Regulated by

CLC

The Specialist Property Law Regulator

Adding the **CLC Regulatory Secure Badge** to your website

yoshki

INTRODUCTION

CLC have partnered with Yoshki Ltd to power CLC's online Regulatory Secure Badge using the Digital Smart Badge service.

By using the **CLC Smart Badge**, with the authorisation embedded code, CLC is able to control the use of their regulated entity logo online and protect the business interests of genuine CLC firms.

CLC has also given the consumer the ability to validate any CLC firm online through a very simple 'click and check' process, offering consumers additional peace of mind that they are looking at the website of a specialist property lawyer they can trust.

WEBSITE VERIFICATION

Yoshki's website validation technology is a simple but important feature for the **CLC Smart Badge**.
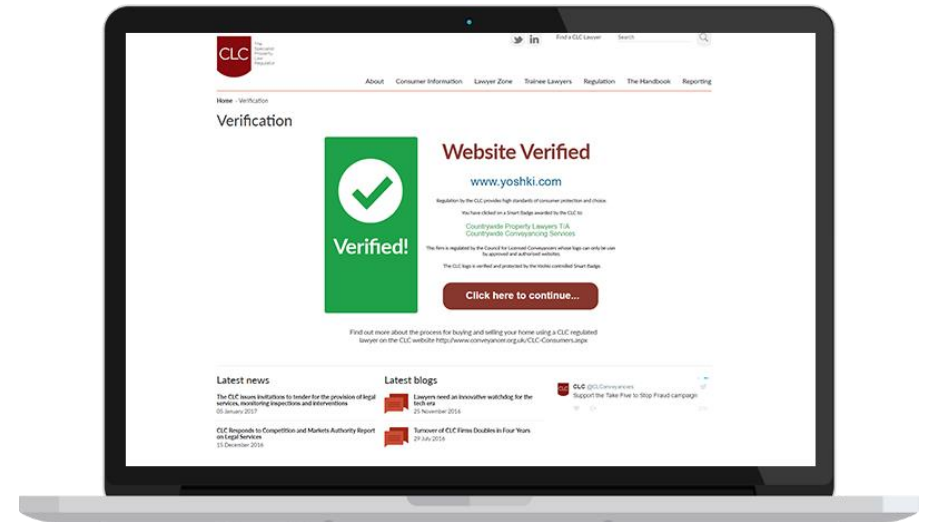
When the **CLC Smart Badge** has been installed on your website, anyone browsing it can click on the Smart Badge and receive instant confirmation of your status as a CLC regulated entity.

When a visitor clicks on the **CLC Smart Badge**, they will be seamlessly directed to a page on the CLC website, which will instantly validate your status and show details of your firm.

Once this is complete, the visitor can return to your website straight away.

SCANNING FOR MISUSE

We also scan the internet for any misuse of your firm's unique Secure Badge - giving you more peace of mind.

IMPORTANT!

The CLC has already supplied a list of approved website addresses to Yoshki.

Your website visitor will receive the results of the check in seconds. If, for any reason, the failed verification message appears, please check with the **CLC** that they have a correct website address for your firm stored in their database.

INSTALLING THE CLC SMART BADGE

Adding the **CLC Smart Badge** to your website is a simple process.

Simply copy and paste the following HTML snippet directly to where you want to display the **CLC Smart Badge** on your web page:

The **CLC Smart Badge** HTML code:

```
<div style='max-width:300px;max-height:108px;'><div style='position:
relative;padding-bottom: 36.1%;height: auto;overflow: hidden;'><iframe
frameborder='0' scrolling='no' allowTransparency='true'
src='https://cdn.yoshki.com/iframe/54885r.html' style='border:0px; margin:0px;
padding:0px; backgroundColor:transparent; top:0px; left:0px; width:100%;
height:100%; position: absolute;'></iframe></div></div>
```

The default size of the Smart Badge is 300px x 108px. If you require the **CLC Smart Badge** in another size, please raise a support ticket here or email CLC@yoshki.com

TROUBLESHOOTING & SUPPORT

For the most up to date information or to raise a support ticket, please visit http://yoshki.freshdesk.com or E-mail Support – CLC@yoshki.com

"My website is failing the verification checks, what should I do?"

First, you need to make sure that you're not adding the **CLC Smart Badge** code to development or testing sites; the **CLC Smart Badge** will only work correctly once published to an authorised website.

If you are confident that you are using the **CLC Smart Badge** on the correct website, please contact CLC direct to get your website added to the authorised list of websites.

If your business uses additional domains, for example, .com and co.uk, these addresses count as separate domains and will each need to be added to the approved list.

You can contact CLC's team by emailing johnd@clc-uk.org

"My website is responsive; will Smart Badges work OK?"

Yes, the **CLC Smart Badge** is fully responsive and will work with all website builders that can add HTML.

"How are you tracking usage and what data are your recording?"

We have included a small snippet of tracking code in our javascript library to cross reference against our own reporting functionality.

We do not have the ability to track or record any data such as traffic, IP addresses, page navigation behaviour, etc.

The only information we record are:

• Which websites have implemented the Smart Badge code - this is to help prevent illegal usage of the Smart Badge and to see which members have adopted the service so far

• How many times the Smart Badge has been clicked – this is to help manage bandwidth and also to give feedback on the popularity of the service

Of the information we do capture (noted above), it is only ever shared between us and the Smart Badge issuer, in this case, the CLC.

If you require additional assistance or if you have any questions, please raise a support ticket by visiting http://yoshki.freshdesk.com or by E-mailing Support on CLC@yoshki.com