

Introducing PurchaseSeal – Trust. Sealed. Delivered.

New startup PurchaseSeal launches trust service for the internet in partnership with Experian

LONDON, UK, October 30, 2014 /EINPresswire.com/ -- [PurchaseSeal](http://PurchaseSeal.com) today launches a new online trust service for merchants and shoppers in the UK.

At a time when the e-commerce industry is booming alongside a surge in cyber-crime, PurchaseSeal is aiming to put trust back at the heart of our internet transactions. www.purchaseseal.com

Working in partnership with Experian, the leading global information services company, PurchaseSeal aims to be a new standard in promoting and enhancing safe e-commerce globally; becoming a layer of trust woven into the fabric of the internet.

PurchaseSeal is affordable and simple to install, and is available now on a free 30 day trial . Once a successful application for membership has been achieved a member can display a PurchaseSeal on their verified website, demonstrating 3 key business credentials;

- An indication of their creditworthiness as a merchant Fig 1
- Their commitment to key standards in e-commerce Fig 2
- That their web site identity is 100% genuine Fig 3

Surveys show that 7 out of 10 shoppers refuse to purchase goods from a website they have never heard of and 8 out of 10 will only buy from a merchant that meets proper security standards. PurchaseSeal's purpose is to help genuine online businesses offer their customers peace of mind by demonstrating they can be trusted. Trustmarks have tended to focus on a single aspect of security or the payment gateway; we provide 3 key solutions in one to build a deep trust into the merchant / shopper relationship. PurchaseSeal is so much more than just a trustmark.

“PurchaseSeal has been developed to address the need for real trust online; to provide a simple way for merchants to display they can be trusted, and to give consumers an easy to understand way of knowing they are buying from a trustworthy site” – Jamie Melling, CEO PurchaseSeal



Fig 1



Fig 2



Fig 3

ENDS

Note to editors

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