SAFE SALES REVENUE SAFE

Advice for e-commerce businesses
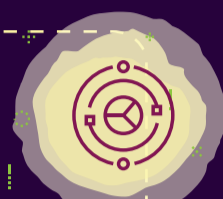
1 PREPARE YOUR BUSINESS

WHERE SHOULD I START?
You will need your own webshop. You can create it yourself or use an existing webshop. Whatever you choose, remember to trademark your company name and logo.

WHAT DO I NEED TO CONSIDER FIRST?
• Know what you are selling
• Choose a way to receive payments (acquirer)
• Choose a way to send your goods to the customers
• Make sure this is all safe and secure.

HOW DO I CHOOSE AN E-COMMERCE PLATFORM?
Research the most trusted marketplaces and pay attention to the services and security measures they include, as well as the fees they charge.

WHAT IF I WANT TO CREATE MY OWN WEBSITE INSTEAD?
You can configure a modular webshop system yourself or you can hire the services of a professional company to develop and design the website.

HOW CAN I SELL ONLINE?
To sell goods or services online, you will need to have an arrangement with an acquirer. Look for an option that is suited to your needs and budget.

2 SET YOUR DEFENCES

CYBERSECURITY BASICS
Discuss the options with your acquirer and website provider: regularly patch your software, use strong passwords and install a firewall and antivirus software. If possible, use a professional IT service provider to maintain your website security.

WATCH OUT FOR WARNING SIGNS
There are tools available to manage your customers' activity to help determine if they are genuine or not. Keep yourself up to date with the fraud trends in your geographical area.

PROTECTION AGAINST FRAUD
Know your customers in order to:
• allow payments against invoice or prepayment solutions;
• determine the shipping methods.

If you use an acquirer, they can advise on the best prevention fraud tools available.

DATA PROTECTION
Make sure your company is GDPR compliant. Explicitly ask your users for consent for any data collection. Be transparent about the data you collect and how you use it.

INTERNAL CYBERSECURITY AWARENESS
If you have employees, make sure they are cybersecurity aware.
Encourage them to adopt safe security habits to protect the company and consumer data.

RECOVERY PLAN
Make sure you have an incident management plan in place. Ensure that your site and data are regularly backed up to a safe, offsite server or service, so you can restore them (for instance, in the event of a ransomware attack).

3 SELL AND GET PAID SAFELY

HOW CAN I VERIFY MY CUSTOMERS'...

...PAYMENT?
Talk to your acquirer about 3D Secure and ensure that you have the most up to date version available.

...IDENTITY?
Your acquirer will guide you on the tools and options available to help you verify your genuine customers.

HOW CAN MY CUSTOMERS PAY?
The available payment methods could be specific to the country in which you are doing business. Learn more about the different options: payment cards, bank transfers, orders against invoice, etc.

HOW CAN I ENSURE THE SAFE DELIVERY OF MY GOODS?
Work closely with your logistics partner.

Allow rerouting only for well-known customers and determine which items can be rerouted and which ones cannot.

Enable delivery and signature confirmation to prove that a customer received the order.

4 REACH OUT IF YOU NEED HELP

Turn to expert companies when it comes to insurance and risk mitigation.

Visit: www.europol.europa.eu/ecommerce for further information

If you come across any illegal activity, get in touch with the police.