

# E-Commerce Terms

There are literally dozens of internet terms that in the future will probably become household terms. The following glossary will provide you with the bare necessities of what definitions the prospective online entrepreneur should become familiar with.

**Address**: An address specifies the location of a Web page on the Internet.

**Attachment**: An attachment is a file that is sent along with an e-mail message. When you include a file with an e-mail message, you are said to be attaching the file, or sending it as an attachment.

**Bandwidth**: The amount of data that a communications system can carry.

**Bookmark**: A bookmark is a link to a Web page, displayed in a menu in your browser. Almost all Web browsers can save links to Web pages so they can be visited later.

**Browser**: A software application that allows you to surf the Internet. Browsers are also used for e-mail.

**Cookie**: A cookie is a small text file that is put on your hard drive by a Web page to be retrieved later by subsequent Web pages. For instance, if you fill out an online form, the information you enter can be stored in a cookie and retrieved and displayed on another Web page.

**Cyberspace**: Term used to describe the virtual three-dimensional environment created by computer networks in which textual, audio and video electronic signals travel.

**Domain Name**: A domain name is a standard system of names to refer to computers on the Internet. Domain names provide a convenient way for people to keep track of Internet computers, and also provide a recognizable presence for organizations on the Internet. The last part is usually a three-letter extension like **.com**, or two-letters like **.ca**.

**Download**: To download is to transfer a file from a computer on the Internet to your computer. Your browser downloads a file every time it displays a Web page.

**Electronic Commerce**: (E-Commerce) Conducting business activities – buying, selling and other transactions – via communications and computer technologies. It includes transactions done by telephone, fax, ABM, credit card, debit card, television shopping, EDI and the Internet.

**Encryption**: Encryption is the process of scrambling a message so that it can only be read by the party it is intended for. Business transactions on the web and e-mail messages are scrambled, or encrypted, for security reasons.

**Firewall**: A firewall is a system (software or hardware or both) used to prevent unauthorized access to a private network from the rest of the Internet.

**Home page**: A home page is the main Web page of a person, organization, business or collection of Web pages. Your browser is set to display at start-up home page as well.

**Internet**: A worldwide, public network of computers where digital information can be displayed and buying and selling of products and services can be conducted. Access is available with telecommunications equipment (e.g. a modem and a telephone line, or cable connection) and appropriate computer hardware and software.

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**Internet Service Provider:** A company that provides individuals and businesses with access to the Internet.

**Link:** A link is an area on a Web page (often underlined text or a graphic) that, when clicked, instructs the browser to display another Web page.

**Login:** As a verb, to login is the action of entering a network such as the Internet. As a noun, a login is the actual profile used to access a network and usually consists of a name and a password.

**Modem:** A piece of equipment that allows computers to communicate through telephone lines or cable.

**Plug-in:** A plug-in is a relatively small piece of software that expands the functionality of a computer application. Browser plug-ins can allow your browser to display video and play sounds.

**Portal:** A web site that becomes a user's primary starting point for access to the Internet. AOL and Yahoo! are examples of portal sites.

**Quicktime:** QuickTime is a technology for presenting video on computers. The QuickTime plug-in lets you view video on Web pages.

**RealPlayer:** RealPlayer, formerly known as RealAudio, is a browser plug-in that lets you listen to and view sound and video as it is downloaded to your computer.

**Search Engine:** Search engines are Web sites that search the Web for information.

**Secure:** If transfer of information over the Internet is secure, it means that encryption software is used to protect the information and prevents it from being read or tampered with.

**Shockwave:** Shockwave (also known as Shockwave & Flash) is a browser plug-in that gives you sound, video, and animation on Web pages.

**Smart Card:** Sometimes referred to as a chip card is a card containing an integrated circuit that gives it a limited amount of "intelligence" and memory. Smart cards are being used in variety of ways including identification and to encode information such as a person's medical history.

**Web site:** A document or collection of documents stored on a server and accessible to users of the world wide web. Web sites of individuals, organizations or governments are typically accessed first through a home page. Commercial web sites often include software applications that allow consumers to order and pay for products advertised on the site.

**World Wide Web (www):** A database made up of linked documents. It allows users to jump from screen to screen to view pages with graphics, text and multimedia features.