

# Internet Shopping Tips

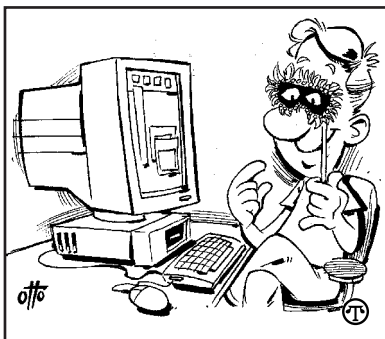
## Online Shopping: Feel Safe And Secure

(NAPSA)—You may think it fun to be a rock star for a day, or maybe pass yourself off as a fighter pilot, President of the United States, or a legendary sports hero. Pretending to be someone you're not may sound like fun, but on the Internet, it's no laughing matter.

The U.S. Department of Commerce reports that more than half of the U.S. population is online today—and approximately two million more people become Internet users every month. “More Americans are going online. But when it comes to Internet purchases, some are still on the sidelines, even though many have payment cards with 100 percent fraud protection,” says Jim McCarthy, senior vice president, Visa U.S.A.

McCarthy, who also sits on the board of the Better Business Bureau OnLine, says that consumers who are still wary about shopping online because of security concerns can take a few simple precautions. He suggests these helpful hints:

- Make sure you are using a secure browser and always look for the retailer's privacy policy and an explanation of how you are protected.
- Avoid giving numbers like your birth date, bank account number or Social Security number.
- Never send payment information via e-mail.



- Take advantage of security services from your bank. For example, Verified by Visa is a new service that allows you to create personalized passwords to prevent unauthorized use of your cards while shopping online. This ensures that only you can use your card on the Internet. The service is available to cardholders in the Southeast through participating financial institutions, including Bank of America, SouthTrust Bank and SunTrust Bank. You can contact your Visa card issuer or visit [www.visa.com/verified](http://www.visa.com/verified) for information.

- Use a Visa card. In case of a problem, consumers have 100 percent protection against card theft, loss, or unauthorized use through its Zero Liability program.

- Don't turn off your computer until you print a record of your transaction. That way you'll have all the information at your fingertips in case a question about your order arises.