UNIQUE LINKS

[Quick guide to the feature and its configuration]

Purpose of Unique Links

Setting up the Unique Links feature allows you to fully customise and integrate the review integration into your existing flow.

Benefits

☑ Unique Links can be integrated in follow-up emails as part of after-sales service or in newsletters, to kindly ask your customers to review your service.

☑ Need not worry about legal issues, such as sensitive data exchange, because you do not need to copy TrustedCompany.com on order confirmations via BCC anymore.

Components of Unique Links

http://trustedcompany.com/review-invite/**[1]**/ul/**[2]**?a=**[3]**&b=**[4]**&c=**[5]**

[1] Your company ID at TrustedCompany.com

[2] Unique calculated hash of this individual link

[3] Email address of customer, encoded with Base64

[4] Name of customer

[5] Order ID *(Optional)*

[2] Formula for calculation of the hash

Unique calculated hash of this individual link to ensure its not easily crafted, duplicated, and intended for the single recipient only.

```
Hash = SHA1([Company ID] + [Company Secret *] + [Customer Email] + [Order ID])
```

For more information on SHA1, please refer to http://en.wikipedia.org/wiki/SHA-1

Most programming languages have an API with SHA1 in the standard library.

Example hash of Company ID 12345, Company Secret abcxyz, Customer Email johndoe@example.com, Order ID of AAA100 would be ⟶ `6d1ceec75d16e2739b749c76d9fca7f34ddbd83d`

[3] Base64 encoded email address

Read more about Base64 here http://en.wikipedia.org/wiki/Base64

Example of Base64 encoded email of "johndoe@trustedcompany.com"= "`am9obmRvZUB0cnVzdGVkY29tcGFueS5jb20=`"

URL encoding of parameters

Encoding is important to non-ASCII characters, such as ü, ä, ö und æ, ø, å, etc to be used in URLs to ensure information is transferred correctly.

Example of URL encoding of "John Doe" = "John%20Doe"

* Each company is given a unique Company ID and Secret Key, contact support@trustedcompany.com or call to enquire.