



# Holiday Shopping On The Internet

## Many A Mouse Will Be Stirring This Season

(NAPSA)—Researchers have uncovered a number of intriguing trends this holiday season.

For one thing, more Americans than ever are expected to do their holiday shopping online this year.

- New studies suggest online retail spending in North America from October to December will increase 30 percent over last year to \$11.86 billion.

- People who may not be traveling as much this holiday season are likely to turn to the ease of online shopping.

Secondly, shoppers are increasingly looking for help in identifying reputable businesses online.

Specific resources to look for on retailers' Web sites include:

1. A physical address; a return policy; and information on product availability, and shipping time-frame;

2. A privacy policy that reveals whether personal information will be collected from you and how it will be used;

3. A third party symbol, such as the BBB*OnLine* Reliability and Privacy seal, that indicates the company adheres to strict guidelines assuring sound business and privacy protection practices.

The non-profit Better Business Bureau brings 90 years of experience



**As more Americans shop online, they seek sites featuring the guarantees of trusted groups.**

to the Internet marketplace.

Always check with the BBB before making a purchasing decision. Or visit the BBB*OnLine* Safe Shopping Portal at [www.bbbonline.org](http://www.bbbonline.org) for a searchable database of thousands of Internet retailers that have met BBB *OnLine* standards.