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For immediate release

## Internet shoppers want to shop without sharing

### Online shoppers choose a secure form of payment as their top precaution

Research released today shows protection of sensitive financial information, such as credit card and bank account details, remains a top concern when buying online. Half of Australia's internet shoppers say they need reassurance that this information will not be stolen or misused in order to feel safe when shopping online<sup>1</sup>.

Commissioned by eBay, the research also found that using a secure form of payment was the top precaution taken by internet shoppers with PayPal ranked the equal number one preferred online payment method, on par with bank deposit. Two out of every three internet shoppers prefer either PayPal or bank deposit ahead of credit cards, which were preferred by one in every five online shoppers.

eBay and PayPal Australia Trust & Safety Director Alastair MacGibbon said the research supports PayPal's security offering, which allows users to shop online without sharing their financial information with merchants.

"While the research found that using a secure form of payment was the top precaution taken by internet shoppers it is worrying that over 30% of respondents consider instant money transfers like Western Union to be safe," Mr MacGibbon said.

"Instant money transfers are a good way to send money to loved ones and friends but they are not safe when sending money to someone you've met on the internet because they do not offer any recourse if something goes wrong.

"Internet shoppers should use a payment method that keeps their sensitive financial information hidden by using member to member payment services like PayPal."

Purchasing online using PayPal is safer and more convenient than entering sensitive credit card or bank account data into each website you visit simply because your financial information is never shared with the merchant or seller. When you register with PayPal, you need only provide your account information once and it is stored on PayPal's secure, highly encrypted server.

Making payments with PayPal is simple:

1. **On eBay** the buyer clicks the Pay Now button after becoming the successful bidder or buyer and enters their password to confirm the payment
2. A growing number of **online merchants** (such as Roses Only, The Wiggles, Deals Direct) are integrating PayPal into their websites to help make payments seamless via the click of a button
3. For all other payments the buyer uses the receiver's email address to direct the funds via PayPal.com.au

In addition, PayPal has a Buyer Protection Program that covers qualified transactions on eBay.com.au up to \$1,500 where an item has been purchased using PayPal and it was not received or was significantly not as described.

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<sup>1</sup> Survey conducted by Sweeney Research, May 2006. Study no. 05157

According to PayPal Australia Managing Director Andrew Pipolo the research is supported by the growth in popularity of PayPal in Australia. "As of January 2006, a year after launching in Australia, PayPal.com.au had almost two million local users equating to over a third of all Australian internet shoppers," Mr Pipolo said<sup>2</sup>.

The results of the research announced today are a small part of an extensive survey which looks into the online shopping concerns and security practices of Australian internet users. eBay will be releasing further detail and a comprehensive response to the research following in-depth analysis.

**ENDS**

FOR FURTHER INFORMATION CONTACT:

[mediaaustralia@eBay.com](mailto:mediaaustralia@eBay.com)

**About PayPal**

Founded in 1998, PayPal, an eBay company, enables any individual or business with an email address to send and receive payments online securely and easily using a bank account, credit card or stored balance. Because PayPal allows customers to shop online without sharing their financial information with merchants, privacy is built into the service. PayPal has 105 million accounts and is available to users in 55 markets around the world. More information about the company can be found at <https://www.PayPal.com.au>

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**About eBay**

eBay ([www.eBay.com.au](http://www.eBay.com.au)) is Australia's leading online marketplace. Founded in 1995, eBay created a powerful marketplace for the sale of goods and services by a passionate community of individuals and businesses. Today, eBay has more than 193 million registered users listing millions of items across more than 50,000 categories. As the place to buy and sell practically anything, eBay enables trade on a local, national and international basis with items ranging from handbags to home décor, PCs to pottery, cars to cosmetics, baby clothes to books, and much more. For a safe, secure and fun online shopping experience, eBay advises members review and follow the Safe Trading Guidelines by clicking on the Security Centre on the home page.

For regular information on eBay facts and figures, safe trading information or to view eBay Australia media releases visit the eBay Australia Media Centre at: <http://pages.ebay.com.au/aboutebay/media.html>

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<sup>2</sup> ACNielsen Australian Online Consumer Report 2H2005