



Bianca Freitas <bianca.saburi@gmail.com>

Can your customers trust you with their data?

1 message

Shoplazza <globaloperation@shoplazza.com>

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Reply-To: content-ca@shoplazza.com

To: bianca.saburi@gmail.com



How well do you handle your customers' data?

Trends, tips and tricks to keep your online store ahead of the competition.

Hi there,

Users accept so many cookies nowadays that they must be fed up, right?



Well, not exactly.

The truth is, most users have come to accept the price of using the internet. There isn't a single action we can do online that doesn't provide a company with data about us—and your customers know that.

So why are people still talking about data in every online nook and corner? Why are we even bringing this up in our newsletter?

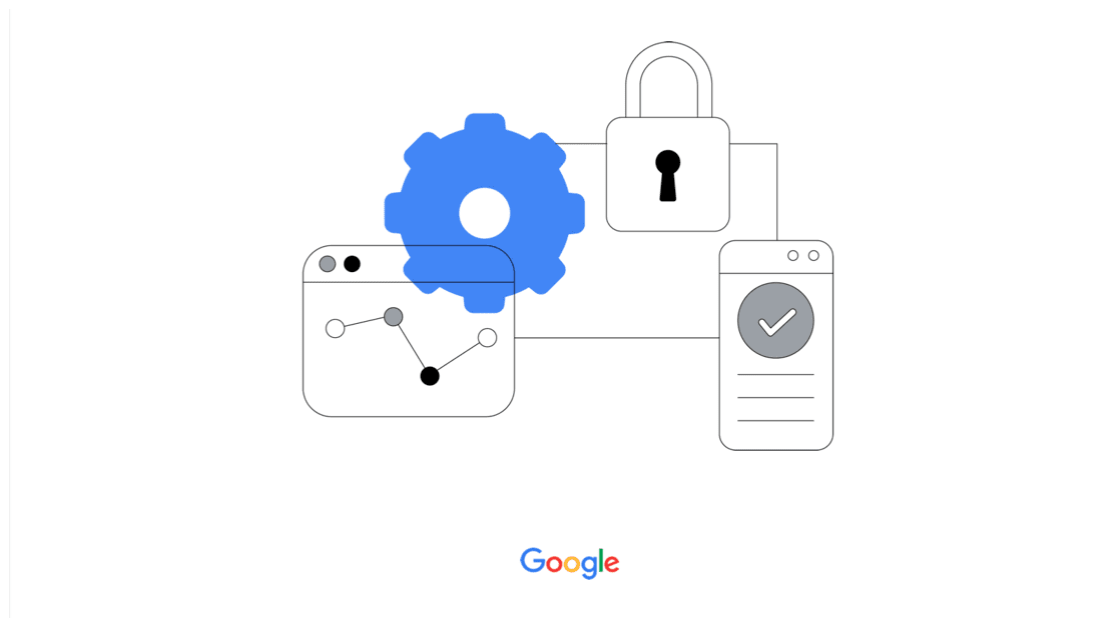
As a business that's relatively new in North America, we know the importance of building trust with an audience, and how you handle your customers' data goes a long way in earning that trust.

This second issue of our newsletter is packed with tips to help you show customers you run a reliable and trustworthy business.



Keep up to date in your 5-min break 🕒

Getting data the right way helps businesses build trust, says Google



Google loves releasing reports, and we love reading them. According to their **Driving growth in a changing privacy environment** playbook, which was updated in March, consumers' biggest concern isn't having their data collected; it's not having any control over the process.

Think of your own experience as a user, for instance. Those pop-up boxes asking for your permission to use cookies might be annoying, but isn't it a lot worse when a company is shady about how they gather data? And when you start getting emails you never agreed to receive, don't you feel your privacy was violated?

That's why Google made a whole report on how important it is to **make your data collection memorable and manageable.**

Instead of hiding that you're gathering data, let your ecommerce visitors know and offer them an out in case they don't feel comfortable sharing their info with you. Also, it's worth reminding customers of which data they've agreed to give you. Actions like these will help your audience feel more in control of their privacy and data and, therefore, make them more likely to trust your business.

We've brought you the highlights, but you can find the full playbook [here](#).

Is the TikTok ban in the U.S. a threat to global ecommerce?



Trials and hearings are all the media wants to talk about right now. When it's not a Hollywood celebrity, it's the chief executive of TikTok, Shou Zi Chew, who was questioned by the US Congress on March 23. But what has TikTok done wrong?

The US government is accusing ByteDance, the China-based company that owns TikTok, of using the social platform to spread misinformation and collect

data from its American users.

This isn't the first time a social platform is in the hot seat over data malpractice: back in 2019, Meta had to pay a **\$5 billion fine** for user privacy violations. While the US government doesn't yet hold the power to simply ban TikTok, the stakes for doing so are even higher now, as many ecommerce businesses rely on social media to stay afloat.

This legal imbroglio serves as another reminder for ecommerce entrepreneurs not to put all their eggs in one basket. Yes, TikTok is crazy popular right now, but we never know how long it's going to last. You should not rely on a single company—over which you have no control—to promote and run your business. In 2023, ecommerce survival means diversifying.

You can read more about the TikTok ban and what happened [here](#).



Knowledge doesn't take up space 🧐

Building a trustworthy business goes way beyond privacy and data protection. We've selected a few resources to help you earn your customers' trust.



Show them your purpose from the get-go

Learning how to write a mission statement will add value to your career and business. Develop your company's goals and share them with the world!



Speak (and sell) to the right people

Time to narrow things down and find your target audience! In this article, we explore the many ways you can discover who your ideal customer is and how to market to them

effectively.

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Product updates to skyrocket your experience

✨ Discounts made easy

You can now exclude specific products/albums from your full discount/promo code activities, making the whole process of creating promotions much easier. When creating or editing a discount code/full discount activity, select **Specify Inapplicable Products/Albums**, click on **Add Products**, and then select the products/albums you want to remove from the event.

✨ A brand new app store

We've boosted the UI for the Shoplazza App Store. The whole layout is nicer and cleaner, all to make your browsing through our apps much more comfortable. If you're a developer, we've also made improvements to the audit process for app submissions, and now you'll be able to display all your app deets with the help of images.

🌟 A payment update

Merchants using Citcon Credit Cards can now manage disputed orders from the Dispute Order Center, which has been expanded to support more channels and provide an improved experience.



Here's what we've been up to 🙄

Join our Facebook Community



We've created a safe space for Shoplazza merchants to exchange ideas, ask questions and find support. If you want to be a part of our community, **come join us!**

Work with Shoplazza



Maybe running your own business isn't your thing, but you're still passionate about ecommerce. Or maybe you know someone who would love to be a part of our team. [Check out our LinkedIn page](#) and don't miss the opportunity to work with us!



Hey Shoplazza, can we trust you with our data? 🤔

You didn't think we'd skirt this question now, did you? The answer is a resounding yes: Shoplazza holds an [ISO/IEC 27701 Privacy Certification](#), [ISO/IEC 27001 Information Security Certification](#) and a [PCI Certification](#).

Ok, but what does that mean? As our merchant, you can rest assured: We're using all the power of technology to protect your customers, and those fancy

certifications are proof that we've met the international standards for privacy and information security.

If you're not sure how to better protect your customers' data, you can always reach out to us by replying to this email, messaging us on our social media or even ask for help from your peers in our Facebook group.

Wait, you haven't followed us on social media yet? Good thing we've got those cute little icons below to take you there and fix this problem.

Stay safe (and keep your customers safe),

Shoplazza



Shoplazza, 15 Allstate Parkway, 6th floor, Toronto, Ontario L3R 5B4, Canada

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