



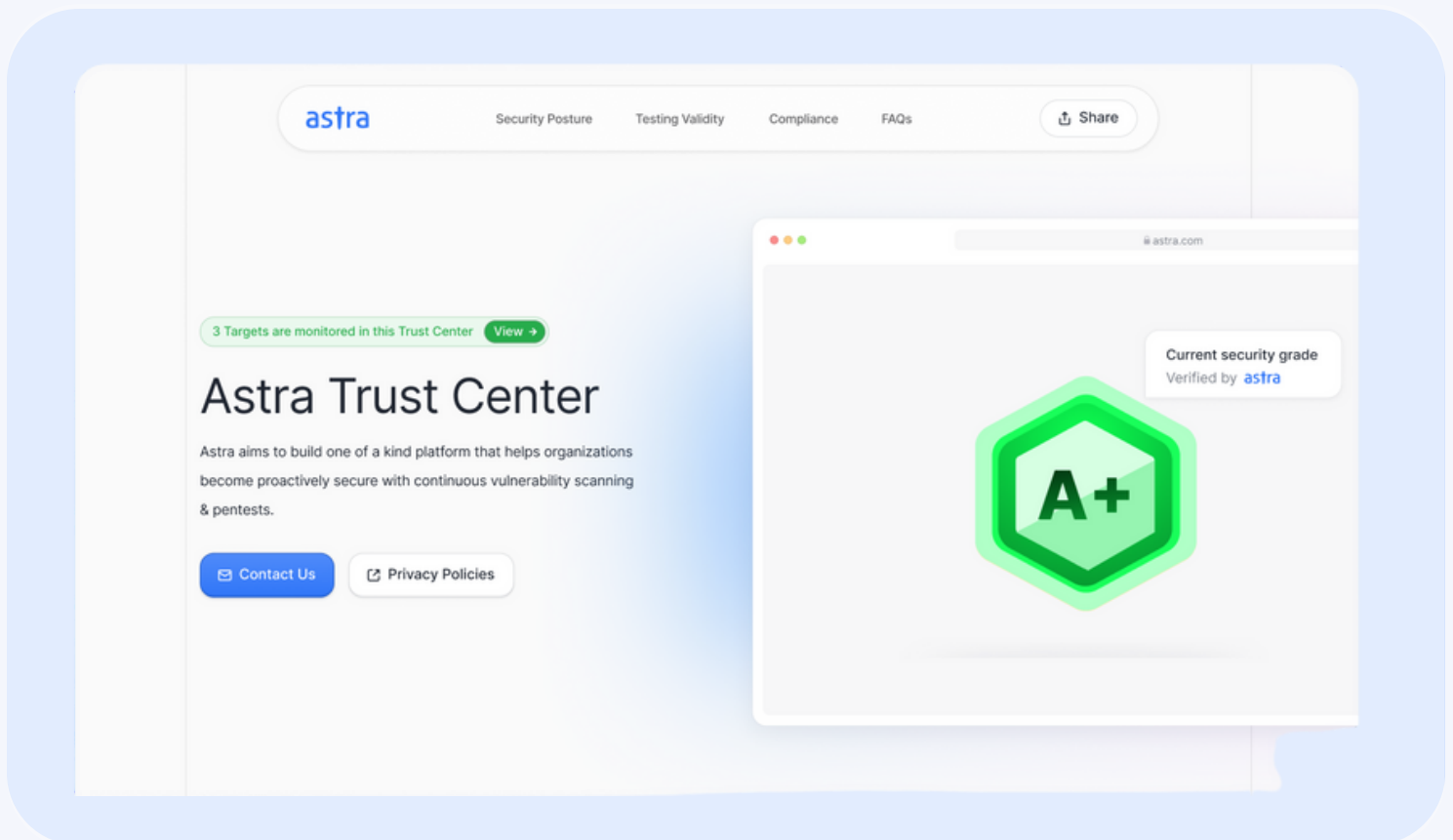
astra

Trust Center set-up playbook



Introduction

Buyers are no longer satisfied with static PDFs, outdated pen test reports, or on-demand security docs. Companies still rely on sending these documents manually, which slows down sales and creates mistrust.



The Trust Center is a customizable, publicly accessible platform that allows organizations to transparently showcase their security posture. It enables companies to share up-to-date details about their security practices, certifications, compliance frameworks, and risk management strategies with customers, partners, and stakeholders.

With features such as real-time metrics, branding options, FAQs, and compliance details, the Trust Center helps build trust and reinforces your organization's commitment to security.

The value of your Trust Center

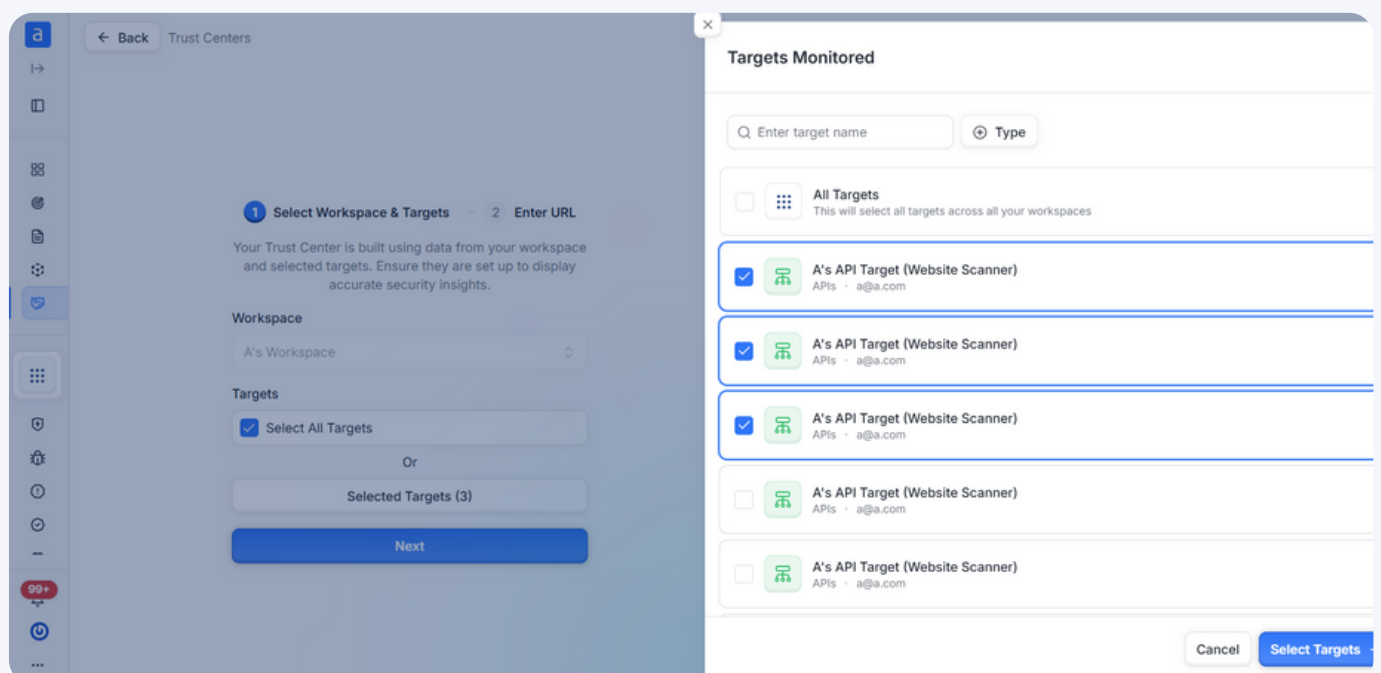
- ✓ Cut security questionnaire time
- ✓ Show live security proof
- ✓ Speed up sales cycles
- ✓ Centralize certificates & reports
- ✓ Keep compliance always updated
- ✓ Control access & permissions
- ✓ Build customer trust faster

Setting up your Trust Center

Step 1 : Access the Trust Center

- From the sidebar, navigate to Trust Center.
- Select the workspace where you want the Trust Center to be created.
- Click New Trust Center to begin setup.

Step 2 : Select the target



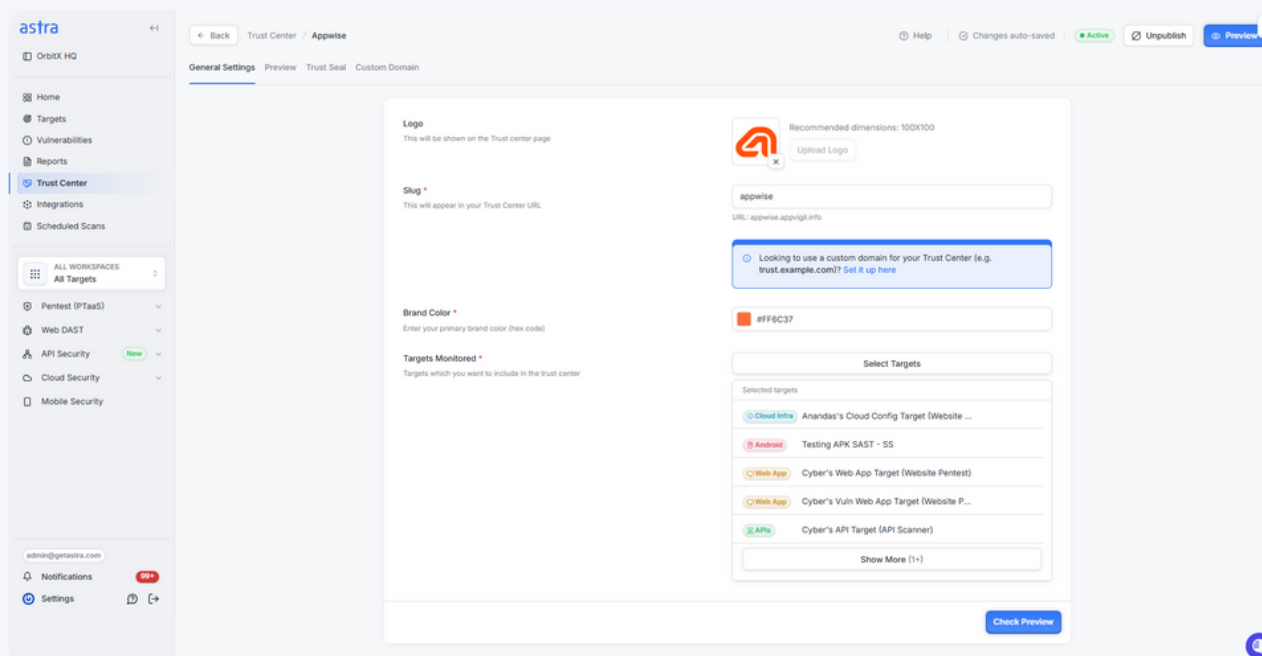
Step 3 : Enter your company website URL to generate Trust Center

The screenshot shows the Astra Security interface. On the left is a sidebar with navigation icons. The main area has a header with a 'Back' button and 'Trust Centers'. Below the header, there are two steps: '1 Select Workspace & Targets' (completed with a green checkmark) and '2 Enter URL' (active with a blue circle). A search bar contains the placeholder text 'Enter your company website URL...'. Below the search bar is a blue button labeled 'Generate Trust Center'. To the right of the search bar, there is a rocket icon and a 'Get Started' button. Below the rocket icon, the text reads: 'Turn Security Transparency into a Competitive Edge' and 'Use your Trust Center to share up-to-date security details with customers —helping you speed up sales and reduce compliance friction.'

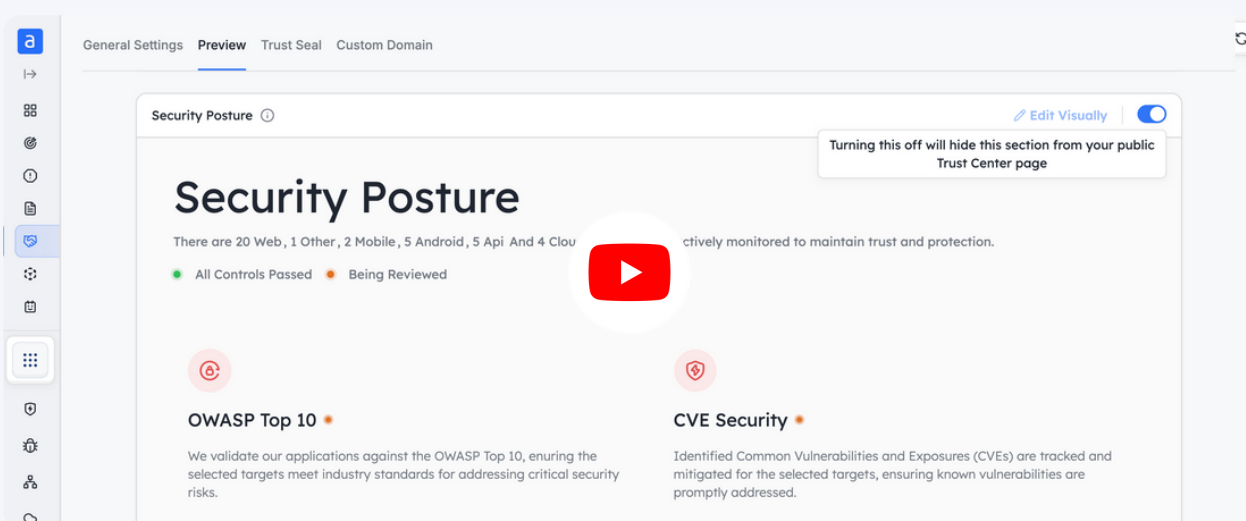
Step 4 : Review Trust Center details generated by AI

The screenshot shows the Astra Security interface. On the left is a sidebar with navigation icons. The main area has a header with a 'Back' button and 'Trust Centers'. Below the header, there are two steps: '1 Select Targets' (completed with a green checkmark) and '2 Enter URL' (active with a blue circle). A search bar contains the URL 'https://www.getastra.com'. Below the search bar is a blue button labeled 'Generate Trust Center'. To the right of the search bar, there is a 'Confirm Trust Center Details true' section. This section contains a warning message: 'This content is generated by AI and may contain inaccuracies, please verify the information and make any necessary edits if required.' Below the warning message, there are several input fields: 'Company Name' (Astra Security), 'Company Overview' (Astra Security is a cybersecurity company offering a pentest platform that helps businesses proactively secure their infrastructure through continuous vulnerability scanning and penetration testing.), 'Brand Color' (#3076f8), 'Industry' (Cybersecurity), and 'Headquarters' (Claymont, DE). At the bottom of the 'Confirm Trust Center Details true' section, there are two buttons: 'Trust Centers' and 'Confirm Details'.

Step 5 : Configure branding elements like logo, slug and colour



Step 6 : Define what is visible to the public on your Trust Center



Step 7 : Export and embed Astra's Trust Seal

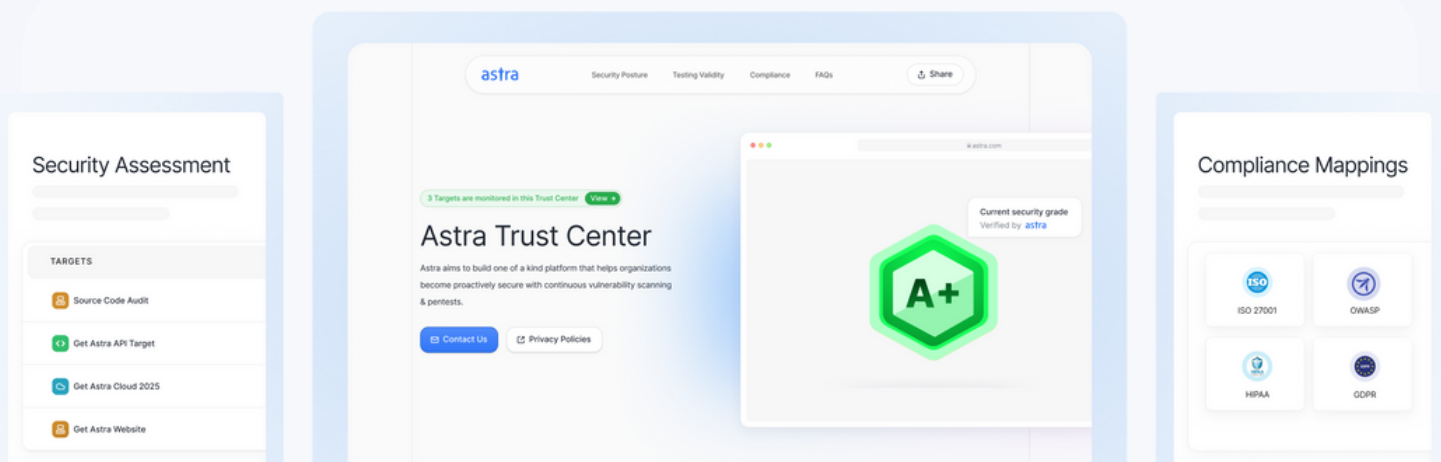
The screenshot shows the Astra Trust Center interface. On the left is a sidebar with navigation links: Home, Targets, Vulnerabilities, Reports, Trust Center (selected), Integrations, and Scheduled Scans. Below these are sections for 'ALL WORKSPACES' and 'All Targets', and a list of security services: Pentest (PTaaS), Web DAST, API Security (marked 'New'), Cloud Security, and Mobile Security. The main content area is titled 'Trust Center / Appwise' and has tabs for 'General Settings', 'Preview', 'Trust Seal', and 'Custom Domain'. The 'Trust Seal' tab is active. It contains a configuration section with dropdowns for 'Seal Position' (Bottom Left), 'Seal Size' (Medium), and 'Color Theme' (Dark Mode). A 'Seal Preview' shows the resulting seal. Below this is an 'Installation' section with two steps: 1. Copy the provided HTML code snippet, and 2. Copy the provided JavaScript code snippet and paste it before the body tag in the footer. A 'Preview' button is visible in the top right corner.

Step 8 : Set Up your custom domain

The screenshot shows the Astra Trust Center interface with the 'Custom Domain' tab selected. A green success message at the top states: 'Your custom domain has been verified. View your trust center: trust3.minteriors.in'. Below this is a section titled 'FROM HELP CENTRE' with a link 'How to setup Custom Domain for Trust Center'. The setup steps are listed: Step 1: Enter your custom domain (e.g., trust.example.com) with the input 'trust3.minteriors.in'; Step 2: Log in to the DNS control panel for your domain; Step 3: Add the following DNS record to your DNS; Step 4: Domain verification is successful. The sidebar and top navigation are consistent with the previous screenshot.

You're all set! 🎉

Your Trust Center is now live and ready to demonstrate to your stakeholders that your security is always up-to-date and transparent.



Want to share the news?

We've created an [announcement email template](#) to help you introduce your Trust Center to customers and partners.

Keep building trust

Learn more about how the Trust
Center helps you build transparency.



www.getastra.com/astra-trust-center