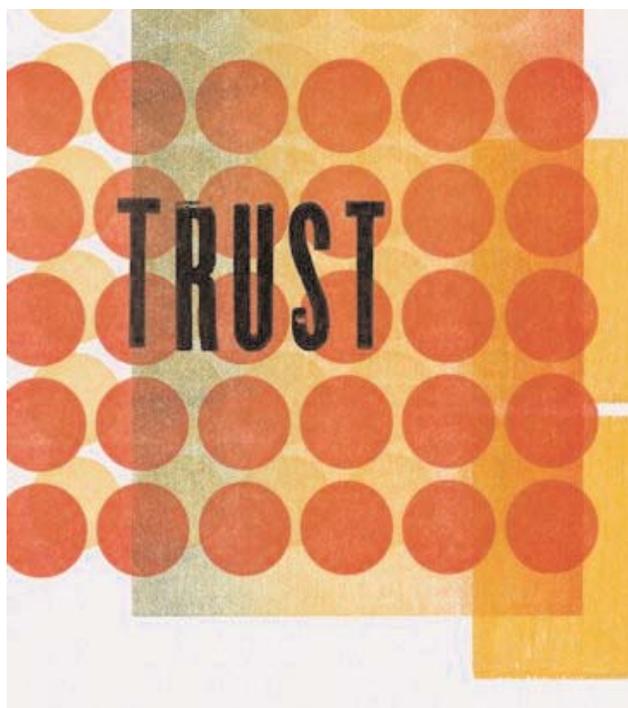# TrustGauge.com

How do you know if the website you are visiting is trustworthy?

TrustGauge.com offers the free "*Top Ways to Determine Website Trustworthiness*" whitepaper for those interested in maintaining their online privacy and security.

Find out how Web surfers like you can stay secure on the Internet with these tips from TrustGauge.com. When you're finished, send it to someone else so they can learn and benefit from it as much as you have!

Then learn more about our free TrustGauge service for surfers available only through BrowserAccelerator.com!

Browser ⚡ Accelerator

Trust ● Rank 932 / 2

Visit http://www.BrowserAccelerator.com to download this popular freeware tool that includes TrustGauge.com's TrustScore!

TrustGauge.com

Is information on websites truthful and accurate?
How not to be subject to Internet frauds and scams

Internet "get rich quick" schemes have such a pervasive Internet presence that websites offering such pro-grams can be found by the dozens in search engines or even by checking your email inbox. These busi-nesses often promise incredible amounts of money for a "nominal" investment. They appeal to people's love of convenience, as well as hopes of material comfort and success. However, many people have found the websites that capture their attention to be unprofitable, a waste of money, and often fraudulent.

Despite the popularity of get rich quick schemes, there are several ways
that people can avoid losing money to these businesses.

Avoiding fraud anywhere, especially the Internet, requires the use of commonsense and research.
A person who wishes to save time and money with anything must not only pause to think about the validity of the offer, but to find some resources to verify the validity of the offer and the person or group offering it. Thorough research can tell us how trustworthy a company and its products are and help individuals coun-teract the temptation of buying into potentially fraudulent claims and promises.

To begin researching and investigating the claims and promises of get rich quick schemes, a person could begin by using TrustGauge, provided free within the BrowserAccelerator toolbar. TrustGauge and BrowserAccelerator specialize in helping individuals research businesses so that they may discern the trustworthiness of a company. Their URLs are http://www.TrustGauge.com and http://www.BrowserAccelerator.com.

While it is common to find dubious businesses on the Internet, you don't have to find yourself subject to their schemes. Doing research to investigate the validity of claims made by a business will not only uncover the trustworthiness of a scheme, but also save an individual from losing time and money.

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Is information on websites truthful and accurate?
Is it easy to contact the company?

You might be thinking, "companies that want my business want me to contact them, right?" Not always. Most people think that it would be easy to contact the companies they want to do business with online because those companies want to do business with them. Unfortunately, this is not true in every case. More times than not online, people interested in contacting a company must either do research to find contact information or wait for hours, days or weeks to receive a response. Would you wait that long in a brick and mortar store like Wal-Mart? Probably not.

Keep the following in mind when you are trying to get in touch with an online business:

Make sure to write detailed emails.
Before sending an email addressed to "info@insert-random-company-name.com consider some important customer support issues. Most trustworthy companies are busy with customer communications. Unless an individual is careful enough to send an email with detailed instructions, the most likely response will be an automated letter, perhaps asking for more detailed information or directing that potential customer to a section of frequently asked questions. Companies may have difficulties distinguishing email spam from genuine requests, and it is possible that a genuine customer email might be discarded.

Research all the ways available to contact a company.
The Internet has made research about companies relatively easy. Within a few moments, website users can obtain company details and don't need to rely on only one mean of communication. By ensuring that you have multiple ways to establish contact with a company you increase the likelihood that you will eventually reach someone. If email fails you are then able to communicate with a company by telephone, fax, or snail mail. These options may vary in efficiency and effectiveness, but having them available is a good tool for avoiding the trap of having only one type of communication.

If no contact information exists, don't hesitate to leave.
If the contact details for a company prove to be difficult to find, it may be a good idea to consider dealing with different companies. Some organizations keep contact details secret for a reason. For instance, some wholesale companies may not deal with individual customers. Regardless of the reason, it is best to consider the needs of a company as well as one's own needs. If a company proves to be difficult to contact and its services are not crucial, it may be best to pass over that company in favor of one that is more convenient and efficient. Spending a large amount of effort on an inefficient company may be a waste.

For people that don't want to waste time looking for contact information at websites, the free BrowserAccelerator tool provides the TrustGauge^{tm} service. Each website appearing in the browser window is given a "trust score," based partly on the availability of information that surfers need to make the right purchasing decision.
TrustGauge enables surfers to have the correct contact information whether its email or a form to contact the proper staff person at that company. If a site has a high trust score, you'll find that they are more trustworthy than those with lower trust scores.

Try it out for yourself and download
TrustGauge at BrowserAccelerator.com!

Are there privacy and security statements?

Many online consumers ignore privacy policies. And who can blame them; these documents are filled with complex legalese. Large blocks of possibly crucial text is unreadable for many surfers. It sometimes seems as if not even the original writers of privacy policies have read the statements. Understanding privacy policies is not easy but it is not necessary to become a lawyer either to understand the information. The information in privacy statements is important to an average customer so anyone interested in the disclosure of his or her personal data should read these statements carefully.

The first step toward making use of a privacy statement is to locate it on a company's website. It may be cause for concern if it is hidden or difficult to locate. The second step is to properly interpret that privacy policy. Even if a particular policy seems dense, there are some key ideas that a customer should strive to identify. A person should remember that privacy statements were created for a reason - to disclose a companies policy about sharing, renting, leasing or selling personal information to third parties (other businesses).

The crucial parts of a privacy statement answer three questions:

-- What personal data does the business collect?
-- How does the business make use of the data?
-- What personal information does the business disclose to others?

Since nearly every business on the Internet requires the collection of personal data, it is useful to know what is essential and what is extra. The most important pieces are often a person's shipping address and credit information, as these are used for basic tasks such as sending any ordered merchandise and billing the customer. Beyond the basic data, some businesses may use personal information to track spending habits, often for the purpose of further advertising. Since many people find this practice disturbing, it may be wise to find out if a business participates in such practices. Finally, it may also be crucial to learn if a business is authorized to sell personal information to others. This business practice has been known to increase spam and unwanted advertising. If this is mentioned in a privacy policy and a person disagrees with this practice, it may be best to avoid dealing with the company.

In summary, a customer seeking to know more about how companies treat private information would be wise to read companies' privacy statements. Once a person understands what is said and why it is said, a person will no longer write off privacy policies as needlessly time-consuming. A person will want to know what a business does with personal information, and why it may matter. It is better to spend the time necessary to interpret the policies than wonder how a company operates at a later time.

To find out if the company you are dealing with is trustworthy, download the BrowserAccelerator and compare the trustscore of every site you visit.

Try it out for yourself now for free and download TrustGauge at BrowserAccelerator.com!

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