



Shopping Safely Online

Created by the Columbia Basin Alliance for Literacy



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Shopping Safely Online

How do you window shop online?

More and more people are enjoying the benefits and ease of shopping online. There are a few simple things you can do to make that experience safe and rewarding.

Research a Product

1. Think of an appliance (small or large) you would like to purchase.
2. Search online for product information on this item.

Search Online Flyers

Canadian Tire:

1. Go to the Canadian Tire website. You can type the web address in the address bar (www.canadiantire.ca) or use the search bar to find the site.



2. Find the weekly flyer.
3. Find the number of pages in the flyer.
4. Find the price of an item on page 4.

Overwaitea or Safeway:

1. Go to the Overwaitea (www.overwaitea.com) or Safeway (www.safeway.ca) website.
2. Select the store closest to you.
3. Go to the online flyer.
4. Find a sale item you might like to buy.

Shopping Safely Online

How do you find things to buy online?

There are many online classified and retail sites from which to choose.

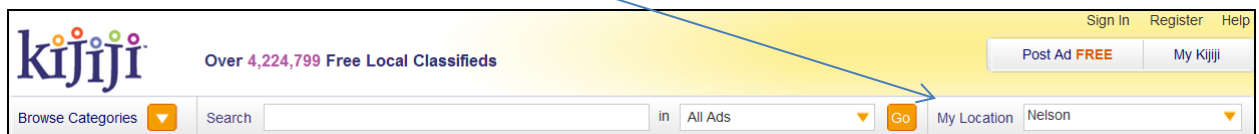
Search Online Classifieds

Craigslist:

1. Go to the Craigslist website (www.craigslist.org).
2. Find the region closest to you.
3. Find a listing for a car under \$2000 that includes a picture of the car.
 - What is the make of the car?
 - Where is it located?
4. Go to the free section in the *For Sale* category and see what you can find.
5. Look for a two bedroom house for rent in your community.

Kijiji:

1. Go to the Kijiji website (www.kijiji.ca).
2. Find the location nearest to you.



3. Browse the site and find two items you might be interested in buying.
4. Check out the *Free Stuff* section of the site.

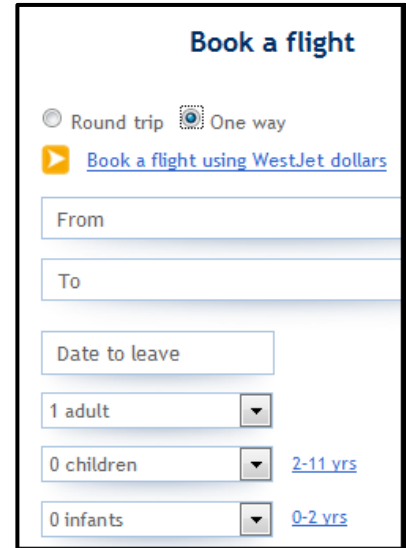
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How do you find things to buy online?

Search Online Retail Sites

Westjet or Air Canada:

1. Go to the Westjet or Air Canada website (www.aircanada.com or www.westjet.com).
2. Find the cost of a one-way flight between your community (or your closest community with an airport) and Vancouver on Tuesday next week.

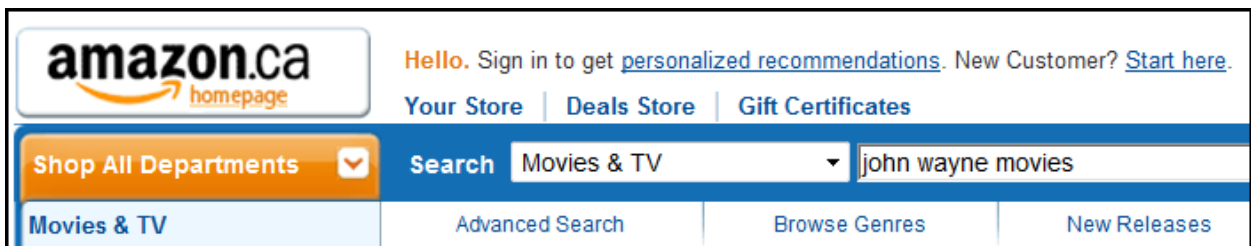


The screenshot shows a 'Book a flight' form with the following elements:

- Radio buttons for 'Round trip' and 'One way' (selected).
- A link: 'Book a flight using WestJet dollars'.
- Input fields for 'From' and 'To'.
- An input field for 'Date to leave'.
- Dropdown menus for passenger counts: '1 adult', '0 children', and '0 infants'. There are also links for '2-11 yrs' and '0-2 yrs'.

Amazon:

1. Go to the Amazon website (www.amazon.ca).
2. Find the book *The Kite Runner*.
 - What is the price for a new paperback?
 - Can you look inside the book?
3. Go to *Shop All Departments*, select *Home and Garden* and select *Home Appliances*. Find a coffee maker you would like to buy.
 - What is the brand and the price?
4. Use Amazon's search bar to find a John Wayne movie.
 - How many results or "hits" did you get?



The screenshot shows the Amazon.ca homepage with the following elements:

- Amazon.ca logo and 'homepage' text.
- Greeting: 'Hello. Sign in to get personalized recommendations. New Customer? Start here.'
- Navigation links: 'Your Store', 'Deals Store', 'Gift Certificates'.
- 'Shop All Departments' button with a dropdown arrow.
- Search bar with a dropdown menu set to 'Movies & TV' and the search text 'john wayne movies'.
- Bottom navigation: 'Movies & TV', 'Advanced Search', 'Browse Genres', 'New Releases'.

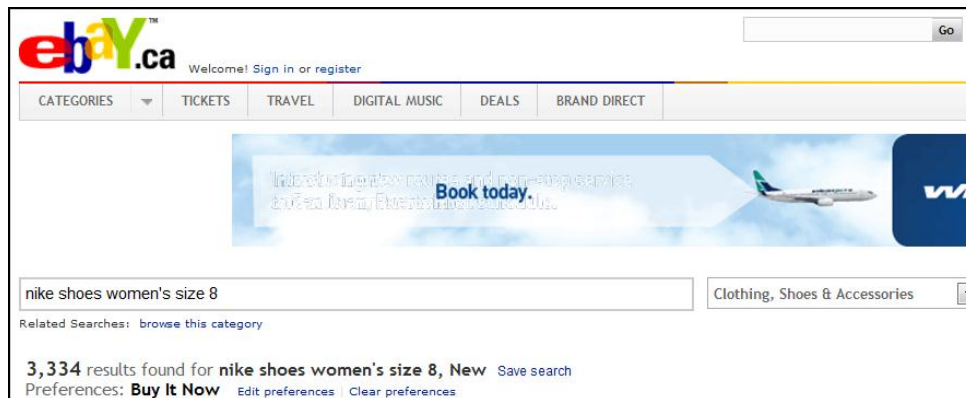
Shopping Safely Online

How do you find things to buy online?

Search Online Auction Sites

eBay:

1. Go to the eBay website (www.ebay.ca).
2. Explore the eBay webpage.
3. Search for Nike shoes in your size.
 - How many results did you get?



4. Review your selection.
 - What is the price?
 - How many bids are there?
 - How much time is left in the auction?
 - What does the seller say about the item?
5. Review the information about the seller.



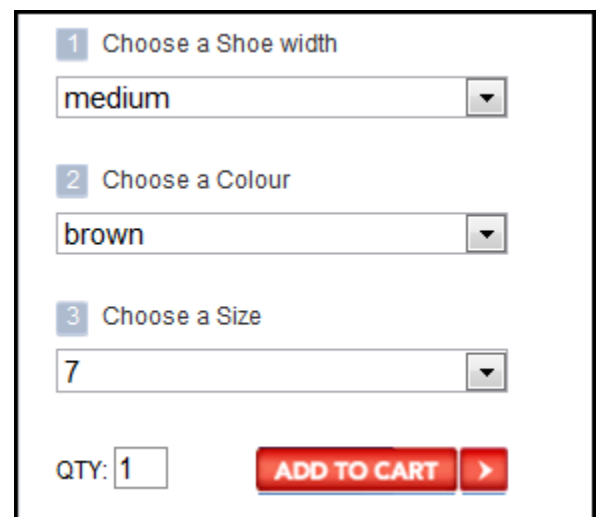
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How do you buy things online?

Buying things online is a relatively simple process. Sites may ask you to sign up as a new user or you may shop as a guest. If you register as a user, the company will store your address information for future purchases.

Shop Online

1. Search for an item online. Select the item you wish to buy and choose any options you may have for it (the size, colour, quantity, etc.).
2. Add the item to your **Shopping Cart**.
3. View your cart contents - items can be modified while in the cart.
4. Return to the site to continue shopping.
5. Click on **Checkout** to proceed with your purchase.
6. Provide your billing and shipping address (these can be the same) and your payment information - credit card type, number, and expiry date.
7. Print your order's confirmation number and receipt for future reference.



The image shows a screenshot of an online shopping interface. It features three dropdown menus for product customization: '1 Choose a Shoe width' with 'medium' selected, '2 Choose a Colour' with 'brown' selected, and '3 Choose a Size' with '7' selected. Below these is a quantity field labeled 'QTY:' with the value '1'. To the right is a red 'ADD TO CART' button with a right-pointing arrow.

Many sites will also email your purchase information along with a tracking number to track your purchase.

There are many people who shop online and have done so for several years without incident. Considering all of the internet transactions that take place, the percentage of those that are fraudulent or illegitimate is very small. Nonetheless, it is vital that you do not dismiss the risks and think it could never happen to you. Common sense and a few guidelines will lead to a fulfilling and enjoyable experience.

Tips and Guidelines:

Here is a list of tips you should consult when shopping online. Print this page and keep it in a handy place so it will be easy to review before you order.

1. **Trust your instincts and use common sense.** If you don't feel comfortable buying or bidding on an item over the web, or if you feel pressured to place your order immediately, maybe you shouldn't. Look for signs that the business is legitimate. Buy from reputable stores and sellers.
2. **Be knowledgeable about web-based auctions.** Take special care to familiarize yourself not only with the rules and policies of the auction site itself but with the legal terms (warranties, refund policy, etc.) of the seller's items you wish to bid on.
3. **Double check the pricing.** Be suspicious of prices that are too good to be true. Also consider carefully whether you may be paying too much for an item, particularly if you're bidding through an auction site. You may want to comparison shop, online or offline, before you buy. Make sure there are no extra shipping or handling costs.

What are some tips for shopping safely online?

4. **Find and read the privacy policy.** Read the privacy policy carefully to find out what information the seller is gathering from you, how the information will be used, and how you can stop the process. If a site does not have a privacy policy posted, you may not want to do business with it. If it does have a privacy policy, there will probably be a link to it from the seller's home page, or it could be included with the Legal Terms.
5. **Review the return, refund, and shipping and handling policies as well as the other legal terms.** If you can't find them, ask the seller through an e-mail or telephone call to indicate where they are on the site or to provide them to you in writing.
6. **Make sure the Internet connection is secure.** Before you give your payment information, check for these 2 indicators that security software is in place.
 - Look for an "s" after *http* in the address of the web page where you enter your credit card or other personal information. The "s" indicates that the data is encrypted, or "scrambled, as it traverses the Internet. This protects your information.
 - Make sure there is a tiny closed padlock in the address bar, or on the lower right corner of the window.
7. **Use the safest way to pay on the Internet.** Pay for your order using a credit card.



What are some tips for shopping safely online?

8. **Print the terms.** You should print out and date or save a copy of the terms, conditions, warranties, item description and company information. It is very important to print or save **confirming e-mails** and to record **confirmation numbers**. Save them with the records of your purchase.
9. **Ensure the safe delivery of your item.** If you're concerned you may not be home when your package is delivered and that your package will not be secure, ask whether you can specify that the shipper must receive a signature before leaving the package. It may be safer to have the package delivered to your office.
10. **Inspect your purchase.** Look at your purchase carefully as soon as you receive it. Contact the seller as soon as possible if you discover a problem with it. Tell the seller in writing about any problems you have, ask for a repair or refund, and keep a copy of your correspondence.

References:

There are numerous online sites and videos devoted to Online Shopping Security. The following were used as the basis for this workbook:

<http://www.surfnetkids.com/go/safety/category/online-shopping/>

<http://www.safeshopping.org/>

http://www.microsoft.com/protect/fraud/finances/shopping_us.aspx

<http://www.ic.gc.ca/eic/site/cmc-cmc.nsf/eng/fe00101.html>