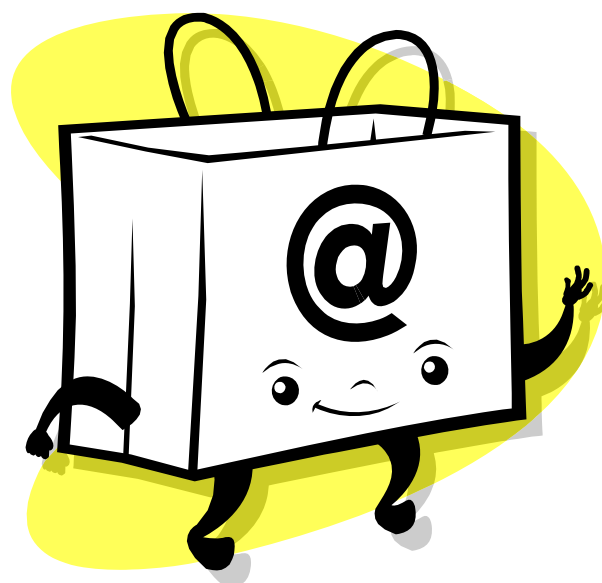


A guide to shopping online...



...for beginners

Turn a new page



Newcastle Libraries

By the end of your taster session you will be able to do the following:

- Be more informed of your rights as a consumer when buying online
- Be aware of the security of your personal information online
- Shop around websites to find the cheapest products

NOTE: You will need a debit/credit card for the majority of purchases online. Some sites, like Amazon, allow you to pay with a cheque but this is uncommon overall. You will also need an email address so ask a member of staff if you need additional help setting this up.

Your rights as an online consumer

If you have bought from an online UK company, many of your consumer rights will be the same as on the high street. You also have additional rights under the Distance Selling Regulations – online shoppers have the unconditional right to a seven day cooling off period so you can cancel an order and get a full refund up to seven days after delivery. The cooling off period **does not** apply to:

- goods made to your specification eg a bespoke piece of furniture;
- perishable goods (flowers, fresh food)
- CDs, DVDs, and tapes with software, audio or video if unsealed
- newspapers and magazines
- betting, gaming and lotteries

This is in addition to your rights to reject mis-described or faulty goods for a refund under the Sales of Goods Act.

For more information on the Distance Selling Regulations see:

<http://tinyurl.com/bfp2v8>

For more information on the Sale of Goods Act see:

<http://tinyurl.com/5gxl38>

Staying secure online

You may feel apprehensive about giving your card details and personal information over the internet. This is understandable due to the increasing amount of stories in the media about identity theft, fraud and goods not arriving. But don't let this put you off – as long as you take sensible precautions with your information you can stay safe and take advantage of the value and convenience of shopping online.

You should:

- Look for the padlock symbol at the bottom right of a page as you complete the checkout process. This means the site is securely encrypted. The website address will also start with <https://>. Don't worry if you can't see the padlock when you are browsing the website, but it should become secure as soon as you start to checkout and enter personal information.
- Be aware that if you use a credit card, rather than a debit card, to pay for items over £100 then you get additional protection under the Consumer Credit Act. For example, if you order a sofa and it doesn't get delivered you can claim back the amount you paid from your credit card provider.
- Check your bank statement to see when your payment has left your account and contact your bank if you see anything you think shouldn't be there.
- Never tell anyone your debit/credit card PIN – even if they claim to be from your bank or the police.
- Check the website has provided a registered postal address. Just because a website ends in .co.uk it doesn't mean they are physically located in the UK.
- Be aware of any privacy agreements when you checkout. Tick or untick any boxes that relate to sending you further marketing as appropriate.

More information can be found at the Consumer Direct website:

<http://tinyurl.com/24jxft>

Price comparison websites

Instead of checking lots of different websites for the cheapest deal, you could use one of the following price comparison websites. Simply type in the product you are looking for and it will automatically search many different sites at once. The results will then tell you where is cheapest. Price comparison sites include:

www.kelkoo.co.uk

www.pricerunner.co.uk

www.savebuckets.com

www.twenga.co.uk

www.moneysavingexpert.com/megashopbot

www.tunechecker.com (music downloads)

You can also use MySupermarket (www.mysupermarket.co.uk) to compare food prices across four leading supermarkets.

Booking holidays online

You can tailor make a holiday to your own specifications by booking flight, hotels and excursions yourself. Or if you prefer you can book a traditional package holiday through a travel agent in the same way you would on the high street. To search for cheap flights there are websites such as SkyScanner (<http://www.skyscanner.net/>) into which you can type your preferred dates and then it will find you the cheapest deal.



The screenshot shows the TripAdvisor website interface. At the top, there's a navigation bar with 'Home', 'Destinations', 'Fun & Games', and 'Holiday Ideas'. Below this, a search bar is visible with a 'Go' button. The main content area is titled 'Orlando hotels' and includes a search form with fields for 'Check-in', 'Check-out', and 'Adults'. Below the search form, there's a 'Recommended Hotels' section featuring 'Fairfield Inn & Suites Orlando International Drive'. This hotel listing includes a Traveller Rating of 4.5 stars based on 188 reviews, a Popularity Index of 1 out of 389 hotels in Orlando, and a Traveller Review from February 2009. To the right of the hotel listing is a map of Orlando with several red location pins. Below the map is a 'Best deals: Orlando hotels' section with four recommendations, including Disney Hotels Florida, Marriott Orlando Hotels, 200 Hotels in Orlando, and Crowne Plaza Orlando.

Tripadvisor (www.tripadvisor.co.uk) is dedicated to reviews about travel. So if you've been on holiday and found a nice beach, or a bad experience in a hotel, you can post your thoughts and photographs for the world to see. It's a great way to find a hotel in a place you may be unfamiliar with. It provides price information and the hotel's contact details so you can book direct.

Buying an item online – a step by step guide

We are using www.amazon.co.uk to buy a book online as an example of the shopping process.

The screenshot shows the Amazon.co.uk homepage. At the top, there's a navigation bar with categories like 'WELCOME', 'YOUR STORE', 'BOOKS', 'ELECTRONICS & PHOTO', 'MUSIC', 'DVD BUY & RENT', 'VIDEO', 'SOFTWARE', 'PC & VIDEO GAMES', 'HOME & GARDEN', 'TOYS & GAMES', 'SPORTS & LEISURE', 'JEWELLERY & WATCHES', 'SHOES', and 'BABY'. Below this is a secondary navigation bar with 'INTERNATIONAL', 'GIFT CERTIFICATES', 'SELL YOUR STUFF', 'DEALS OF THE WEEK', 'HARRY POTTER', and 'DISNEY'. A search bar is present with the text 'Search Amazon.co.uk' and a 'GO!' button. Below the search bar, there's a message: 'Hello, Sign-in to get personalised recommendations. New customer? Start here.' The main content area features 'Most Wished For in Digital Cameras' with three camera products: Canon PowerShot G9, Panasonic Lumix DMC-TZ3, and Panasonic Lumix DMC-FX33EB. To the right, there's a promotion for 'Up to 50% off Electric Toothbrushes'. Below the cameras, there's a banner for 'FINAL FANTASY XII REVENANT WINGS'. At the bottom, there's a 'DVD Rental' promotion with a 'FREE TRIAL' badge and details about rental prices and benefits.

Select which part of Amazon you want to search

- Books
- Electronics & Photo
- Outdoors
- Beauty
- Garden
- Home & Garden
- PC & Video Games
- Jewellery & Watches
- Kitchen & Home Appliances
- Kitchen & Dining
- Music
- PC & Video Games
- Shoes & Accessories
- Software
- Sports & Leisure
- Toys & Games
- Video

The screenshot shows the Amazon.co.uk product page for 'The Collection (Hardcover)' by James Martin. The page features a large image of the book cover on the left. The main content area includes the title 'The Collection (Hardcover)', the author 'James Martin (Author)', a star rating of 4.5 stars with 2 customer reviews, and the price '£9.00' (RRP £20.00). It also mentions 'Free UK delivery' on orders over £15 and 'You Save: £11.00 (55%)'. The availability is 'In stock. Dispatched from and sold by Amazon.co.uk.' Below this, there's a section for 'Want guaranteed delivery by 1pm Friday, February 29?' and a note about '5 used & new' available from £8.10. At the bottom, there's a table for 'Other Editions' showing 'Paperback' and 'Mass Market Paperback' options. On the right side, there's a 'Quantity: 1' dropdown, an 'Add to Shopping Basket' button, and a 'More Buying Choices' section with '5 used & new' from £8.10. There are also buttons for 'Add to Wish List', 'Add to Wedding List', and 'Tell a friend'.

When you decide you want to buy a book click on the 'add to shopping basket' icon.

You can make more purchases in the same way.

The screenshot shows the Amazon.co.uk homepage. At the top, there are navigation menus for various categories like 'WELCOME', 'YOUR STORE', 'BOOKS', 'ELECTRONICS & PHOTO', 'MUSIC', 'DVD BUY & RENT', 'VIDEO', 'SOFTWARE', 'PC & VIDEO GAMES', 'HOME & GARDEN', 'TOYS & GAMES', 'SPORTS & LEISURE', 'JEWELLERY & WATCHES', 'SHOES', and 'BABY'. Below these is a search bar with 'Amazon.co.uk' entered. A promotional banner offers 'Add £5.94 to your order to qualify for free Super Saver Delivery'. Another banner promotes the Amazon.co.uk MasterCard with a 15.9% APR. Below this, there's a section for 'Customers who bought The Collection also bought:' featuring three products: 'Christmas Feast with James Martin', 'Saturday Kitchen: Best Bites', and 'A Cook's Year: How to Choose and Cook with Great Ingredients'. On the right, a 'YOUR SHOPPING BASKET' sidebar shows 'Proceed to Checkout' and 'Show options during checkout' buttons, along with a list of items and a subtotal of £9.00.

When you have finished, click on 'proceed to checkout'.

If you're a new customer, you will need to register with the website following the step by step instructions.

The screenshot shows the Amazon.co.uk registration page. The header includes the Amazon logo and navigation links: 'WELCOME', 'ADDRESS', 'ITEMS', 'WRAP', 'DISPATCH', 'PAY', 'CONFIRM'. The main heading is 'Ordering from Amazon.co.uk is quick and easy'. Below this, there's a form to 'Enter your e-mail address:' with a text input field. Two radio buttons are present: 'I am a new customer. (You'll create a password later)' and 'I am a returning customer, and my password is'. A 'Sign in using our secure server' button is also visible. Below the form, there are links for 'Forgotten your password? Click here' and 'Has your e-mail address changed since your last order?'. At the bottom, there's a footer with 'Privacy Notice', 'Conditions of Use & Sale', and copyright information. A callout box on the right points to the email field and the 'I am a new customer' option. Another callout box at the bottom points to a padlock icon in the browser's address bar.

Enter your email address here.

Select: 'I am a new customer'

This "padlock" means it is a secure server so it's ok to put in personal or financial details.

amazon.co.uk **Hello.** Sign in to get [personalised recommendations](#). New Customer? [Start here](#).

Your Amazon.co.uk | [Deals of the Week](#) | [Gift Certificates](#) | [Gifts & Wish Lists](#) | [Your Account](#) | [Help](#)

Shop All Departments | Search: All Departments | GO | [Basket](#) | [Wish List](#)

Welcome | [International](#) | [Gift Certificates](#) | [Deals Of The Week](#) | [Amazon.Co.Uk MasterCard](#) | [New To Amazon.Co.Uk](#) | [Delivery Options](#)

Registration

New to Amazon.co.uk? Register Below.

My name is:

My e-mail address:

Type it again:

Birthday: (optional)

Protect your information with a password
This will be your only Amazon.co.uk password

Enter a new password:

Type it again:

[Continue](#)

Where's My Stuff?

- track your [recent orders](#)
- view or change your orders in [Your Account](#)

Delivery and Returns

- see our [delivery rates and policies](#)
- [thinking of returning an item?](#) (See our [Returns Policy](#))

Need Help?

- [Forgot your password?](#)
- Buy [Gift Certificates](#).
- still have questions? [Visit our Help Pages](#)

amazon.co.uk | WELCOME ADDRESS ITEMS WRAP DISPATCH PAY CONFIRM

Enter a new delivery address.
When finished, click the "Continue" button.

Required fields

Full Name:

Address Line 1:
(or company name) House name/number and street, P.O. box, company name, c/o

Address Line 2:
(optional) Apartment, suite, unit, building, floor, etc.

Town/City:

County:

Postcode:

Country:

Phone Number:

Is this address also your invoice address? Yes No (If not we'll ask you for it in a moment.)

[Continue](#)

Enter relevant details in the required boxes.

Address Accuracy
Incorrectly entered addresses may delay your order, so please double-check for errors. Do not enter specific dispatch instructions in any of the address fields.

Done | Internet

address <https://www.amazon.co.uk/gp/checkout/confirm/select.html> Go

amazon.co.uk VIEW BASKET | WISH LIST | YOUR ACCOUNT | HELP

WELCOME | TRACEY'S STORE | BOOKS | ELECTRONICS & PHOTO | MUSIC | DVD BUY & RENT | VIDEO | SOFTWARE | PC & VIDEO GAMES | HOME & GARDEN | TOYS & GAMES | SPORTS & LEISURE | JEWELLERY & WATCHES | **NEW** SHOES | **NEW** BABY

INTERNATIONAL | GIFT CERTIFICATES | SELL YOUR STUFF | DEALS OF THE WEEK | HARRY POTTER | DISNEY

Search Amazon.co.uk GO!

Thank you for your order.
We will send you an e-mail confirmation shortly. Thank you for shopping at Amazon.co.uk.

You have chosen to pay by cheque. Please print this page and post it with your payment.
Please follow the steps below.

TOTAL DUE: £11.75
E-mail Address: tracy.armstrong@newcastle.gov.uk
Amazon.co.uk Order Number(s): 026-0006442-6260302

Step 1: Make cheque payable to Amazon EU S. a r.l.. Please don't forget to sign your cheque and make sure that words and figures match.

Step 2: Please write your order number and your e-mail address in **block letters** at the back of your cheque.

Step 3: Please post your cheque to:

Amazon.co.uk
EU Billing Department
Patriot Court
1-9 The Grove
Slough
Berkshire
SL1 1QP
UK

Internet

Online auctions

eBay (www.ebay.co.uk) is a website that allows anyone to list their unwanted items for sale, but it isn't just second hand goods that appear on the site. Some businesses sell through eBay and many items are brand new. You need to check the item description carefully before you bid. It would require a whole other guide to explain how eBay works but there are many books explaining how to buy and sell on eBay available through Newcastle Libraries. Ask a member of staff for more information or search our catalogue online.

There are other providers of online auctions, such as www.ebid.net, but eBay is the most widely used.

N.B. Disclaimer

The internet is a worldwide network of computers, and we have no control over the information available on it. Information available on the Internet may be inaccurate, biased or of poor quality. We can accept no responsibility for the validity or quality of information available. We cannot vouch for the security of internet sites; therefore you should take care when giving out personal details and be aware that any financial transactions are undertaken at your own risk.

Jargon Buster

The following is a list of commonly used terms related to online shopping:

Shopping basket

This is where items selected to buy remain until checkout.

Checkout

Once clicked a list of items selected to buy are listed.

Paypal

This is a fast, convenient system used to send and receive money electronically, in a variety of currencies.

Voucher codes

Some shops e.g HMV have voucher to buy and this code can be used online to buy items.

My account

This is where your personal details are held and normally requires an email address and password to login.