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E-Business –Shop Safely

The Internet opens up a world of products and services, including some that may not normally be available in your area. Information is easy to find, and comparing prices from different sellers takes only a few minutes. By shopping around on the Internet. You can find some terrific buys at stores that you might never travel to in the physical world. Plus you can do it conveniently, any time of day or night. On the Internet you may be able to find it without even leaving home. The National Consumers League has indicated that five key issues are of great importance when safe online shopping is the goal.

1 - Privacy Protections - Reputable Web site operators will clearly state privacy policies in an easily accessible place. Don't assume that they provide the level of privacy you want. Understand what information is collected and how it is used. Look for sites whose policies or privacy programs enable you to choose whether and in what circumstances your personal information will be used or shared with others.

2 – Information about the Offer – Make sure you know what you're buying, how much it costs, the terms of any guarantees or warranties, the return or cancellation policies, how to contact the company and is the appropriate information available that provides accurate and adequate quantity information that permits the buyer to make price and quantity comparisons. This is critical when you are shopping online, since you can't actually see the product or service before you buy it.

3 – Information about the Seller – Look for the company's physical address. You may need that information if there are problems after the sale. Think ahead about how you will solve problems if they arrive. This is especially important to consider if you are doing business with a company or individual far away.

4 – Delivery Date - Know when the products will be delivered or the services performed.

5 – Security – Good Web sites will provide information about how they protect your financial information when it is transmitted and stored. Your computer browser can tell you if the place where you are about to send information is secure. Look for an unbroken key or closed lock at the bottom of the browser window.