



What Parents & Educators Need to Know about SHOPPING PLATFORMS

At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and digital change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about SHOPPING PLATFORMS

For people looking to make purchases on their phones, several shopping apps – such as Temu – allow users to buy goods at reduced prices. Others, like Vinted and Depop, let you sell items you no longer want. As internet shopping continues to grow, however, so does the risk of scammers, hackers and breaches of privacy.

WHAT ARE THE RISKS?

MISSING ITEMS

Users of Vinted, Depop and Temu have reported not receiving their products despite payment being taken. Users can initially contact the seller to query a missing item, and they have between two and five days (depending on the app) to tell the company what has happened. However, once the money has reached the supposed seller, it can be quite difficult to get back.

SCAMMERS AND PHISHING

Scammers are always on the lookout for unsuspecting buyers or sellers. Common tactics include concealing shipment of an item since the payment has been processed or asking to reschedule the chat and payment outside of the app, where the victim is no longer protected by the buyer protection plan. This should, naturally, be avoided at all costs.

DATA MISUSE

Apps of all kinds frequently collect our data, often asking for more information than is necessary to set up an account. Data gathered in this way is then usually sold on to third parties for marketing purposes. Sadly, certain apps have been under scrutiny for using spyware to track their members' activities – but all too often, the user's consent to this practice has been hidden away in the terms and conditions.

FAKES OR REPLICAS

It's certainly not unheard of for poor-quality products to be falsely marketed as luxury items, using misleading pictures or clever wording. These disingenuous sales are sometimes aided by suspiciously low price tags, but this isn't always the case. For children and young people especially, there's a risk that the promise of bagging a high-end item for a fraction of its stated price will outweigh any suspicions they may have.

SLOW REFUNDS

While all apps offer a refund if the product is damaged or doesn't match the description, it can take up to a month to be compensated for this. For many people (especially during a cost-of-living crisis) that can be a long time to be without both the product you bought and the hard-earned cash you spent on it.

MISLEADING DESCRIPTION

Some people will be able to notice when, say, a product's photo and its description don't seem to match. This isn't a reliable means of picking up on misleading marketing, however – especially not for children and young people, many of whom may not yet realise that such practices even exist. While it's illegal to advertise one thing and sell another, plenty of shrewd buyers use clever wording and omissions to get around this.

Advice for Parents & Educators

ALWAYS STAY ON THE APP

It's vital that users pay for any goods through the same app on which they found them, to ensure they are covered by buyer protection. That means users can decrease support if the item arrives damaged, isn't as described, or doesn't arrive at all – allowing them to seek compensation for the loss. Such regulations can't protect you, however, if you didn't do the deal through the app in question.

BE WARY OF PHISHING ATTEMPTS

Scammers frequently send messages within these apps to steal personal and financial information from other users. Don't respond to these messages – and under no circumstances should you follow any links they contain. Check for spelling errors, as well as inspecting the name of the sender. Report any suspected phishing emails to the app's help centre – and notify your bank if you think your financial information has been compromised.

CHECK REVIEWS

Take time to read the reviews and comments left by other users – not just of products, but of sellers and buyers, to ensure they're legitimate and reliable. Before buying an item online, check the reviews for comments about the product's quality, the seller's communication and the delivery time. If you're selling, check the reviews of your buyer for red flags such as frequent requests for refunds or claims of 'missing' items.

KEEP SAFE AS A SELLER

Sellers can be exploited just as much as buyers. Some users may purchase an item, for example, then pretend it didn't arrive to secure a refund. Always take photos of the shipping label, along with a picture of you posting the item. Send the package's tracking number to the buyer and keep a copy for yourself, letting you investigate any future claims that it never arrived. When taking photos of items you're selling, ensure nothing personal is in the background.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant at BCyberware, who has developed and implemented anti-bullying and cyber safety workshops and policies for schools. She has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviours of young people in the UK, USA and Australia.



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Quality merchandise ↘ Fair prices ↘ What's not to love? □ The possibility of bagging a bargain and the ability to sell your own unwanted items have made online marketplaces like Vinted and Depop into an attractive option for anyone looking to save money or make a little extra cash for themselves in these challenging economic times.

Unfortunately, however, these services (and numerous others like them) can still be misused by scammers, so it pays to remain vigilant for the risks associated with shopping apps. Fortunately, this week's #WakeUpWednesday guide is on hand with some helpful pointers to protect young people (and yourself) from potential exploitation while doing business with others online. [Click here](#) to download the guide.