



Safe Shopping

Find that bargain but remember to shop safely online

SHOP SAFELY ONLINE

- **Look for the padlock on your browser** before submitting financial or personal details to a web site. The padlock means the site will receive your details securely. Certification Authorities such as GeoTrust and VeriSign validate companies prior to issuing them with credentials to enable the padlock.
- **Use an anti-phishing tool such as TrustWatch (www.trustwatch.com).** TrustWatch, a free download, verifies a website's identity and security level to help you understand whether a site is authentic and secure for the exchange of confidential data.
- **Can the site be contacted if something goes wrong?** Look for operational telephone numbers on shopping web sites. All legitimate e-commerce web sites will have means for you to contact them and will be more than happy to answer your concerns over the phone.
- **Check your bank and credit card statements regularly,** and act quickly with your financial institution if you spot any discrepancies.

Internet Phishing scams have grown in sophistication and countless unsuspecting consumers will fall victim whilst shopping online. Phishing uses emails, pop-ups and websites that appear to be generated by reputable companies to fool recipients into divulging credit card numbers and other personal financial data. What many consumers tend not to know is that legitimate e-commerce sites will never ask for credit card numbers or personal or financial data to be updated via email.

Shopping centres have security guards to prevent shoplifting and consumers need to be aware of the possibility of online fraudsters that might be lurking for their personal information and take steps to avoid them.

"We recommend that consumers take some basic precautions to ensure the site is not a fraudster." comments Steve Waite, Marketing Director with GeoTrust Europe. "Checking for simple visible things such as the SSL secure padlock and checking contact details help weed out sites that may be insecure or worse, fraudulent. Waite also encourages the use of TrustWatch, "It is a great free tool to use when shopping around online, especially during the Christmas period where typically more scammers will try and cash in on unsuspecting shoppers."

About TrustWatch

TrustWatch examines a web site in real time and factors in data from multiple sources such as SSL security, phishing black lists, and third party business analysis data. A legitimacy rating using a system familiar system - Green (good), Yellow (more investigation recommended) or Red (known phishing site) is prominently displayed with further site information available to consumers at the touch of a button.

About GeoTrust, Inc.

GeoTrust, Inc., a leader in identity verification services, helps organizations of all sizes secure e-commerce transactions, trusted identities and fully managed trust environments. With more than 100,000 companies in over 140 countries using its technology for transaction security, GeoTrust is the second largest digital certificate provider in the world.

About TruePersona

TruePersona Ltd provides products, which verify the true identity of an individual and the relative trustworthiness of Internet sites and servers.