

# SMART ONLINE SHOPPING



*...before you check-out!*





## ...on your browser



Be careful before giving your credit/debit card details on the web. Always find out whether the company has a secure site by looking for the closed **padlock or unbroken key** sign at the bottom of the screen inside the browser window frame and look for information about the protection the website has put in place. **If it is not secure your details may become available to others.**

**Make sure the words 'https' (and not just 'http') are at the beginning of the web page address at the top of your browser before you provide your card information at checkout. The final 's' means that a secure, encrypted connection is in place between your computer's browser and the website you are visiting. If you don't see the final 's' after the http when at checkout—Stop the transaction.**



If you are using the latest version of your browser the address bar or the name of the site owner will turn green.



# SYMBOLS AND INFORMATION FOR A SAFER ONLINE SHOPPING EXPERIENCE



## ...on the website

The **VeriSign** Trusted seal means that VeriSign has verified a website's business identity. The seal verification page displays their business information and encryption information, and shows that the website has passed a daily malware scan, helping visitors feel safe from browse to buy.



Brand-i is a shopping directory that only lists web stores selling genuine products. You can use the directory to help find popular designer or branded clothing, perfume, shoes, music, sunglasses etc. You can trust the listed online stores as they have been provided with the consent of the brands themselves. Brand-i, is an independent directory, but is supported by the Trading Standards Institute in the UK.



Trusted Shops scheme—Gives you that extra confidence. Trusted Shops certifies online shops by carefully checking them against a set of quality criteria before they can qualify for displaying the European Trustmark. Every shop that has been awarded the Trustmark has proven to offer reliable buyer protection, enabling you to safely browse and buy from these sites.



## Further information: Minimize your online shopping risks

**B**e aware of sites that have only recently been set up. Fraudulent sites come and go very quickly. Try to get an actual physical address and telephone number for the business behind the site, not just their email.

**I**f in doubt look on forums and blogs for reviews and advice from previous users of the site. Until you are confident that the website is genuine do not give up any personal or financial details.

**T**ry to trade with well-known and established businesses, those that you have done business with before or businesses that have been recommended to you.

**O**nly buy very expensive items from businesses located outside of the UK or Europe if you know them well. That way, if things do go wrong, you limit the risk.

**C**heck what the website's policy is on returning goods that you don't like or have changed your mind about. The European Union allows a period of 14 days within which you may cancel certain purchases from the day of its arrival.

**I**f goods are shipped from abroad, you may be faced with a hefty postage bill to return them. You should always read the terms and conditions carefully before buying.

**D**ouble check the details of your purchases before confirming payment and always save or print a copy of the order confirmation before logging out.

**C**heck your payment card account to verify the correct amount has been debited and that no fraud has taken place as a result of the transaction.

**A**s with all purchases, shop around for the best deals and prices, but remember. . .

IF A DEAL SEEMS TOO GOOD TO BE TRUE,

**IT NORMALLY IS!**

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