

SHOPPING ONLINE – CREATING AN ACCOUNT



CREATING AN ACCOUNT

Most online shops will require you to create an account when you wish to order. Unlike a physical shop, this Account isn't for you to charge items against, but rather a way for the website to identify you when you return, and also to save your details to make your next visit easier. Most ecommerce websites will also keep a track of your order history, save any favourite items you have for easy access, and also store your payment information.

When you reach this stage of a website, it will normally ask if you already have an account or not.

1 Your Shopping Basket 2 Login 3 Delivery Address 4 Payment Details 5 Checkout

Have you purchased through this site before?

If so, we'll try to find your previous information to save you some time...

Yes
Please try to retrieve my details

No
I have not purchased from this website

Step 2: Login on the Wiltshire Farm Foods Website

When creating an account, you are normally asked to supply 2 things, firstly your Email Address or a Username you wish to use, and secondly a Password.

Your Account: **Your details**

Your details Order History Your Addresses Payment methods Saved diets search

Personal details:
To change any of your details below simply edit the appropriate fields and press the "save details" button

Title: Mr Required *

First Name: Matthew Required *

Last Name: Curry Required *

Register Email Address: matthew.curry@apetito.c Required *

Subscribe to newsletter

Your password: Required *

Confirm password: Required *

This screenshot of the Wiltshire Farm Foods website shows the details stored about you when you create an account.

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PASSWORD SECURITY

It is important, when you are choosing a password, that the password you choose is sufficiently complex so that it cannot be easily guessed, or is a common word so that it can be found by running through a dictionary.

However, it is also important that the password be memorable!

If you forget your password, most online shops will have a function to have either the Password, or a reminder of the Password, sent to your email address.

Look for the words **“Forgotten your password?”** or similar when logging in.

A COMMON TRICK PEOPLE USE TO CREATE PASSWORDS IS TO COMBINE NAMES, PLACES AND DATES, OR TO REPLACE VOWELS WITH NUMBERS.

FOR EXAMPLE, SAY YOU HAVE A GRANDSON, PETER, WHO LIKES FOOTBALL AND WAS BORN IN 1998.

SO A MEMORABLE PASSWORD WOULD BE:

PeterFootball98

Or, replacing vowels with numbers:

P3t3rF00tb4ll98

SECURITY

WHAT TO LOOK OUT FOR

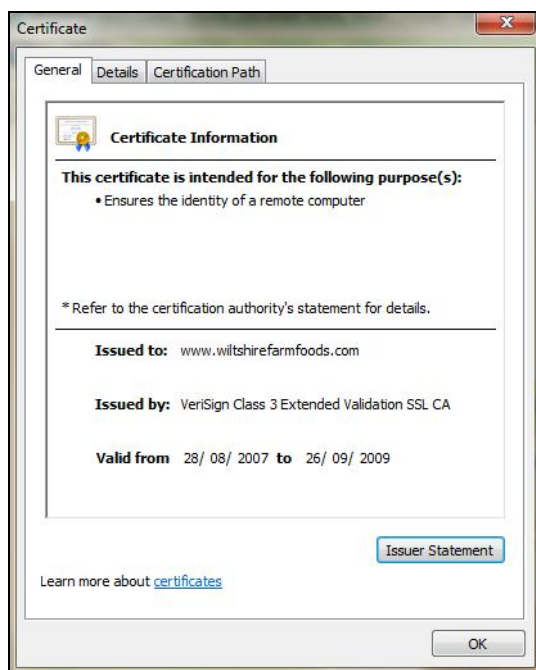
When shopping online, it is important that you remain vigilant about your security. Whilst internet shopping is safer than giving your payment details over the phone, or at a restaurant, there are some simple rules you can follow to ensure that your information is safe.


- 1) Only buy if you trust the website.**
- 2) Only give information that is necessary.**
- 3) Make sure that there's a returns policy.**
- 4) Use a credit card, instead of a debit card to purchase.**
- 5) If in doubt, pick up the phone and speak to customer services.**

SECURITY CERTIFICATES

When shopping, if you are submitting any personal information, it's important that the page you are using is "secure". What this means is that the conversation between your computer and the website you are visiting is encrypted, so that anyone trying to "listen in" can't understand what is being said. Imagine when you were a child, and you and your friends would use Pig Latin to confuse anyone trying to understand what you were saying!

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If you double-click the Padlock Symbol  either at the top or bottom of your browser when visiting a secure page, you can find out more about the Security Certificate.

THE GREEN BAR

Modern browsers, such as Internet Explorer 7, Firefox 2 & Safari 3 have a feature called the Green Bar. This means that the business operating the website you are visiting has been through a process called "Extended Verification" (**EV**).

EV requires the business to go through a series of tests, to ensure they are who they say they are, that they have a known physical address, that there is a named person responsible for the website, amongst other things. From our experience at Wiltshire Farm Foods, obtaining Extended Verification is a difficult & time-consuming process, and so businesses that have this have gone the extra step in ensuring that their customers are protected.



The Green Bar in Internet Explorer



The Green Bar in Firefox

You can find out more about Extended Verification and the Green Bar by visiting:

<http://www.verisignsecured.com/UK/index.aspx>