

About e-commerce

Most people who shop online have quite few issues. Furthermore you can usually avoid issues with some precautionary measures and knowledge of your rights as a consumer. The following is some helpful information for those who intend to shop online.



- ✓ **Check different traders and consumer experience**
- ✓ **Find out who is selling the product**
- ✓ **Read the trader's terms of agreement**
- ✓ **Check which payment methods are available**
- ✓ **Don't provide more personal information than necessary**
- ✓ **Check what the full price is and delivery time**



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Advice on
e-commerce



1. Check different traders and consumer experience

Price, service and dependency can vary greatly between different e-commerce traders. It is good to keep in mind that if an offer sounds too good to be true or hard to resist, it would be wise to be careful because such offers are more often than not simply frauds. Search for a good description of the product and keep in mind that you cannot handle the product before purchase. If you have bought a product from a trader within the European Economic Area (EEA) you can cancel the purchase within 7 weekdays from delivery and sometimes the time limit can be even longer. For example if you buy a product online from an Icelandic trader you have the right to cancel the purchase within 14 days from delivery. On the other hand in the event of cancellation the consumer often has to return the product at his own cost, so sometimes it might not be cost-effective to cancel a delivered online purchase.

2. Find out who is selling the product

To reduce risk it is wise to choose a recognized trader, with a set work base and a reputation as a good trader. You should search for the name of the trader, the address and phone number on the website. Also nowadays a consumer should be able to contact a trader through e-mail. Please be aware though that it is risky to buy from a trader that does not publish any information except e-mail.

3. Read the trader's terms of agreement

The trader's terms of agreement can provide information about returns and cancellations. If you find the terms unreasonable or feel like you cannot accept them, then don't go through with the purchase. The terms of agreement for Icelandic traders can however never provide you with less right than the law dictates. EEA law binds traders within the EEA but countries outside the EEA have different consumer rights and can therefore be less than Icelandic law dictates.



4. Check which payment methods are available

You should handle credit card information with care. Do not provide credit card information before you have ordered the product you intend to buy. You should not pay by transfer to the trader's account or by using money transfer services. You should make sure that the trader has a secure site before you pay directly with a credit card. A little yellow lock should appear at the edge of the browser, which

is a so-called SSL-secure. But beware of fakes; if you click on the lock the website's security certificate should appear. Also it is good to know that secure sites start with https instead of http.

5. Don't provide more personal information than necessary

For an online purchase the trader does not need more information than your name, address and e-mail address. The trader might have to contact you so the e-mail address is necessary. But be careful not to provide more information because you cannot be sure what the trader does with that information. Also be aware that your name and address is private information and the trader should have a privacy statement on his website about the handling of private information.

6. Check what the full price is and delivery time

Be aware that you should be provided with the final and full price, i.e. with delivery cost, and how the product will be delivered to you, before you go through with the purchase. A product price on a website usually does not include the delivery cost, because it varies on the buyer's location. You should also remember that when you buy a product from another country, taxes and import duty will be added to the price. You should also be aware that products fall into different categories when it comes to taxes and import duty. Taxes and import duty are added to the full price, i.e. the price with delivery cost.