



## Content Vocabulary: Technology

### SHOP SMART ONLINE VOCAB KEY

<i>Vocabulary term</i>	<i>Definition</i>
30-Day Rule	Enforced by the FTC, the Mail or Telephone Merchandise Rule requires that merchants ship goods within 30 days or inform the customer of delays and their right to cancel the order due to delays
CAPTCHA	Used to determine if a user is human, consumers decode distorted images of letters and numbers to gain entrance to a password--protected site
comparison shop	Contrasting features and prices of a product before purchasing
coupon codes	Promotions for online purchases that allow the consumer to save money on the purchase or the shipping costs
CVV Code	Card Verification Value, numbers located on the back of a credit card used for security and identification
digital wallet	Making E--commerce transactions with a digital device such as smart phone or computer
dynamic pricing	The cost of an item fluctuates frequently based on a variety of marketing factors
E-commerce	Sales, transactions, refunds and other business performed online
E-mall	Online stores
Federal Trade Commission	FTC, Agency with the mission of protecting consumers and preventing fraud, deception, and unfair business practices in the marketplace
https://	Hypertext Transfer Protocol Secure, this abbreviation appears in the search bar to indicate the transmission of data is secure
price alert	Automated digital program, activated by a consumer, that informs when an items reaches a price point
return policy	Procedure, timeframe and potential cost of returning merchandise
SSL	Secure Sockets Layer, indicates data encryption for safety. SSL is indicated by the search bar turning green, a padlock appearing in the search bar, and the prefix http changing to https