

Look before you click!

(Guidelines for Online Shoppers)



BUYERS BEWARE



➡ Avoid being 'phished'-
Do not respond to sites asking personal information even before disclosing an offer

Look for any address and contact number of the seller Document all transactions



Look before you click- Learn as much as possible about the product and seller



Be wary of low-priced products given along with a high-priced better quality prize



➡ Choose a secure password to protect account information



➡ Use a secure website and payment process



➡ Understand retailers' refund policies



➡ Keep a check on your credit card usage

➡ Beware of 'spamsters'-
Do not expose unrequired details

WHAT SELLERS CAN DO



➡ Help the consumer make informed choices - provide clear information about the products



➡ Abstain from spam marketing



➡ Do not use unreadable font size or a large legal document.



Exhibit terms and conditions (guarantee, currency used etc) clearly



➡ Publish privacy statement and protect private information

PROVIDE FOR AN EFFECTIVE REDRESS MECHANISM



Citizen consumer and civic Action Group (CAG)

9/5, II Street, Padmanabha Nagar Adyar, Chennai 600 020 Tamil Nadu, India.

Ph: 044 - 2491 4358 / 2446 0387 Email :helpdesk@cag.org.in Website:www.cag.org.in