



Cision Web Solutions Subscription with reCAPTCHA

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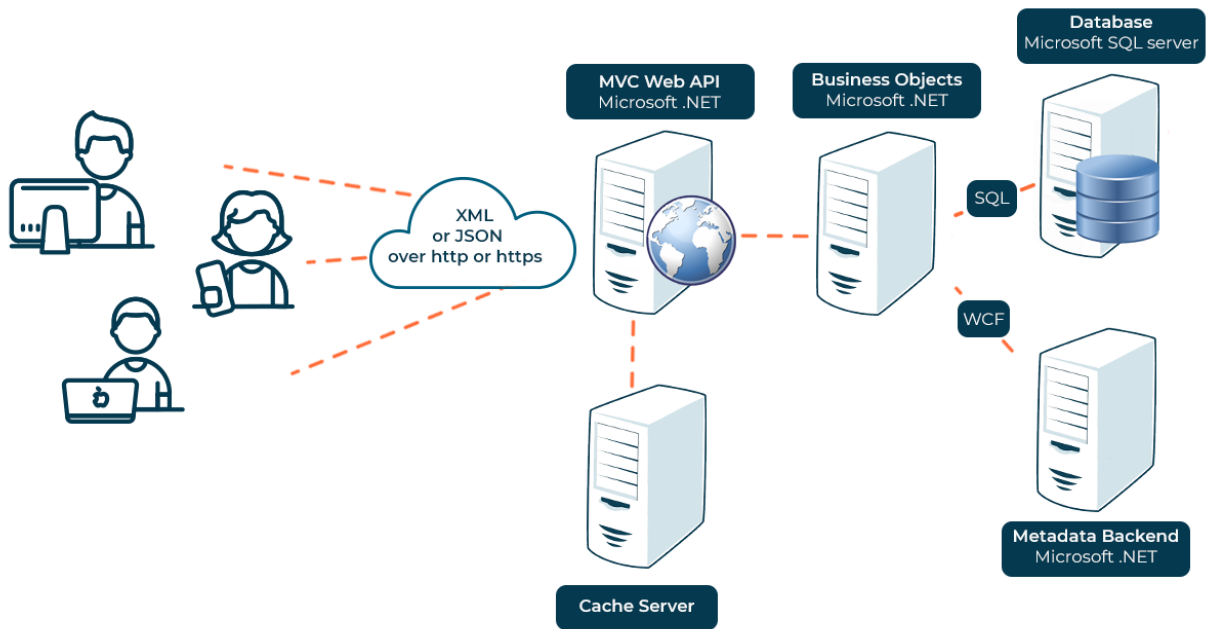


Introduction

This document describes the Cision Web Solutions Subscription service technical platform. It also describes how a customer can set up a form for users to subscribe to company releases and financial reports on their web site.

System platform

Technical system overview



Software

The Cision platform and client pages are written in C#.NET. The data layer is implemented with Microsoft SQL Server and XML web services. Text search indexing is implemented using Solr.

Capacity

Bandwidth available: Up to 100 Mbit/s

Client-side integration

The Cision subscription service is flexible and can be implemented in many ways. The simplest form of press release subscription form needs to POST only four values to the Cision endpoint: a Cision unique identifier, the subscriber's email address, reply language and g-recaptcha respond. The unique identifier identifies the customer and the basic filtering to apply to subscriptions. By default, all press releases published to the service "Subscribers on Your Home Page" will be sent to all subscriptions. Cision can add further filtering to the base filter on request, and subscription specific filtering can be added in the subscription form (e.g. languages).

Post the subscription with the content format

Content-Type: application/x-www-form-urlencoded; charset=UTF-8

VISIT WEB SOLUTIONS DEMO SITE

As seen on the Web Solutions demo site, Cision use reCAPTCHA on subscription forms. The endpoint supports https. To see an example subscription form implemented with Google reCAPTCHA, visit the Cision Web Solutions demo site.

Subscription endpoint

Endpoint	Status
https://publish.ne.cision.com/Subscription/SubscribeWithCaptcha	Active

Available input fields

The following list describes the input fields that can be used on the subscription form. Mandatory fields are marked as such.

subscriptionUniqueIdentifier

Mandatory value. Customer specific identifier provided by Cision.

```
<input type="hidden" name="subscriptionUniqueIdentifier" value="INSERT KEY" />
```

replylanguage

Mandatory value. This is used to set the desired language that the opt-in, confirmation and end-subscription mail will be sent in. The format of

the language code is ISO 639 (2-letter). See the [specification](#) for more information.

```
<input type="hidden" name="Replylanguage" value="en" />
```

email

Mandatory value. The email address that the subscriber wants to get the information to.

```
<input type="text" name="Email" placeholder="Your email" id="email" />
```

regulatoryOption

The regulatoryOption parameter consists of three radio button fields where you select either one for subscription to only regulatory releases, non-regulatory or all releases.

```
<input type="radio" name="regulatoryOption" value="all" class="form-check-input" checked="checked" id="all" />
<input type="radio" name="regulatoryOption" value="regulatory" class="form-check-input" id="regulatory" />
<input type="radio" name="regulatoryOption" value="nonRegulatory" class="form-check-input" id="nonReg" />
```

g-recaptcha

Mandatory value. Site-key should be added to subscription form. The "g-recaptcha-response" token should be posted to Cision. Don't validate the g-recaptcha respond before posting.

More info about reCAPTCHA see [page 6](#)

```
<div class="g-recaptcha" data-sitekey="INSERT SITE-KEY" data-size="normal" data-theme="light"></div>
<!-- data-size values "compact" or "normal", data-theme values "light" or "dark" -->
```

Also insert script to subscription form

```
<script src='https://www.google.com/recaptcha/api.js'></script>
```

language

Filter subscription by language. Not mandatory but if not posted, all languages will be added to the subscription which means for example if you sign up on a English webpage you will get Swedish/Finnish etc. You can repeat this field to allow more languages in the same subscription. Languages must be set up at Cisions back-end, validation of value. The format of the language codes is ISO 639 (2-letter). See the [specification](#) for more information. For a complete list of supported languages, please get in touch with Web Solutions.

```
<input type="checkbox" name="Language" value="en" id="LanguageEn" checked="checked" />
<label for="LanguageEn">English</label>
```

informationtype

Filter subscription by information type. Each press release has exactly one information type (e.g. "press release" or "annual report"). Repeat

this field to allow more information types in the same subscription. See the section about information types below for a complete list of what types are available. Notice, if not posted, all types will be added.

```
<input type="checkbox" name="informationtype" value="prm,nbr,inb" id="press" /> <label for="press">Press releases</label>
```

```
<input type="checkbox" name="informationtype" value="kmk,rpt,rdv" id="interim" />
<label for="interim">Reports</label>
```

name

The name of the subscriber. This information is not used by Cision in any way. It is, however, shown and searchable in the subscriber administration tool in CisionPoint.

```
<input type="text" name="Name" placeholder="Your name" size="30" id="name" />
```

redirectUrlSubscriptionSuccess

URL to a page located on the client's web site that displays a registration success message. If no such URL is given a regular http 200 response will be returned if the request is successful.

```
<input type="hidden" name="redirectUrlSubscriptionSuccess" value="https://" />
```

redirectUrlSubscriptionFailed

URL to a page located on the client's web site that displays a registration failed message. If no such URL is given http response 400 will be returned for validation errors and 500 for registration failure. Use

```
<input type="hidden" name="redirectUrlSubscriptionFailed" value="https://" />
```

customCategory

Filter subscription by custom category. Custom categories are set up on customer request. Filtering subscriptions on custom categories is very flexible but may cause confusion in the long run as they can be changed. Repeat this field to allow more custom categories in the same subscription. You use the "categorycode" in the value tag to post the category. Notice, don't mix Custom category with Type of information in the subscription form.

```
<input type="checkbox" name="customcategory" VALUE="663489f0" />
<label>Regulatory press releases</label>
```

cellphone

Cellphone is the cellular phone number that the subscriber wants to get information sent to via text messages. Country code must be included in the phone number.

```
<label for="SMS">SMS (+46709123456)</label><br/>
<input type="text" name="Cellphone" id="SMS"/>
```

companyName

The company name of the subscriber. This information is not used by Cision in any way. It is, however, shown and searchable in the subscriber administration tool in CisionPoint.

```
<input type="text" name="companyname" placeholder="Your company name" id="companyname" />
```

CustomFields

You can add your own custom fields to the subscription form by naming them CustomField.[KEY] where [KEY] is the name of your custom field.

```
<input type="text" name="customfield.website" id="Website" />
```

The content of custom fields are not used by Cision, but is shown in the subscriber administration tool in CisionPoint and have no effect on subscription or press releases.

Cision information types

Each press release or announcement has an information type. These are used by Cision internally but can also be used to filter subscriptions. The following are the possible information types and their names.

Name	Code
Annual Financial Statement	KMK
Annual report / Annual accounts	RDV
Company Announcement / Press release	PRM
Interim Report	RPT
Invitation	INB
Newsletter	NBR

Validation

The subscription service has basic validation. It will fail if the data that is passed in the request does not match what is set up on the Cision side or is in an incorrect format. A set of filters that conflicts with the base filter (e.g. specifying French language when the base filter only supports English and Dutch) will be rejected. However, in the case of a partial conflict, the conflicting filters will be quietly ignored (e.g. specifying French and English when the base filter only supports English and Dutch will result in French being ignored and a subscription for English releases to be created). Formatting of email address and phone numbers is validated. Phone numbers that are missing the country code will pass the validation, but text message functionality cannot be guaranteed if country code is missing.

If there is a (non-ignored) validation error, an http response 400 will be returned with a message saying what went wrong.

Google reCAPTCHA

Cision has chosen to implement reCAPTCHA version 2 in its subscription service. It can be used both as a visible checkbox that the users need to click in order to continue or in an invisible version that works behind the scenes and does not require any user interaction. reCAPTCHA is a free google product that leverages machine learning to determine if an action is made by a human user or a spam bot. The checkbox version will score the user and if the score is too low the user will be prompted to select images that match a certain criterion. The invisible one works the same way but if the score is too low the validation will fail.

Notice, don't validate reCAPTCHA before you forward it to Cision, it is not possible to validate one and the same reCAPTCHA respond code several times

The reason for reCAPTCHA

It is implemented to prevent bots from spamming the Cision endpoints or abusing the service. For clients who want to keep track of their subscribers, the use of reCAPTCHA will help keeping their subscriber data clear of spam. For these reasons, Cision use reCAPTCHA on all subscription implementations. For more information about how this works and to sign-up for reCAPTCHA, see **google's documentation** for developers and sign up at the URL

<https://www.google.com/recaptcha/admin/create>.

When you have signed-up for reCAPTCHA V.2 you will get a site-key and a secret-key, the secret-key must be forwarded to Cision so it can be added to the subscription service and the site-key should be added to the subscription form.

Code example of a standard subscription form

```

<html>
<head> <script src="https://www.google.com/recaptcha/api.js"></script></head>
<body>
<h1>SUBSCRIBE</h1>
<form method="post" name="PageForm"
action="https://publish.ne.cision.com/Subscription/SubscribeWithCaptcha">

<input type="hidden" name="subscriptionUniquelIdentifier" value="INSERT KEY FROM DELIVERY DOC" />

<!--<input type="hidden" name="redirectUrlSubscriptionSuccess" value="https:// INSERT URL " />-->
<!--<input type="hidden" name="redirectUrlSubscriptionFailed" value="https:// INSERT URL " />-->
<!-- Use with own html pages urls or create own action on answers for success or failed -->

<input type="hidden" name="Replylanguage" value="en" />

<!--<input type="hidden" name="Replylanguage" value="sv" /> -->
<!-- Language for welcome and opt-in email, only one language can be posted-->

<input type="checkbox" name="Language" value="en" />
<label class="form-check-label">English</label>
<br />
<input type="checkbox" name="Language" value="sv" checked="checked" />
<label class="form-check-label">Swedish</label>
<br />
<!-- <input type="checkbox" name="Language" value="fi" checked="checked" />
<label class="form-check-label">Finish</label>
<br />
<input type="checkbox" name="Language" value="no" checked="checked" />
<label class="form-check-label">Norwegian</label>
<br />
<input type="checkbox" name="Language" value="da" checked="checked" />
<label class="form-check-label">Danish</label> -->

<br />
<input type="checkbox" name="informationtype" value="kmk,rpt,rDV" /> <label>Reports</label>
<br />
<input type="checkbox" name="informationtype" value="prm,nbr,inb" checked="checked" /> <label>Press
releases</label>
<br />

<!-- <input type="checkbox" name="informationtype" value="nbr" /> <label>News letters</label> -->
<!-- <input type="checkbox" name="informationtype" value="inb" /> <label>Invitation</label> -->
<!-- You can split up all types of info to 6 checkboxes or like above for example-->

<input type="radio" name="regulatoryOption" value="all" class="form-check-input" checked="checked"
id="all" />
<label class="form-check-label" for="all">All</label>
<br />
<input type="radio" name="regulatoryOption" value="regulatory" class="form-check-input" id="regulatory" />
<label class="form-check-label" for="regulatory">Regulatory only</label>
<br />
<input type="radio" name="regulatoryOption" value="nonRegulatory" class="form-check-input" id="nonReg"
/>
<label class="form-check-label" for="nonReg">Non regulatory only</label>

<br />
    <input type="text" name="name" placeholder="Your name">
<br>
    <input type="text" name="email" placeholder="Your e-mail">

```



```
<p>&nbsp;</p>
<div class="g-recaptcha" data-sitekey="INSERT SITEKEY - INSERT SITEKEY" data-size="normal" data-
theme="light"></div>
<!-- data-size values "compact" or "normal", data-theme values "light" or "dark" -->
<input type="submit" value="Subscribe" />
</form>
</body>
</html>
```

POST example

The POST format should be urlencoded:

Content-Type: application/x-www-form-urlencoded; charset=UTF-8

```
subscriptionUniquelIdentifier=092eb7f849&Replylanguage=en&Language=en&informationtype=prm&
Name=Test&Email=websolutions.test%40cision.com&g-recaptcha-response=03AD1IbLDSdumR-
ZeKbMo2nfvtv2PNfz0KfklIRGFwjptwHDKzsuGy-
8hJU65AtIUWDPVGo5kaP9fFScP3qfIPXpfO9KRiokTzv8bm35OGprXQCsbmKuJjmvVUKwzp2cb4l4b3cIJ33M-
M3zyD4uXv03ybEr_VdTDFoA8w60svJFjQJw8IBRDEkNvincFc2Kq8rO07aP2hMfv7vCGOSm_HS-v7-
nfS4hv95bNbO3x4SwellfEO09TRsgJqDs0gOph-JQsNg-
K1Uzi_alHgvCk1D_xq66frYuJdOsMdGU9ndXxbasTSgMQLnsRyfyi_SNBWeVFyofV5j04iB2AVMC9ApB4rtkDtw9
pTgLJallaXg7tAGtqKqVdWcAS7DH0UyPYvxlglMExunJa2YXiicSqWKdn7I3U3_N59xk8Q4yxuawhOyfaSPgkXYL
yJwzF23sH9RIEwp2THqrHqgi-KgvffAp9htaRjweqdU0hPDUEK2EuOChvRrSjujrzt-
0Kc3vEZVyfsQdiyqLRHeb83tnWDi2TA5Ll4cW6IA
```

```
subscriptionUniquelIdentifier: 092eb7f849
Replylanguage: en
Language: en
informationtype: prm
Name: Test
Email: websolutions.test@cision.com
```

```
g-recaptcha-response:
03AD1IbLDSdumR-ZeKbMo2nfvtv2PNfz0KfklIRGFwjptwHDKzsuGy-
8hJU65AtIUWDPVGo5kaP9fFScP3qfIPXpfO9KRiokTzv8bm35OGprXQCsbmKuJjmvVUKwzp2cb4l4b3cIJ33M-
M3zyD4uXv03ybEr_VdTDFoA8w60svJFjQJw8IBRDEkNvincFc2Kq8rO07aP2hMfv7vCGOSm_HS-v7-
nfS4hv95bNbO3x4SwellfEO09TRsgJqDs0gOph-JQsNg-
K1Uzi_alHgvCk1D_xq66frYuJdOsMdGU9ndXxbasTSgMQLnsRyfyi_SNBWeVFyofV5j04iB2AVMC9ApB4rtkDtw9
pTgLJallaXg7tAGtqKqVdWcAS7DH0UyPYvxlglMExunJa2YXiicSqWKdn7I3U3_N59xk8Q4yxuawhOyfaSPgkXYL
yJwzF23sH9RIEwp2THqrHqgi-KgvffAp9htaRjweqdU0hPDUEK2EuOChvRrSjujrzt-
0Kc3vEZVyfsQdiyqLRHeb83tnWDi2TA5Ll4cW6IA
```