



This month's issue is focused on

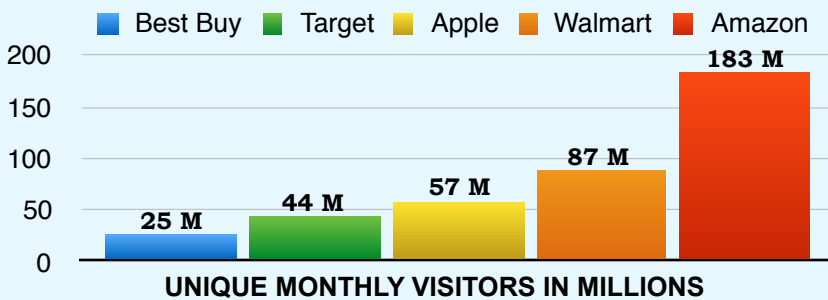
\$\$ DIGITAL COMMERCE \$\$

and all that it entails.

It is hard to imagine that you could find someone living or working in our community that hasn't been effected by **digital commerce**. Almost everyone has received a gift that was purchased online, or downloaded a software program, or some music or movies.

Many of us have created accounts with large **e-tailers** (electronic retailers) like Amazon, Best Buy, PayPal, or Netflix. The list of possible online vendors and the promise of fast delivery from store or warehouse to your door has cut into the business of many "brick and mortar" stores. How would you answer these questions:

HOW ARE YOU EFFECTED BY DIGITAL COMMERCE? ARE YOU AWARE OF MARKETING/ADVERTISING THAT IS DIRECTED AT YOU? HAVE BUSINESSES IN YOUR COMMUNITY CLOSED BECAUSE OF ONLINE COMPETITION? DO YOU USE APPS OR WEBSITES TO GET DISCOUNTS?



<https://www.statista.com/statistics/271450/monthly-unique-visitors-to-us-retail-websites/>

A FEW STATISTICS TO CONSIDER

\$1800	Total average eCommerce spent per customer over the course of the year is estimated to be \$1,800 in the US.
684 B	US e-commerce sales reached \$396 billion in 2016 - and are predicted to grow to a massive 684 billion by 2020.
53%	53% of global internet users made an online purchases in 2016 - that's approximately 1 billion users.
39%	39% of people will stop engaging with a website if it takes too long to load.
38%	38% of people will leave a website if they find the layout unattractive.
78%	78% of internet users are concerned about sites they sign up with selling their data - make sure you investigate the site's privacy policies before signing up.

Source: <https://www.smartinsights.com/e-commerce/e-commerce-strategy/37-indispensable-e-commerce-stats-to-inform-your-2017-strategy>



Amazon.com strives to be the e-commerce destination where consumers can find and discover anything they want to buy online.

JEFF BEZOS, founder, chairman, and chief executive officer of Amazon, the world's largest online shopping retailer.

https://www.brainyquote.com/authors/jeff_bezos



Bitcoin is the first decentralized **digital currency** which works without a central bank or single administrator. The network is **peer-to-peer** and transactions take place between users directly. These transactions are verified by network nodes through the use of **cryptography** and recorded in a public distributed ledger called a **blockchain**.

(see also CRYPTOCURRENCY)

<https://www.youtube.com/watch?v=Um630Qz3bjo>

IDENTITY THEFT is major concern for people who use digital commerce sites. Have you protected yourself? Do you know how? Visit this issue's web page from the link on page 2.



If you have comments or suggestions about this newsletter contact dc@gstboces.org

Visit our website at <http://dc.gstboces.org>

STUDENTS! PARENTS! INSTRUCTIONAL STAFF!
ADMINISTRATORS! AND COMMUNITY MEMBERS!

PLEASE HELP US!

Please Take a few moments to participate in our survey.

<http://go.gstboces.org/dc-survey>



It has been our goal this year to raise awareness about Digital Citizenship. Now it is our chance to collect some data and see who we may have reached with our newsletter and website. We need your help and input.



SMART ONLINE SHOPPING TIPS FOR STUDENTS

Ask yourself these questions when shopping online.

Is the site legitimate?

Check to make sure the URL bar address matches the company's domain name.

Is the site secure?

Look for https in the URL or the yellow lock icon indicating that it is protected.

What information are you being asked to provide?

If it is asking for account numbers, social security numbers, or passwords get permission before entering them at the site.

Do you understand all of charges?

Some sites may have shipping charges, enrollment fees, or special offers with other requirements.

Are you using the computer in a public place?

Make sure that your information isn't being stored on a public computer at a school or cyber-cafe.

Who can you tell?

If you feel you have been cheated, defrauded, or tricked into okaying a purchase, tell a trusted adult and have them involve the consumer protection agency or law enforcement if necessary.



TAKE FIVE TO STOP FRAUD

<https://takefive-stopfraud.org.uk/>

TAKE FIVE TO STOP FRAUD is a site that aims to get users to "take five" and consider what some scammer may be asking them to do. They feel that if a user thinks about it for a few moments they won't take an action that they may regret.

The site has many tips and techniques that you can easily use and that you can teach to others so that they will not become victims.

The advice page at <https://takefive-stopfraud.org.uk/advice/> helps you identify phone, email, text message, and online scams. Test yourself by taking the test at <https://takefive-stopfraud.org.uk/takethetest/>.

This site also has provided the source material for this month's poster.

GET THIS MONTH'S DOWNLOADABLE RESOURCE



This month's PDF poster is called **Take Five - Tips to Avoid Being Scammed**

<http://go.gstboces.org/dc-180401>

