

BBBOnLine Guides You to Safe Online Shopping

The Better Business Bureau (BBB) is the organization most identified with safe shopping. For 90 years, consumers have turned to the BBB to find trustworthy businesses and to report those that are not.

The BBB knows that online shopping is here to stay, so it has created BBBOnLine (www.bbbonline.org). So, if you want to ensure that the businesses you frequent adhere to high ethical standards for online security, reliability, and privacy, look no further than BBBOnLine.

Three seals identify standards

BBBOnLine identifies companies that meet the high standards of the Better Business Bureau by awarding official BBBOnLine seals. Each of the three seals identifies a different aspect of the online business:

- **Reliability Seal:** provides consumers with an easy way to recognize quality, reliable online businesses. More than 13,000 Web sites display this seal.
- **Privacy Seal:** identifies trusted Web sites that protect consumer privacy. You'll find this seal on more than 700 Web sites.
- **Kid's Privacy Seal:** identifies those businesses committed to addressing the special privacy concerns associated with young children.

Online shopping tips ask more than "Did the transaction go through"

The tips for online shopping address the concerns many consumers have when using the Internet for purchases, including security of transaction and method of payment. But BBBOnLine goes further to ask questions such as

- What do you know about the seller?
- What are the legal terms of your purchase?
- To whom can you complain if you're not satisfied?

Privacy tips safeguard against identity theft and fraud

The Privacy tips address off- and online security and privacy. Most important, are the tips the BBB gives to safeguard against identity theft.

In addition, the privacy tips provide guidance on selecting secure passwords, requesting that you be placed on telemarketers' "don't call" lists, and keeping your personal information private.

Online shopping can be fun—and practical

It's true! You can buy almost anything online these days—from dog food to fine china. And, given the pace of our lives, online shopping can offer a practical alternative to running errands.

But, before you shop, visit BBBOnLine to make sure you understand your rights as a member of the Internet marketplace.