6. Certificados SSL SHA-2 y por qué usted puede necesitar SHA2 (DigiCert)

3.5. Diferencias entre llaves de 1024, 2048 y 4096-bits

3.6. Problemas con MS-Exchange después del 1 de noviembre del 2015

3.7. Costa Rica emite decreto donde establece como fecha límite para la transición a IPv6 el 30 de junio del 2015, esto implica que en el tema de Certificados de Seguridad SSL y CodeSigning, se debe contar con los mecanismos de CRL y OCSP ofrecidos por la Autoridad Certificadora en forma dual de IPv4 e IPv6 a los navegantes.

Más información: 01 y 02 (normativa # 049-MICITT, art. 06, 23 de mayo del 2013, La Gaceta 98)

3.8. Certificados DV y OV no podrán ser emitidos por más de 3 años a partir del 20 de abril del 2017 de acuerdo a una política del CA|Browser Forum. Más información aquí.

3.9. Nuevos períodos de validez para certificados de seguridad SSL/TLS se reduce a 13 meses en SEPTIEMBRE 01, 2020: certificados de más de 2 años no volverán a ser reconocidos:

1. 3.9.1. A partir del 01-SEP-2020, Apple Safari no reconocerá certificados de seguridad de más de 398 días de validez
2. 3.9.2. Informe directo de Apple.
3. 3.9.3 GlobalSign:
  - 3.9.3.1. Emisión de certificados será por no más de 397 días
  - 3.9.3.2. Efectos sobre certificados actuales y otros detalles.

4. Certificados SSL para dominios .local ó direcciones IP  
(sudominio.local)

CA/B Forum habla sobre la restricción de emitir certificados SSL para ciertos formatos ya no autorizados, en pocas palabras:

4.1. Ninguna Autoridad Certificadora (CA) podrá emitir certificados SSL de ningún tipo si este expira posterior al 1 de noviembre del 2015 y dentro de su SAN o nombres alternativos posee:

- un dominio finalizado en .local
- posee una dirección IP interna
- sólo se podrá obtener un certificado IntranetSSL para uso en la Intranet, si la Autoridad Certificadora lo permite y se hace un cruce de certificados raíz (no todas las CA tienen esta tecnología)

4.2. Adicionalmente, posterior al Octubre 1, 2016, todas las CA's deberán revocar cualquier Certificado que posea en su SAN ó nombre común una dirección IP ó nombre.local, la solución es un certificado SSL IntranetSSL para uso interno de la organización.

- 4.3. Miembros del CA|B
- 4.4 Artículo de GoDaddy(inglés)
- 4.5. Otros artículos:
  - 01-Requerimientos SSL para un Exchange cuando las autoridades certificadoras no le emitirán certificados (inglés),
  - 02-Evite ciertos nombres en certificados SSL para Exchange 2013 (inglés)

## 5. Otros

5.1. Nuevos períodos de validez y requerimientos de acuerdo al CA|B Forum para la emisión de certificados (en inglés), aplica a partir del 01 de abril del 2015.

5.2. GlobalSign Comunicado importante (actualización de Certificado Intermedio), Cambios a SSL que contienen direcciones IP, Compatibilidad con MS-Windows (otra fuente)

5.3. Nuevos períodos de validez para certificados de seguridad SSL/TLS se reduce a 13 meses en SEPTIEMBRE 01, 2020: certificados de más de 2 años no volverán a ser reconocidos:

5.3.1. A partir del 01-SEP-2020, Apple Safari no reconocerá certificados de seguridad de más de 398 días de validez

5.3.2. Informe directo de Apple.

5.3.3 GlobalSign:

5.3.3.1. Emisión de certificados será por no más de 397 días

5.3.3.2. Efectos sobre certificados actuales y otros detalles.

### 3. Certificados SSL de Validación Extendida (EV)

Claro, si ya llegó hasta acá es porque se preguntará: y cómo hacen para saber que realmente las empresas son quién dicen ser? cualquier puede hacerse pasar por abogado y emitir un documento que diga que usted es la empresa ABC. Es por esto que existen certificados de validación ampliada ó extendida (EV por sus siglas en inglés de Extended Validation), donde la Autoridad Certificadora rastrea quién es el propietario del dominio, requiere un documento legal de la entidad que solicita, valida contra fuentes de terceros que sean confiables para ver que sus datos de contacto (nombre, teléfono y correo electrónico) efectivamente sean de su organización y finalmente, le realiza una llamada telefónica para conversar con usted y confirmar que todo es verdadero.

Es por esto que estos certificados tiene un plazo de emisión de 1 año (de acuerdo a los lineamientos del CA|Browser Forum), por la simple razón de que esta información puede cambiar o la empresa puede tener un giro de negocio diferente. Es el certificado de mayor confianza pues despliega la barra verde en su navegador web y certifica que todos los datos de quien dicen ser son válidos. Posee el nivel máximo de garantía de respaldo contra fallos y su tiempo de emisión puede tardar de 3 a 7 días ó un poco más... sin embargo, si lo gestiona con un canal autorizado como InterHAND S. A., podrá obtenerlo en 24 horas previo cumplimiento de los requerimientos técnicos y legales.

NOTA: NO existen certificados WildCard (\*.sudominio.com) de este tipo de validación (EV). (los certificados DV y OV no muestran la barra verde como sí lo hacen los EV y además, tampoco muestran los datos de la empresa que están dentro del certificado).

#### 4. Certificados Code-Signing (.jar, .dll, .ocx, .exe)

Son certificados digitales para firmar código fuente de programas y scripts, con el fin de garantizar al usuario final que el contenido del autor no ha sido modificado desde su publicación. Se usan mayormente en applets o componentes web del sector financiero ó cualquier otro sitio web que deba interactuar con una sistema de autenticación de usuario, ó bien, con archivos de librerías (.dll), programas ejecutables (.exe), componentes web de interacción (.ocx y .jar) entre otros.

Recuerde que para firmar aplicaciones para los AppStores de los fabricantes de teléfonos (Apple, Android, Huawei, otros...) o si es para una "app" de uso público en la web, el certificado de firma de código debe ser CodeSign Extended Validation para no tener problemas con los sistemas de seguridad de los fabricantes de software, como ocurre con MS-Windows y su Microsoft SmartScreen Filtering.

#### 5. Costos de instalación (servicio opcional de contratación de servicios profesionales en tecnologías de información para realizar este proceso)

El costo de instalación de un certificado es variado y depende de qué tareas estén involucradas en el proceso. Usted puede hacer todo el trámite por su cuenta, sin embargo, si no desea complicarse con la tramitología, tiempos de seguimiento, vocabulario complejo ó conocimiento técnico en diferentes plataformas, puede contratar este servicio profesional con nuestro personal, el cual está altamente calificado para realizar esta tarea en todas las plataformas del mercado, entre ellas:

1. MS-Windows Server con
  1. MS-Internet Information Services (IIS)
  2. MS-Exchange Server
  3. MS-SharePoint Server
  4. MS-Skype Server

5. Apache Web Server
6. Tomcat Java Server
7. ...
2. Oracle HTTP Server
3. IBM WebSphere | AS/400
4. Linux (CentOS | RedHat | Debian | Ubuntu | ...):
  1. Apache WebServer
  2. nginx Proxy Server
  3. Tomcat Java Server
  4. Zimbra Mail Server
  5. Tableau Server
  6. ...
5. Apple Macintosh
  1. Apache Web Server
  2. nginx
  3. Tomcat Java Server
  4. Zimbra
  5. ...
6. Kerio Mail Server
7. Ruckus Wireless Controller
8. Cisco hardware
9. Centrales telefónicas GrandStream, impresoras, otros...
10. RAS Parallels
11. Y muchos otros más... (cada instalación puede ser más compleja que otra e incluso, en alguna muy sencilla se puede complicar si no se tienen los detalles de la red)

Algunas de las tareas que se pueden tener en mente son:

1. Completar o no los formularios de solicitud del certificado

2. Validar la información en el Registrar de su dominio (NIC de Costa Rica, Network Solutions, GoDaddy, entre otros...)
3. Validar la información legal de la empresa (aspectos legales contra el Ministerio de Hacienda, Colegio de Abogados, Colegio de Contadores Públicos, entre otros)
4. Verificar información de registros TXT del dominio (de cada uno de los nombres a validar en el certificado)
5. Coordinar la entrega de llave USB (token) para certificados de firma digital/firma de código
6. Coordinar con la Autoridad Certificadora la entrega de documentación, validación de textos y llamada de vuelta en Español, Inglés o Francés al encargado de la compra (del lado del cliente)
7. Creación de portal para autogestión corporativa en Certificados Personales para cifrado de correo electrónico
8. Generar el archivo de solicitud (.csr)
9. Procesar ante el fabricante la solicitud
10. Instalar certificado final e intermedio (.crt's)
11. Exportar llaves y certificados en caso de instalación múltiple
12. Verificar conexiones en router, firewall, proxy, proxy reverso, NAT, entre otros
13. Verificación de puertos internos/externos
14. Instalación de código (SEAL) del certificado
15. Inducción a temas de autogestión corporativa de portal Web para firmas personales
16. Pruebas finales

Todo lo anterior (+ IVA cuando aplique), puede rondar de entre los:

- US\$350.00 por servidor (tipo MS-Windows con MS-Internet Information Server aka IIS ó bien, Linux con Apache Server),
- US\$450.00 en algunas plataformas empotradas como Ruckus, incluso CISCO firewall tipo ASA, Apache Tomcat u otros basados en JAVA, RAS Parallels (por equipo involucrado en la granja),

- US\$600.00 para MS-Exchange, Zimbra, Tableau, CISCO Edge
- y hasta los US\$1,000.00 (en caso de servidores Oracle HTTP Server, IBM WebSphere, MS-ADFS con MS-WAP no standard ó Servicios GlassFish, AS/400, por citar algunos).

Para certificados de firma de código, el costo inicia en los US\$350.00 y puede llegar hasta los US\$900.00 dependiendo de los procesos involucrados. Si existiera más de un servidor involucrado (cluster, proxy, firewall, MS-TMG, MS-ADFS, MS-WAP u otro), cada equipo será tomado en cuenta como un servidor adicional y deberá sumarse al costo final como una unidad más.

En el caso de los certificados de firma personal, el rango va de entre los US\$650.00 como mínimo hasta los US\$3,500.00 cuando se requiere capacitación remota.

## CRL & OCSP


¿Qué significa esto?

Estas 2 palabras, son las abreviación de los 2 mecanismos existentes para validar si un certificado de seguridad SSL está Revocado ó no, en términos simples: si un certificado es válido o si por el contrario, no cuenta con el respaldo de la Autoridad Certificadora por haber sido emitido erróneamente y en su lugar, ya no debería confiarse en él.

Acá el significado de cada uno de ellos:

 CRL [→](#) Certificate Revocation List [→](#) Lista de Revocación de Certificados

Es una lista de certificados revocados. Las aplicaciones informáticas que utilizan este mecanismo para verificar certificados automáticamente, descargan el archivo CRL y validan el estado del certificado dentro de la lista. Si está revocado y está en la lista, la aplicación no debería confiar en él. Esta lista la brinda la Autoridad Certificadora.

 OCSP [→](#) Online Certificate Status Protocol [→](#) Protocolo de Estado En Línea de Certificados

Este es un servicio basado en consultas. Las aplicaciones informáticas verifican el estado de un certificado sin la necesidad de descargar una lista de CRL, lo hacen por medio de una consulta que demora milisegundos contra la autoridad certificadora (no contra el servidor web que posee el certificado). Este mecanismo brinda una respuesta de "revocado" ó "válido" a cada consulta.

#### Recuerde

Cuando una aplicación recibe un contenido firmado digitalmente desde Internet, como por ejemplo el contenido de un sitio seguro <https://> ó un software/programa firmado, debe (la aplicación que está en el equipo del visitante y que leerá el contenido nuevo) verificar que el certificado utilizado para asegurar el contenido sea válido (certificado SSL ó de firma de código).

Los fabricantes de software (como por ejemplo: Microsoft, Google, Apple ó bien, un desarrollador de aplicaciones) determinan el método de validación... La Autoridad Certificadora no tiene control de cómo un certificado es validado, por ello, entre más opciones de validación ofrezca, mayor compatibilidad tendrá con más sistemas informáticos.

#### Consideraciones

Si el visitante/internauta utiliza IPv4 y visita una página web con contenido seguro cuyo servidor está en IPv4 ó IPv6, al detectar el certificado, irá directo al emisor de dicho certificado (autoridad certificadora) para validar si ese certificado utilizado es válido o no.

Por el contrario, si el visitante utiliza IPv6 y sin importar que el servidor que despliega el contenido seguro de interés para el visitante esté en IPv4 ó IPv6, el equipo del visitante irá a la autoridad certificadora para validar que el certificado es válido o no, en este caso, lo hará directamente a servidores del mismo tipo: IPv6 de la autoridad certificadora. Si la autoridad certificadora NO posee servidores en IPv6 con estos mecanismos, podrán ocurrir alguna de las siguientes conductas:

- Error de certificado

- Error en el tiempo de respuesta, implicando un error al acceder el contenido seguro que se desea
- Invalidación de certificado
- Otros...

→ El puerto utilizado para realizar las consultas es el 80 en TCP...

A continuación, una breve muestra de algunas aplicaciones informáticas en distintos sistemas operativos y el tipo de mecanismo preferido para validar certificados SSL:

Costa Rica, directriz 049 y 064 del MICITT

Hablan sobre la compatibilidad con IPv6, cuya fecha límite es el 31 de diciembre del 2021.

La relación con el tema de Firma Digital y Certificados SSL, específicamente con el uso de servicios de validación del estado del certificado (mecanismos OCSP ó CRL), se convierte de suma importancia, casi una necesidad que las Autoridades Certificadoras (CA) actualicen su infraestructura de red y servicios utilizando IPv6.

Todavía hoy en día, existe una gran cantidad de usuarios (posiblemente arriba del 90%) que todavía usan IPv4 y que podrían convertirse en futuros riesgos al sistema de firma digital.

Se debe trabajar en la concientización hacia las CA e incluso revisar los estándares y normativa que las cubre, para buscar ese cambio hacia la utilización de IPv6 y así cumplir el decreto de 049-MICITT pero más importante: no afectar el funcionamiento de los mecanismos de Firma Digital o uso de certificados digitales.

Autoridad Certificadora (CA)

Así como en la vida real existen órganos emisores de documentos de valor a nivel nacional e internacional, como por ejemplo:

certificados bancarios (emitidos por los Bancos), de documento de identificación nacional como las cédulas de identidad (emitidas por el Tribunal Supremo de Elecciones), números de identificación fiscal, número de identificación tributaria ó cédulas jurídicas de empresas (emitidas por el Registro Nacional ó Ministerio de Hacienda), y finalmente, los pasaportes (emitidos por el gobierno de cada país, que son aceptados internacionalmente, como por ejemplo la Dirección General de Migración y Extranjería en el caso de Costa Rica ó el Departamento de Estado en el caso de EE. UU. existen -para los certificados de seguridad SSL y certificados code-signing- otras autoridades certificadoras equivalentes a las antes mencionadas, estas autoridades certificadoras ó CA (por sus siglas en inglés: Certificate Authority), son las encargadas de emitir los certificados (.CRT) a nivel internacional.

CAs más reconocidas internacionalmente:

### 1. GlobalSign

La más antigua en el mercado y la que nunca ha sido hackeada.

Líder en Latinoamérica, Europa y Asia.

Fundada en 1996 como una Autoridad Certificadora para web, es una subsidiaria de GMO CLOUD K.K. (empresa de origen japonés), ofrecen en la actualidad varios servicios exclusivamente del área de seguridad como PKI y Administración de Acceso e Identidad (como el Single Sign-On → SSO). En el año 2012 lanzó un validador de certificados que ayuda a los administradores de estos, validar si los mismos han sido instalados correctamente, caso contrario, les indica paso a paso cómo corregir los errores.

Es una de las pocas CA que mantiene soporte dual para IPv4 e IPv6 para los CRL y OCSP (mantadorio en Costa Rica por decreto presidencial), además es una de las pocas que ofrece el algoritmo de compresión para dispositivos móviles (ECC) a parte de los tradicionales RSA y DSA (otra CA que cumple con esto es Symantec con su certificado

SecureSitePro con EV, pero GlobalSign lo hace con TODOS sus certificados). Respecto al tema de IPv6, fue la primer CA que ofreció y que certificó ser "compliant" con este tema de revocación (CRL) y validación (OCSP) de servicio y además, fue el primero en mejorar la velocidad de revocación (carga de la página) para páginas HTTPS.

Citas: Yahoo Financial News, Blog independiente, GlobalSign, CAB|Forum, CloudFlare, MIT Blog.

NOTA: una llave de 256-bits ECC es equivalente a una llave RSA 3072-bits.

En el 2014, GlobalSign adquiere a Helsinki-based Ubisecure Solutions, Inc., empresa líder en el desarrollo de administración de acceso e identidades en toda Europa, lo cual representó un gran paso para esta CA.

GlobalSign es miembro fundador del CA|Browser Forum (consorcio voluntario -de autoridades certificadoras, vendedores de software para navegadores de Internet, sistemas operativos y otras aplicaciones habilitadas para PKI- que promulga las guías de la industria para la administración que regulan la emisión y administración de certificados digitales X.509 v3 así como las cadenas de confianza de insertadas en dichas aplicaciones) y del Kantara Initiative y del Certificate Authority Security Council).

## 2. Symantec

(dejó de ser una CA desde Octubre del 2017 debido a fallos en su plataforma, buscó compradores y pese a que nadie quería una plataforma de mala reputación, DigiCert aceptó la compra, sin embargo, DigiCert ha tenido problemas en el 2018 y 2019 para normalizar varios de sus certificados)

Fundada en 1982 en Sunnyvale, California, Estados Unidos de Norteamérica y con sede central en Mountain View, California, EE. UU, Symantec es la Autoridad Certificadora (CA) que ha tenido mayor crecimiento en cuanto al tipo de servicios y productos relacionados al área de las Tecnologías de Información, pues no sólo cubre los certificados SSL y Code-Signing sino que también brinda otros servicios como:

- antivirus,
- firewall,
- soluciones de respaldo (backup)
- y más.

Con el pasar del tiempo, Symantec adquirió a los pioneros del área SSL como:

- GeoTrust - [www.GeoTrust.com](http://www.GeoTrust.com),
- Thawte - [www.Thawte.com](http://www.Thawte.com),
- RapidSSL - [www.RapidSSL.com](http://www.RapidSSL.com)

(estas 3 últimas con sede en Ciudad del Cabo, Sur África) y en 2010 adquiere la:

- sub-división de VeriSign dedicada al SSL (los top del mercado en los 90's) para abarcar un mayor mercado.

(VeriSign es la empresa que se encarga de la administración de los

dominios .com, .net así como de dar mantenimiento a algunas zonas Root de DNS a nivel mundial.)

### 3. DigiCert

Única CA que acepta comprar el negocio de Symantec y lo formaliza en Octubre del 2017, tras los problemas reportados por Google a nivel internacional y los fallos en la plataforma de emisión... en el 2018 y 2019, DigiCert enfrenta un gran trabajo para normalizar todos los problemas heredados de la CA adquirida.

Fundada en el 2003 con oficinas centrales en Lehi, Utah, EE. UU., es una Autoridad Certificadora que nace enfocada en los SSL X.509, también es miembro fundador del del CA|Browser Forum (consorcio voluntario -de autoridades certificadoras, vendedores de software para navegadores de Internet, sistemas operativos y otras aplicaciones habilitadas para PKI- que promulga las guías de la industria para la administración que regulan la emisión y administración de certificados digitales X.509 v3 así como las cadenas de

confianza de insertadas en dichas aplicaciones) y además es uno de los CA más grandes que NO emiten certificados básicos (DV), su foco está en los OV y los EV.

NOTA: DigiCert Inc., no tiene relación con Digicert Sdn. Bhd, una CA originaria de Malasia la cual emite certificados con llaves débiles y que su confianza ha sido revocada por varios navegadores (browsers).

#### 4. COMODO Group Inc., ahora SECTIGO

Es la CA con más problemas de fraudes, en Octubre del 2017 es vendida a Francisco Partners (de EE. UU.) y para el 2018 se re-lanza como: SECTIGO ([www.comodoca.com](http://www.comodoca.com), [www.sectigo.com](http://www.sectigo.com)).

Fundada en 1988 en el Reino Unido, la empresa fue re-ubicada en Clifton, New Jersey, EE. UU. en el 2004. Ofrece varias soluciones de seguridad entre el grupo de empresas del grupo, entre ellas:

- Certificados SSL (por Comodo Inc. Lmted, ubicada en Manchester, Reino Unido)
- Antivirus para MS-Windows, Linux y MacOS X (por Comodo Security Solutions, Inc., ubicada en Clifton, NJ, EE. UU.)
- Firewall, HIPS, UTM, BackUp OnLine
- Mobile Security (para Android)
- Navegador Web (Comod Dragon)
- Servicios administrados de DNS (por DNS.com, ubicada en Louisville, Kentucky, EE. UU.)
- Y otras soluciones de protección web

Comodo Group Inc. es miembro de:

- Certificate Authority Security Council (CASC) → miembro fundador en Febrero 2013
- Common Computing Security Standards Forum(CCSF): miembro fundado en 2009

- CA/Browser Forum: miembro fundador en el 2005, consorcio voluntario -de autoridades certificadoras, vendedores de software para navegadores de Internet, sistemas operativos y otras aplicaciones habilitadas para PKI- que promulga las guías de la industria para la administración que regulan la emisión y administración de certificados digitales X.509 v3 así como las cadenas de confianza de insertadas en dichas aplicaciones) y del Kantara Initiative y del Certificate Authority Security Council.

Como nota adicional, COMODO sufrió en el 15 de marzo del 2011, un ataque desde una dirección IP ubicada en Tehran, Irán (212.95.136.18) y se confirmó que 7 certificados fueron emitidos en ese momento. Dichos certificados ya fueron revocados y todo volvió a la normalidad. Microsoft lanzó unas actualizaciones al respecto para evitar problemas de spoofing en los sistemas basados en MS-Windows (Microsoft Security Advisory (2524375) y Microsoft Security Advisory: Fraudulent Digital Certificates could allow spoofing)

## 5. The SSL Company

Fundada en el 21 de noviembre del 2002, The SSL Company (formalmente Secure Sockets Laboratories, LLC.) con oficinas centrales en 2617 West Holcombe Boulevard 286c, Houston, Texas, EE. UU., se convierte en una CA de opciones atractivas en el mercado de Certificados de Seguridad SSL.

Ofrecen certificados SSL básicos en forma GRATIS por 90 días a diferencia de otros competidores que lo hacen sólo por 30 días. [...](#)

## 6. Trend Micro Inc.

Fundada el 24 de octubre de 1988 en Los Ángeles, California, EE. UU., TrendMicro es una empresa con oficinas centrales en Tokio, Japón.

Ofrecen una serie de productos, entre ellos:

- Certificados SSL ilimitados para empresas

- Antivirus para plataformas MS-Windows, MacOS, Android y otros.
- Firewall de última generación, detector de intrusos, DeepDiscovery
- On-Line BackUp
- Hardware
- Y otros...

En 1992 absorbe una firma japonesa para crear Trend Micro Devices y establece operaciones en Japón, después de haber tenido un acuerdo con Intel para crear un software de antivirus que sería distribuido bajo la marca de Intel (LANDesk) y posteriormente se hace un acuerdo entre Novell y estos otros para que en los siguientes 2 años se mantuviera un producto similar. En 2005 Trend Micro adquiere a Braintree (empresa de Massachusetts, EE. UU. desarrolladora de antispyware) y posteriormente a Kelkea (una empresa de California, EE. UU., desarrolladora de una solución AntiSpam) con el fin de unificar estas tecnologías. En 2007 adquiere HijackThis y así continúa por otros años hasta que en 2012 adquiere a Marlborough (otra empresa de Massachusetts, EE. UU.), la cual se dedicaba al tema de certificados SSL.

El enfoque de TrendMicro en el tema de certificados es para el nivel corporativo donde se busca la administración de varios certificados de validación organización y validación extendida.

## **Translation from English into Spanish UserWay**

UserWay Makes More than 2000 CMS Max Websites ADA Compliant

Company Type: Website Building Platform

### Client Background

CMS Max is a web and eCommerce platform that stays ahead of the curve by keeping abreast of the latest technologies. It's high-end website technology was developed according to Google's guidelines to ensure its wide client base of websites stay SEO friendly. It also integrates easily with popular third-party services, including Shopify, Square, and UPS Shipping. All of its customers can manage their websites with little to no programming experience.

Our focus on digital accessibility predates other brands and is a core component within the CMS Max platform, Sam Pizzo Owner and CEO, CMS Max. We chose UserWay over other providers because of its incredible user experience. " UserWay's widget is easy to use and customize, making it a huge advantage for over 2000 of our customers, who are now fully ADA compliant."

### The Challenge

CMS Max was looking for an ADA-compliant accessibility solution that would be easy to implement across the 2000 websites it hosts.

CMS Max is always quick to adopt cutting-edge technology that gets results. That's why we chose UserWay. Sam Pizzo Owner and CEO, CMS Max

The company was adamant about finding a trustworthy high-end technology partner that could meet the needs of its clients, while also helping CMS Max demonstrate that it provides an unparalleled level of service.

Since the websites on its platform cover every type of industry, the company needed a solution that was easily adaptable without placing limitations on what individual website owners wanted to accomplish. Considering all the widgets and different ways a site can be structured, CMS Max leaders knew it wasn't a simple problem to solve.

The leadership team also wanted a way to automatically make its sites compliant, which would allow the company to skip the expense and headache of performing manual code revisions for thousands of sites.

The UserWay Solution Pizzo found what he wanted the minute he visited the UserWay website.

Specifically, he was impressed by how easy the widget was to install and that websites already running on the platform wouldn't need manual changes to their code to become compliant. The messaging, widget branding, and the great UI were all important features, too. All of this led the company to gradually implement the UserWay solution across its websites.

UserWay seemed like the ultimate solution, he said. We were looking at other solutions, but the UserWay UI was significantly more intuitive.

Going beyond just installing the widget, Pizzo collaborated with UserWay to make the CMS Max platform more responsive to people with disabilities. UserWay's developers suggested ways to change the code structure within the included themes available to CMS Max

customers. This helped to make the websites compatible with a wider range of assistive devices and services.

## Benefits

### Ease of use

Visitors to CMS Max hosted sites don't need to click or trigger anything to make pages compliant. The code is automatically corrected as pages load.

### Powerful, intuitive UI

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy to find in the corner of the screen.

### ADA compliance for more than 2000 customer websites

By implementing the UserWay AI-powered widget, the team at CMS Max avoided manually adjusting the code across all of the sites it hosts

### Happy customers led to higher retention rates

The numbers don't lie. CMS Max customers are seeing much better results for bounce rates and traffic, which makes them more loyal to the service.

### Improved search engine optimization (SEO)

The most popular search engines scan the code on websites looking for accessibility problems. Better accessibility leads to higher search rankings.

## Results

Since collaborating with UserWay, CMS Max has seen a 56% increase in customers looking for an accessible website building platform. Traffic across its sites have also increased by 18%, just because they are now more accessible. Additionally, the bounce rate across its

sites has dropped by 12%. This has translated to faster growth for the CMS Max platform while also helping increase sales for all of its users.

The transition to better accessibility was also seamless across the platform. It's users appreciated how the UserWay widget was automatically added to their sites without causing any layout problems, broken links or extra work for them.

Since collaborating with UserWay, CMS Max has seen a 56% increase in customers, but the real winners are the visitors to the CMS Max ecommerce sites. Not only can they navigate the sites more easily, but they're never asked anything that might be considered embarrassing or intrusive, such as what type of disability they have, before being able to use the features included in the widget. Now everyone can comfortably navigate the sites hosted by CMS Max, regardless of what physical or cognitive challenges they may have.

Ready to find out how UserWay can help you prioritize accessibility across your websites and digital assets?

Visit [UserWay.org](https://UserWay.org) to learn more about the widget and other tools that can help your organization meet ADA requirements.

No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the #1 global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone. UserWay radically simplifies a website's ability to become fully accessible and ADA compliant by embedding just a single line of code. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

## Making Dreams More Accessible

Organization Type: Children & Youth Non-profit

### Client Background

Little Dreamers Australia is a non-profit organization that supports young people (“Carers”) who provide unpaid care for a family member with a disability, illness, or addiction. In just 12 years, the organization has had a significant impact on the lives of young people and developed numerous internationally recognized programs.

We had been looking for a solution to improve the accessibility of our website for a while, so we were eager to jump on board after we explored UserWay and all of its incredible functions!

With UserWay, we now have both a website and online platform for Young Carers that represent our community and values, making it one step easier to provide the support they need. Emma Woodward National Events & Marketing Manager Little Dreamers, Australia.

The signature program Little Dreamers offers is the Dream Experience. It’s an opportunity to meet a favorite sports star, enjoy a weekend at the beach with family, sit in the front row at a concert, or spend a girl’s day out with manicures, pedicures and spa treatments.

Central to the online services Little Dreamers provides is The Dreamers Hub. It’s a community that connects carers to forums, blogs, life skills resources, workshops, events and each other.

### The Challenge

Little Dreamers needed to create an accessible and user-friendly website and online hub that met the needs of its diverse audience. Typically, it’s not the young carers who find and contact Little Dreamers for assistance. It’s the people the carers are helping who reach out.

Since many of these individuals have disabilities, the Little Dreamers website needs to be as simple for them to browse and use as possible.

But the accessibility problem wasn't just confined to getting new referrals. The organization's leaders had also learned one of their employees with dyslexia was struggling to use the Dreamers Hub platform.

"Little Dreamers is a community with inclusivity and equality at its heart. Integrating UserWay into our digital platforms is just one of the important ways we can live these values."

This is when they realized this issue was affecting all of their publics: donors, employees, volunteers, and the families they helped.

The organization needed a simple way to make its website and hub community accessible without the expense of completely changing the code on its website. It also needed a way to ensure any new content that gets uploaded is automatically compliant.

New youth programs are being created every year, which means new sections are frequently being added to the website. Ultimately, Little Dreamers needed an accessibility solution that could seamlessly grow with the organization.

### The UserWay Solution

An AI-powered accessibility widget was all Little Dreamers needed to address the needs of its youth community and volunteers.

The Little Dreamers leadership team wanted to make sure it chose the best accessibility solution for both its main website and Dreamers Hub.

After a recommendation from their website developers, Jala Design, the organization decided to immediately implement the UserWay solution on both its website and hub.

"We were eager to jump on board after we explored UserWay and all of its incredible functions," Emma Woodward, the National Events & Marketing Manager for Little Dreamers, said.

“UserWay seemed like the perfect solution, and I felt I found a cutting edge technology I wasn’t even aware was possible.” Madeleine Buchner Founder & CEO, Little Dreamers

UserWay then began the process of finding accessibility barriers on the Little Dreamers website and Dreamers Hub. Once they were identified, all of the issues were remediated and a plan was developed to continue improving accessibility.

### UserWay Benefits

#### Quick Setup

By implementing the UserWay AI-powered widget, Little Dreamers avoided manually adjusting the code across all the pages on its websites.

#### Simple To Use

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy for users to find in the corner of the screen.

#### Full Compliance

The AI-powered widget meets all ADA and WCAG standards and will ensure all new content that gets added will meet these requirements as well.

#### Improved SEO

Google and other search engines rate the accessibility of the websites they crawl. Highly accessible sites receive a boost in search rankings.

#### Dyslexia Friendly

The widget allows all visitors to switch the text on the site to a dyslexia-friendly font. Its research-based design helps readers interpret letters and numbers more easily.

#### Measurable and Impactful Results

The Little Dreamers website and Dreamers Hub platform are now fully accessible and compliant. Families and carers in need—no matter their physical, emotional, or cognitive challenges—can now seamlessly access these resources without any problems.

“The social awareness and best practices around accessibility are continually evolving, and it definitely wouldn’t have been feasible for us to keep up without having an entire team working on it full time,” Emma Woodward, the National Events & Marketing Manager of Little Dreamers, said.

With the website and hub running as intended, the organization can again focus on its primary goal: delivering responsive, high-quality digital services to young carers of all abilities.

“Thanks to UserWay, we have the peace of mind that our website platforms are accessible to everyone, to an extent that goes beyond the minimum requirements of accessibility regulations.” Madeleine Buchner Founder & CEO, Little Dreamers

With the UserWay widget installed, each user is now able to tailor their online experience using a host of accessibility tools. It’s features include multiple color-contrast settings, the ability to make text larger, an option to pause distracting page animations, and a variety of cursor settings.

The widget also doesn’t require any personal information from users and doesn’t track what they view online. So there’s no risk of private information being submitted to a third party or databases of marketing information tied to user names or any other identifying information.

To date, the widget has resolved more than 3000 accessibility violations on the Little Dreamers website and hub and will automatically remediate any new content that gets added.

It also contains a list of the exact violations that are being corrected, so the Little Dreamers team can provide this data to its website developers. This will make it much less time-consuming for them to periodically make improvements to the code within the site as it gets updated.

Ready to find out how UserWay can help you improve accessibility across your websites and other digital assets?

Visit [UserWay.org](https://UserWay.org) to learn more about the widget and other tools that can help your organization meet ADA requirements.

No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the #1 global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone. UserWay radically simplifies a website's ability to become fully accessible and ADA compliant by embedding just a single line of code. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

UserWay Helps a Fortune 1000 Company Become Accessible After Lawsuits

Organization Type: Leading Domain Registrar Company Size: \$13.72B

### Client Background

UserWay recently partnered with a Fortune 1000 company that serves millions of customers globally. Its technology services directly benefit individuals and companies of all sizes, and its high-budget advertising campaigns have led to its rise as a household brand name.

It has thousands of employees working in offices around the world, which includes a robust team of web developers for its growing list of products and services. The company also has an extensive philanthropic mission that includes annual cash donations totalling more than \$1 million dollars to multiple charities.

Despite its size and available resources, the organization was falling behind when it came to people with disabilities. Few were able to use its family of websites without problems.

Its executives saw that accessibility standards were being updated globally at a rapid pace due to pressure from government agencies and human rights groups, but its staff didn't have the specialized technical skills or time to adapt quickly enough.

Despite its size and available resources, the organization was falling behind when it came to people with disabilities. Few were able to use its family of websites without problems.

### The Challenge

The company faced lawsuits and possible litigation as a result of glaring accessibility and ADA compliance issues. Its site design and code did not meet ADA standards and a purely manual effort to remediate these issues would have been prohibitive from both a time and cost perspective. In fact, the organization didn't even have a way of identifying the accessibility violations that were present across all of its sites. An automated solution was needed that could scan the sites for problems and provide a list of where to start.

An initial accessibility audit that UserWay performed for the client as part of the project kickoff revealed thousands of accessibility violations.

UserWay performed an initial accessibility audit that revealed thousands of violations. The majority were flagged as having a “very high” business impact for its end users and a “very high” legal exposure for the company.

The organization’s development team needed training to help them understand how to make the existing pages on all of the sites accessible and ensure new pages and content continued to meet the same standards. It also needed a way to test site changes with a focus group of people with disabilities before major updates were released to all users. But most of all, the organization needed to quickly make substantial accessibility improvements to all of its websites before more lawsuits were filed and existing cases went to court.

Beyond the problems on its own websites, the organization also wanted to offer its clients a way to improve accessibility on theirs as well. It needed a simple process that wouldn’t require its clients to perform extensive code changes to their sites.

### The UserWay Solution

The client decided to choose UserWay as its accessibility solution and was able to move from being an organization that was only just slightly aware of accessibility issues to one with a proactive approach to it.

The UserWay AI-Powered Website Accessibility Solution was rapidly integrated into the company’s existing web properties for a 97% remediation success rate that was effective across all code-level violations on day one.

With the UserWay widget actively monitoring and remediating the sites, the client immediately had a solid accessibility core around which various subject matter experts and stakeholders – from branding to compliance – could converge.

These stakeholders drove the internal accessibility initiatives required for real, lasting change in the company's SDLC.

The UserWay AI-Powered Website Accessibility Solution was rapidly integrated into the company's existing web properties for a 97% remediation success rate that was effective across all code-level violations on day one.

#### Benefits of UserWay's AI

Accessibility Success Program - Weekly Support

Trained Teams with Enhanced Accessibility Knowledge

Real Time Scanning and Monitoring

Millions of Dollars Saved

The UserWay Accessibility Success Program was also a welcome perk for this client.

Weekly office hours were leveraged by diverse stakeholder groups using our software. This provided employees the ability to connect with our team of testers with disabilities, in addition to our developers and auditors, to manually tackle issues ranging from reusable interactive HTML elements to mapping entire user journeys.

A manual audit was also commissioned to provide detailed reports in a variety of testing environments on a range of browsers. Designers, product owners, marketing/content leaders and executive management teams have all taken part in both the training and informal consultations hosted during the Accessibility Success Program.

Using the entire suite of services and solutions that UserWay offers, our client was able to fully transform its entire organization from being noncompliant to one filled with educated, equipped, and empowered accessibility advocates.

True Partnership

Our relationship with the client has evolved to be so much more than a typical service provider – It is now a full-fledged partnership.

After utilizing all of the SaaS tools UserWay offers, the client reached its stated accessibility and design KPIs. This includes nurturing the first crop of accessibility “evangelists” within the organization, who today lead many new internal accessibility initiatives.

#### Measurable and Impactful Results

The UserWay automated accessibility solution has saved the client millions of dollars to remediate countless critical accessibility violations that would have taken the company’s internal development team years to complete.

UserWay’s real-time scanning and monitoring service also helped the business “shift left,” bringing more accessibility tools to its in-house development team. Now the team has access to actionable tickets and detailed code-level accessibility violations across homepages, templates, and specific page URLs. All of these features are also integrated into the client’s Jira account.

The UserWay automated accessibility solution has saved the client millions of dollars to remediate countless critical accessibility violations that would have taken the company’s internal development team years to complete.

The real-time scanning and monitoring service also accelerated the ability for the company’s internal dev team to prioritize and remediate code-level violations at a pace and efficiency that would otherwise be impossible.

Detailed reporting and code breakdowns show where on-page violations can be found, provide remediation suggestions, display what WCAG guidelines are currently being violated, and offer CI/CD integration to issue tickets to other scrum team members. The

client has also been taking advantage of UserWay's filtering, sorting and prioritization capabilities of the service, which makes monitoring severities a breeze.

Approximately 83% of the organization's web pages are fully accessible and compliant now, while its risk from lawsuits based on ADA violations has dropped significantly. The client has also saved millions of dollars and an unimaginable amount of man-hours by implementing UserWay's automated solution across its websites when compared to manually correcting all of the accessibility errors.

Approximately 83% of the organization's web pages are fully accessible and compliant now, while its risk from lawsuits based on ADA violations has dropped significantly.

But improvements haven't stopped there. The client has been working to remediate its existing code with a goal to make it compliant before releasing a major product update. From this effort, it has already witnessed a 70% drop in violations within its code detected by UserWay's Accessibility Scanning & Monitoring tools.

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code. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

## Payoneer Case Study

### Client Background

Payoneer is the world's go-to partner for digital commerce, everywhere. From borderless payments to boundless growth, Payoneer promises any business, in any market, the technology, connections and confidence to participate and flourish in the new global economy.

The company provides e-commerce services to individual online sellers as well as platforms, including Airbnb, Amazon, Google, Walmart and Upwork. And with more than 2000 employees spread across 24 offices around the world, it's positioned to continue its path of explosive growth.

The company was founded in 2005 and went public in 2021 under the NASDAQ ticker symbol PAYO. More than 5 million customers use Payoneer to manage their funds.

"Payoneer was built from the ground up to empower anyone anywhere to participate and succeed in today's digital economy. Today, we're helping over 5 million businesses of all sizes to transact, do business and grow, anywhere in the world." Jonny Steel, VP Marketing, Payoneer

### The Challenge

Payoneer is focused on democratization of access and opportunity, specifically in ways that help small and enterprise-level businesses sell products and services internationally.

Its executive team had already ensured the company's website content was easy to follow and understand because it needed to be translated into numerous languages. The site was also designed with an option in the navigation area that allows all visitors to change its language. But the next step was to guarantee it worked flawlessly for everyone who visited around the world, including people who use assistive technologies to navigate the web.

A simple solution was needed that wouldn't require the high costs or time delays of manually re-coding all the pages on the website. The leadership team also wanted to guarantee that any new materials added to the site would be automatically accessible.

Another critical requirement was visitor privacy. The management team didn't want a service that tracked or asked for personal information because it might cause problems with international compliance regulations.

### The UserWay Solution

The UserWay AI-Powered Accessibility Widget was a perfect fit for Payoneer's needs. After seeing a demo explaining the benefits of the UserWay AI-Powered Accessibility Widget, the team at Payoneer was ready to try it on their site. They began by opting for a free trial to test the basic widget for compatibility with the site. After finding it didn't cause any errors and worked across browsers, they selected UserWay as their digital accessibility solution provider and upgraded to the AI-Powered Accessibility Widget.

Once the upgraded widget was running on the Payoneer site, all visitors were immediately able to tailor their online experience using a host of accessibility tools, which specifically included the innovative UserWay screen reader.

Other features include multiple color-contrast settings to make text more legible against page backgrounds, the ability to make text larger, an option to pause distracting page animations, and a variety of cursor settings that include a Reading Guide function to help readers stay focused.

The widget also does not require personal information from users and doesn't track what users view online. So there's no risk of private details being submitted to a third party or databases of marketing information tied to visitor names or other identifying information.

"At Payoneer we put a huge focus on customer centricity. With inclusion as one of our company values, we design our products to offer an excellent customer experience, no matter where they are in the world. UserWay helps us in our efforts to accomplish that goal, contributing to making each customer's experience better." Jonny Steel, VP Marketing, Payoneer

### Benefits Of The UserWay AI-Powered Widget

#### Quick Setup

By implementing the UserWay AI-Powered Accessibility Widget, Payoneer avoided manually adjusting the code across all the pages on its website.

#### Preserves Privacy

Payoneer website visitors are never asked to select their disabilities from a list to make pages adapt to their needs. All of the accessibility tools are available as soon as each page loads.

#### Dyslexia-Friendly

People with mild forms of dyslexia often go undiagnosed. Now anyone experiencing problems reading can try the dyslexia-friendly font to see if it helps.

#### Simple To Use

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy for visitors to find in the corner of the screen.

#### Improved Outcomes

Now that all barriers to website accessibility have been removed for all site visitors, everyone can focus on the benefits Payoneer offers them for managing their funds.

## Measurable And Impactful Results

Adopting new technologies is often a long and difficult process for large corporations. Making them work with the systems already in place can be challenging. But since the UserWay widget only requires one line of code to install, Payoneer was able to test it immediately.

The UserWay widget instantly fixed more than 100,000 accessibility violations across the Payoneer website. The corrections included writing and inserting 30,390 alt-tags that were missing from links and the addition of descriptive text for 15,775 links. At this scale, it would be almost impossible for a development team to accomplish in a timely manner.

Approximately 98% of the organization's web pages are fully-accessible and compliant now, while the company's risk from lawsuits based on ADA violations has dropped significantly.

But the most important difference for Payoneer is that accessibility is now seamlessly built into the website, without distracting from it. Users around the world are able to focus on managing their finances instead of facing technical access barriers.

"The UserWay widget was simple to install and was instantly visible on the Payoneer website. We've been extremely impressed by its ability to correct accessibility violations and how it could be customized to match our brand without any effort." Etay Sade, Web Team Leader, Payoneer

Visit [UserWay.org](https://www.userway.org) to learn more about our accessibility widget and other solutions that can help your organization meet ADA and WCAG requirements.

No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the world's #1 global digital accessibility leader, committed to enabling the fundamental human right of digital inclusion for everyone. Our widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities every day. Our AI-powered technology, combined with a Human-in-the-Loop remediation process, helps enterprise websites more readily achieve compliance with accessibility technical standards, such as WCAG 2.1, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

UserWay Enhances Accessibility on Fool.com

Organization Type: Financial and investing advice

Client Background

The Motley Fool is a private financial news and investment advisor founded in 1993. Each month, its online content is read by more than 50 million people.

The Motley Fool's purpose is to make the world smarter, happier, and richer.

Number of pages: 1,911

Number of pageviews: Over 20 Million

Company: Privately held

Based in Alexandria, Virginia, its global team provides investment recommendations, stock research and expert analysis via an online subscription service. In addition to its services in the US market, it has operations in Australia, Canada, Germany, Japan and the United Kingdom. Some of its newest ventures include The Ascent, which is a personal finance brand that rates and reviews essential products about everyday money matters, and Millionacres, a service dedicated to helping investors profit from real estate.

Named after the court jester from Shakespeare's play "As You Like It," The Motley Fool isn't afraid to inject humor or new perspectives into its investment analysis. Its lighthearted

approach to investing and valuable insights can be found across its website, podcasts, books, newspaper column, radio show, and premium investing services.

“At The Motley Fool, we take our purpose seriously, but that doesn’t mean we take ourselves too seriously.”

### The Challenge

The Motley Fool was already structured well for accessibility, but its development team was spending a lot of time trying to keep the site updated to current standards. The organization’s leaders wanted a way to streamline the process.

“We made a commitment to accessibility 5 years ago and completely updated the code on The Motley Fool website. It was an easy decision to add the UserWay widget with its AI capabilities as the next step.” Chris Harris Director of Product, The Motley Fool

Bolstered by support from its legal team, The Motley Fool implemented strong digital accessibility principles and an evaluation process for new and existing pages. While this worked initially, as the site’s popularity grew, the team sought out more options to continually maintain its high accessibility standards.

The Motley Fool has long been devoted to ensuring accessibility and addressing the needs of its diverse users. “We made a commitment to accessibility 5 years ago and completely updated the code on The Motley Fool website” Chris Harris, Director of Product at The Motley Fool, said. “It was an easy decision to add the UserWay widget with its AI capabilities as the next step.”

Part of that next step was to be inclusive of site visitors with health considerations that can’t easily be addressed with code alone.

Dyslexia, for example, affects 20 percent of the population, while vision loss affects 13 percent. People with these disabilities require solutions that go beyond well-coded websites.

### The UserWay Solution

UserWay is a global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone.

UserWay simplifies the process required to make a website fully accessible and ADA compliant. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

UserWay provides exceptional value to us and our end-users.

The Motley Fool selected UserWay to add an extra layer of accessibility to its already well-constructed site. With the integrated AI technology UserWay provides, it is able to ensure the Fool.com browsing experience is accessible to everyone.

UserWay's accessibility widget, which is easily integrated on any website by adding just a single line of code, also works behind the scenes to ensure the site remains compliant with WCAG requirements — even as the guidelines, or The Motley Fool platform, are updated and changed. When a user triggers an enhancement, the selection is recorded without collecting any data on the user so their privacy is not compromised.

When The Motley Fool began its extensive accessibility-focused website redesign, its development team was instructed to concentrate on full accessibility. The goal was to make the site work for all audiences, no matter what challenges they faced when using the

internet. The team did an excellent job, but learned that keeping the entire site compliant as standards evolve is a difficult process.

“I trust our teams to be aware of accessibility and that they are working to make sure it’s done effectively, but having an additional automated tool, especially one that has a broader range...was interesting to me.”

The UserWay solution is powerful, scalable, lightweight, and secure for one website or a thousand. The Fool.com American and European sites both have enjoyed seamless integration with UserWay technology – without needing to refactor their existing code.

“Integration into Fool.com was seamless. UserWay is intuitive and provides significantly enhanced accessibility and functionality to our site’s visitors.

The contrast tools, screen reader, text controls, and other features all elevate the user experience on our site.

Simply put, UserWay provides exceptional value to us and our end-users.”

### Benefits of UserWay’s AI

#### Preserves User Privacy

Visitors to The Motley Fool will never need to select their disability from a list to make pages adapt to their needs. All of the accessibility tools are available as soon as each page loads.

#### Fast Time to Market

By implementing the UserWay AI-powered widget, the team at The Motley Fool avoided manually adjusting the code across thousands of pages on its site.

#### Intuitive User Interface

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy to find in the corner of the screen.

#### Reduced Workload, Reduced TCO

Before installing the automated widget, the developers for The Motley Fool site were devoting a lot of time each month to staying current with accessibility standards and making code updates.

#### Improved User Experience

Navigation is now much easier for people using screen readers and other assistive devices. Everyone who visits the site can also make adjustments to font sizes and color contrast.

#### Measurable and Impactful Results

The Fool.com website consists of thousands of pages, which means accessibility violations can be extremely time-consuming to resolve. The UserWay widget completely eliminates this problem.

In the graphic below, you can see how the widget found more than 40,000 accessibility issues on Fool.com. It also automatically corrected them all. To put this in perspective, it would take a small development team more than 2 years to manually recode the site to achieve the same results!

The widget also supports a wide range of assistive tools, including multiple screen reading devices. Rather than needing to stay current with all of the new tools entering the market each year, The Motley Fool development team was able to offload this responsibility to UserWay.

And since implementing the widget, the real-time data it collects shows the accessibility tools are being used by thousands of people every day. All users now have the opportunity to customize the site to fit their needs.

The combination of previous manual code work from the client's team – in addition to UserWay's solution – ensures Fool.com is fully accessible and compliant for millions of visitors.

#### Future Plans

The Fool.com design team wants to investigate the UserWay features its users interact with most often. It plans to analyze the anonymized data and begin implementing those enhancements into future versions of site designs.

“We’re going to make changes to the site based on the widget data. So if we find that 40% of our visitors increase font size or change the color contrast, then we’ll adjust the site to match.”

Ready to find out how UserWay can help you improve accessibility across your websites and other digital assets?

Visit [UserWay.org](https://UserWay.org) to learn more about the widget and other tools that can help your organization meet ADA requirements.

No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the #1 global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone. UserWay radically simplifies a website’s ability to become fully accessible and ADA compliant by embedding just a single line of code. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay’s CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

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M.Sc. Catalina Guerrero Troyo  
Universidad Internacional de las Américas - UIA  
San José, Costa Rica  
Presente

Estimada máster Guerrero:

Reciba un atento saludo de mi parte.

La presente carta es para informarle que la Srta. **TRIANI YUAN ARQUÉLLO**, estudiante de la Universidad Internacional de las Américas, hizo entrega digital de los documentos traducidos del idioma español al inglés, como parte del requisito del Seminario de Graduación.

A la señorita Yuan se le brindaron documentos del sitio web de mi representada, para traducir el tema de Certificados de Seguridad SSL/TLS, validación y revocación así como temas de UserWay.

Cualquier consulta que tenga, no dude en contactarme vía telefónica o por e-mail.

Atentamente,

**VICTOR JOSE  
ALVARADO  
GUTIERREZ  
(FIRMA)**

Digitally signed by  
VICTOR JOSE ALVARADO  
GUTIERREZ (FIRMA)  
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