

Buying and Selling Online

Shopping online can be fun and convenient, but you must shop safely!

| Pros | Cons |
|---|---|
| The stores never close | You cannot check out a product physically |
| You save on gas or transportation | You usually need a credit card to make a purchase |
| There are no salespeople | There is a risk of credit card fraud |
| You can compare items and prices from many different places | There are usually shipping fees |
| You can purchase items that are not available locally | You have to wait for the product to arrive |

Before you do any online shopping, you should make sure you are shopping on a reputable company's website. If you are not familiar with the company, search for online reviews to see what other shoppers have said. If you do not recognize the company name, or have read negative feedback, do not use their website to purchase products.

Most online shopping sites require you to set up a password. Make sure the password you use is strong.

Security

Before purchasing something online make sure you are using a secure site. Secure sites make sure that all information you are sending, such as credit card numbers, is encrypted or protected as it travels through the web.

There are two things that will help you know if a website is secure by:

1. The http address heading
2. Your browser's security symbol

Note: On some browsers the address bar will also turn green

HTTP Address Headings

- Web addresses begin with either HTTP or HTTPS
- If the web address starts with HTTPS, the information you send to it (credit card number, address, etc.) is encrypted and therefore it is a secure site





Buying and Selling Online

Security Symbol

- Your browser will use a security symbol or lock to indicate that the website is secure
- It is usually located in the address bar

General Steps to Making a Purchase Online

Each online shopping site will look different and may have slightly different steps. In general:

| | |
|---------------|---|
| Step 1 | Find the product you wish to purchase on the website. Click on the product to go to the product page. |
| Step 2 | Add the product to your bag or cart. If you are choosing an item that has options (e.g., color or size), you will need to choose that before you add the item to your bag.  |
| Step 3 | Once you have added the item to your bag or cart, your bag or cart will show an item in it. The bag or cart is usually near the upper right-hand corner of your screen. |
| Step 4 | Once you open your bag or cart you can check out. Click on the Proceed to Checkout or Go to Checkout button.  |
| Step 5 | Create an account or sign into your account if you already have one. Most online shopping sites require you to have an online account. Some sites will let you proceed as a guest without creating an account. You will have to enter information in both cases. You generally need to add your name, an email address and your shipping address. |
| Step 6 | Check your bag. Before you pay, most online sites will have a screen for you to check what is in your bag before you pay for your purchase. Make sure you check that what you ordered is in your bag. You should also check how much you are being charged in taxes and shipping. If something is coming from outside of Canada, you may also have to pay duty. |



| | |
|---------------|--|
| Step 7 | Make your payment. You will usually have to pay with a credit card, debit card or through an online system such as PayPal. You will need to know your password and/or security codes for the method of online payment you are using. |
| Step 8 | Print off your confirmation or invoice. Many sites will send a confirmation of the purchase to your email address if you have provided one. |

Safety Tips for after You Finish Online Shopping

- Always log out of the website
- Delete your browsing history
- Close all browser windows when you are finished
- Try not to shop online on a public or shared computer or over a public wireless internet connection

This project was funded by USDA NIFA award # 2022-68006-36496. The material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

December 1, 2023