# ArtistScope Site Protection System

## Version 1.1 – May 2011

The ArtistScope Site Protection System (ASPS) creates a "for your eyes only" environment that cannot be exploited in any way.

To resolve inconsistent support and the holes in every one's security policy, ASPS introduces the ArtistScope Web Reader, a new web browser specially designed and dedicated to the copy protection of web site content, that is recommended for use where the prevention of copy and redistribution is mission critical.

ArtistScope Web Reader is not intended to replace existing web browsers, but rather to complement them by providing users and webmasters a secure decoder when needed. Web sites using ASPS can tag specific web pages for protection, and those pages will only be viewable in ArtistScope Web Reader. Regular browsers attempting to access those pages will automatically launch the Web Reader if already installed, or redirect for install information and download. Likewise Web Reader will automatically launch unprotected content in the visitor's default web browser.

With ASPS site owners can copy protect all web page content and embedded media including images, Flash, PDF, videos, source code and database records without data leakage and other exploits enabled by other web browsers. Functions and plugins can no longer be disabled or manipulated to exploit a site's security policy and no media can be retrieved from the browser cache.

Protected web pages can no longer be accessed by other web browsers. Nor can they be spidered by search and site grabbers, stopping data leakage and site scraping at the front door.

ASPS is fully compatible with all web applications and it requires no special treatment of web page or media to employ.

The ArtistScope Site Protection System (ASPS) succeeds where all other web protection solutions have failed... to properly protect the livelihood of merchants and artists on the Internet.

**Why use the ArtistScope Site Protection System (ASPS)?**

Today we have numerous brands of free web browsers all designed with the same goal in mind... to win a popularity contest. To enhance the popularity of those browsers, their makers are continually adding options to enable their users to easily find and copy any type of media which poses a big problem for the owners and authors of copyrighted or commercial content.

Webmasters wanting to protect web content can apply copy protection to their web pages using any or all existing means, but while at the mercy of "popular" web browsers and their ever changing security policies, it is impossible to maintain a perpetually secure viewing state.

That is until the advent of the ArtistScope Web Reader. ArtistScope Web Reader overcomes these problems because it is especially structured to enhance the security of web content rather than expose it.

## How ArtistScope Site Protection System (ASPS) works

When your visitor loads your landing page, it can be launched in the ArtistScope Web Reader automatically and they can explore your protected pages until arriving at a link to an unprotected page, in which case the unprotected page will open in their default web browser.
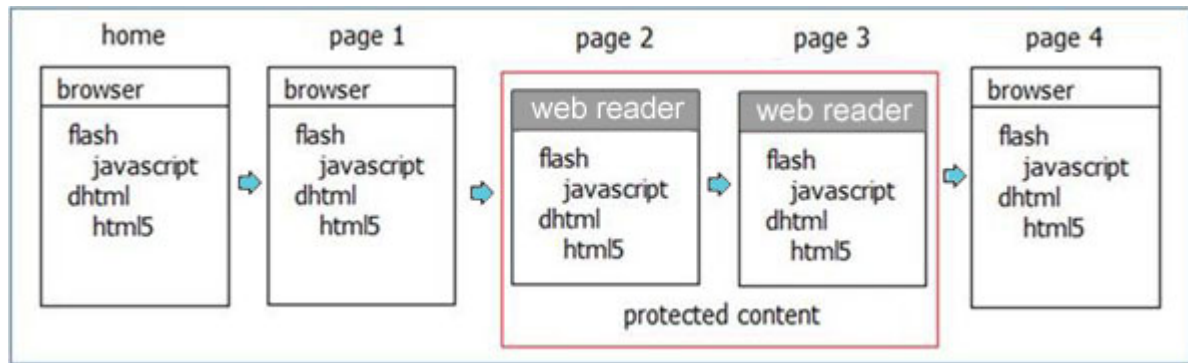


Under no circumstances can a normal web browser display a protected web page, ensuring that your html, source code, images and any other media embedded on the page such as Flash or video files are protected from all avenues of copying.

## ArtistScope Web Reader Integrity & Internet Performance

ArtistScope Web Reader is able to explore your web site and media just like any other web browser, except that it's for view only because nothing retrieved by the web reader can be copied or saved in any way, unless you specifically allow it. With ArtistScope Web Reader your web security is no longer dependent on third party plugins and applications; nor is it dependent on limitations imposed by changes to system security policy because the components that provide the copy and access protection are an integral component of ArtistScope Web Reader. So if ArtistScope Web Reader is hampered in any way, then it will not run and the web content will not be decrypted, thus remaining most secure.

Of all the web browsers available today, they all have one thing in common and that is "false advertising", otherwise how can they all be superior in performance and security? Some do actually aim for faster downloads but apart from DNS caching, there is not much that can be done for speed without sacrificing security checks. Otherwise users will find that ArtistScope Web Reader is comparable to every other web browser in technology, performance and media support, except for one thing... that protected pages are decrypted before being displayed.

## ArtistScope Site Protection System (ASPS) Security Options

ASPS protection can be applied site wide, applied to specific folders or applied to individual web pages only, and each page can vary the extent of protection applied. For example you can allow a visitor to print a receipt but not copy it, or to save selected files to disk but not copy the page.

- Allow/disallow screen capture
- Allow/disallow keyboard for web forms
- Allow/disallow printing and number of times printed
- Allow/disallow remote viewing

The ArtistScope Site Protection System (ASPS) checks two entry points for security policy. The first reference point checked is against the webmaster's defined security policy which may include DRM privileges (user access rights) or it may only apply an access policy according to IP ranges and networks. Access policies at the server end may apply to all documents or defined to affect specific folders and/or documents. The second policy check is while downloading the web page, where ArtistScope Web Reader checks for special tags in the head of the file.

**ArtistScope Site Protection System (ASPS) & Copy Protection**

ArtistScope Web Reader uses the renown CopySafe copy protection technology to prevent all copy including screen shots and screen recordings by all third party software. Unlike CopySafe Web where users need to download a plugin suitable for their particular web browser, the CopySafe Service is an integral component that cannot be hampered or disabled without preventing access to the web page.

Whether you intend to add copy protection to new or existing web pages, all you need to do is provide a link to the web page, then as it loads in ArtisReader it will automatically be copy protected. No special treatment is required of the page, however you may want to moderate the level of security employed, in which case all you have to do then is to add a new meta tag in between the page's head tags, or alternatively, set a policy in your DRM control panel.

**ArtistScope Site Protection System (ASPS) & DRM Protection**

Your web site can be managed with DRM for total control over who has access to your pages and how:

- Control which users or groups can view a document or web page
- Assign expiration on a document or web page validated by time server
- Limit the number of views of a document or web page by a user
- Limit the number of prints of a document or web page per user
- Protect access to documents or web page by IP number or network
- Manage document and user subscriptions with immediate effect over changes

With DRM applied to your web page, you can send a link to an associate and not have to worry about that link being forwarded on, accessed from a mail service or obtained by spybots. Sure they may get the link, but they won't be able to use it.

**ArtistScope Site Protection System (ASPS) Protecting ALL Web Content**

A lot of different types of media can be displayed on a web page, and there are a lot of different applications available for copy protecting those different media. Why one application cannot protect them all is due to the nature of generic web browsers and the doors that they leave open. One of the biggest problems affecting all copy protection solutions is the browser cache, and while it's possible to protect Flash SWF files for example, a user can retrieve the file from cache and even if it's encrypted and domain locked, it can be hacked too easily because Flash is made for all platforms and it was never intended to be secure.

But with ArtisReader you don't have to encrypt or domain lock any files because they cannot be saved or retrieved. They cannot be copied or located and there is no cache to worry about.

**ArtistScope Site Protection System (ASPS) Preventing Data Leakage**

"Data leakage" is the unauthorized transfer of information from a computer or data resource to entities outside the intended realm. The common causes for data leakage are mostly related to betrayal of trust and lack of security precautions. With most data stored in a database of some type, user access and read privileges can be too generous, and while most believe that if web pages not accessible from the web by a direct link are safe from the public, then they need to think again because if you are using a normal web browser then your usage is being monitored and leaked to not only national security organizations, but also to your browser maker and search engine staff, all of which are looking for inside information to float their next investment.

For example, you do not have to submit a web site to search engines like Google, and the page does not have to be linked from the web for them to find it... and that's because they log every link that you use, and will spider it within a few minutes.

How to prevent such spying is simple... only ArtistScope Web Reader can read your protected web page.

**ArtistScope Site Protection System (ASPS) Requirements**

The first requirement is that you have a web site that uses a domain name or domain alias, otherwise your copy protected web pages can be hosted anywhere, and can use any web language at your disposal. It doesn't matter if your pages are delivered on the fly using SharePoint, ASP, PHP or any other server language. They can even be normal static html.

The second requirement is that you have Administrator permissions on the server, or a congenial web host, to install and register plugins on the server. Otherwise ArtistScope can recommend web hosts that already ArtistScope Site Protection System (ASPS) installed and available with web hosting plans.

**ArtistScope Site Protection System (ASPS) & Hyperlinks**

If ArtistScope Web Reader is installed and someone sends you a link to an ArtistScope Web Reader web page, then it will automatically open in ArtistScope Web Reader. Likewise, if while using ArtistScope Web Reader you click a link to a page that is not protected by ArtistScope Web Reader then the page will open in your default web browser.

**ArtistScope Site Protection System (ASPS) & Third Party Web Solutions**

Regardless of what software or programming language is used on your web site, whether it be for shopping carts, copy protection, page encryption or survey presentation, ArtistScope Web Reader will be compatible. If your web pages can be viewed in any web browser, the they will surely be viewable in ArtistScope Web Reader.

**ArtistScope Site Protection System (ASPS) Branding**

ArtistScope Web Reader can be branded to provide the following:

- o   Your company name to replace "ArtistScope" in the reader's title bar
- o   Custom start page
- o   Custom logo and special instructions for the browser's installer
- o   Custom licensing agreement displayed in the installer

**ArtistScope Site Protection System (ASPS) Licensing**

The ArtistScope Web Reader is a free download to the public, but to enable its use on your web site you will need either the ArtisFilter installed on your web server, or a web hosting plan provided by a web hosting service catering for ASPS.

The ArtisFilter can be installed on both Windows and Apache web servers and is licensed per domain. Domain licences apply to the main (TLD) domain and can be used for all aliases of that domain name providing they are hosted on the same server.

Further information on server/domain pricing and web hosting services providing ASPS support can be found online at [www.artistscope.com](www.artistscope.com)