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## Here are the Tips You Need to Become a Smart Online Shopper in 2021

Our Friends · Tuesday, January 26th, 2021

While online shopping is a convenient way to get everything you need without leaving the comfort and safety of your home, it can also put you at risk of encountering a world of scams and cyber-trouble if you don't know how to shop smartly.

Check out the tips below to make sure that your privacy and personal data are protected while shopping online.

### Look for SSL to Shop Securely

Secure eCommerce sites always make use of SSL technology at checkout to keep your data secure. Before you enter all your credit card or bank details, look for a little lock icon on the side of your web address bar to be sure that the site you're shopping on employs SSL technology.

### Add an Extra Layer of Security by Using a VPN

Before you even open a shopping site, use a [VPN to ensure security](#). With a VPN, your identity online will be masked and all your data will be encrypted. This is one of the safest and easiest ways to keep yourself and your privacy protected while shopping online. Simply download a VPN, turn on the connection, and open a private or incognito browser window to start your private online shopping session and secure your transactions.

### Search for Discounts

In many cases, the product you're purchasing or the shopping site you're using may have [discounts, coupons, and cashback offers](#) available, but they won't necessarily make it easy for you to find them. Do a little Google searching and check around the site you're shopping on to see if there are any discounts available that you may have otherwise missed.

### Always Compare Prices

Even if you think you found a good deal on a product, you should always compare prices to make sure that you're getting the best deal available. There are many price comparison apps and websites you can use to check the product you're purchasing and find the lowest price.

### Make Sure the Reviews Are Authentic

Check out the reviews for the product you want to purchase, but don't stop there. [Make sure that the reviews are authentic](#) by reading ones written by verified buyers and be wary of products that have tons of ratings but very few written reviews as the ratings can easily be created by bots.

Always keep these tips in mind before you start any online shopping session and you'll soon become the smartest online shopper of the year.

*Image by [mohamed Hassan](#) from [Pixabay](#)*

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