

## LifeSmarts U Personal Finance Lesson Shop Smarter, Not Harder Glossary

- Affiliate:** A marketing partner promoting products or services in return for a commission
- Auction:** Public forum where items are sold to the highest bidder
- Ad-blocking:** Special downloadable plugins for web browsers that disable advertisements in videos or on websites. The tool can block individual ads or an entire web page worth of ads
- Banner ad:** Clickable image that advertises a product or service and leads the user to an advertiser's website
- Brick-and-mortar:** Physical location of a merchant
- Celebrity endorsement:** A marketing technique aimed at attracting potential customers by using testimonials by recognizable public figures to promote a company's product or cause. Celebrities are usually compensated with money or gifts in exchange for their endorsement
- Click-through:** The action of clicking on an ad and being redirected to the advertiser's website
- Cookies:** A trackable file from a website that offers you products tailored to your interests and allows websites to load faster. You can set your browser's preferences to limit cookies or to notify you when they are placed on your computer
- CVV number:** Card Verification Value. A three- or four-digit number that appears on either the back or front of a card and is an anti-fraud feature
- Digital certificate:** Certificate issued by a third party that verifies a business or individual is who they say they are
- Dummy review:** Fake reviews posted by a company or a user to boost interest in a particular product. Some reviews may contain staged photos or non-descriptive text about the product
- E-receipt:** Digital version of an online order with the customer's contact information, order number, and payment used. May also include a tracking number
- E-SIGN:** Electronic Signatures In Global and National Commerce Act; facilitates the use of electronic records and signatures in interstate and foreign commerce by ensuring the validity and legal effect of contracts entered into electronically
- Endorsement:** Public declaration of support or approval for a person, company, or product
- Fair Credit Billing Act (FCBA):** Federal law that provides consumer protection in disputes about items purchased with an "open end" credit account, such as a credit card
- Feedback:** Customer reviews about a shopping experience or a particular product
- https:** HyperText Transfer Protocol with Secure Sockets Layer (SSL); a secure communication protocol on the web used in e-commerce to provide authentication and encrypted communication so information will not be intercepted. The letters, "HTTPS", will appear in the Website's URL.
- Identity theft:** Deliberate assumption of another person's identity, usually to gain access to their finances and credit
- Mobile pay:** Downloadable apps used to pay for goods and services using a smartphone. Banking information is automatically saved to the app and reduces the need for a physical card or PIN number



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- Opt-in:** When a user gives permission for a website to collect, use, or share his or her information
- Opt-out:** When a user expressly requests that his or her information not be collected, used, or shared. Sometimes a user's failure to "opt-out" is interpreted as "opting in"
- Option notice:** Notice sent when a company cannot get an item to you in the time promised. This notice gives you the option to cancel the order and receive a refund, or wait for the item to be shipped
- Private browsing:** Web browsing option that hides user activity and does not save any personal information or track the user
- Privacy policy:** A website policy that specifies how a user's personal information will be used or shared
- SSL:** Secure Sockets Layer; encryption protocol used when sending personal information
- Tracking number:** String of numbers and letters issued by a delivery service that allows users to track their orders
- TTP:** Trusted Third Party; an independent business that verifies the information of an online store as accurate so online shoppers can feel more confident shopping at the site. The online store must follow privacy and security guidelines established by the third party

