Protecting Your Profits with Third Party Verification by Keith Gambill

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Today there is the need unfortunately to confirm that the person you are doing business with is really the person that they claim to be. The online environment offers many different options for a person to pretend to be someone that they are not. This of course creates many problems for businesses as well as individuals as the use of the internet continues to increase.

Third party verification options offer protection to the business as well as the consumer today. The process operates by providing a personal identification number to the customer using their telephone number. It is effective as those who are attempting to use a credit card that does not belong to them will almost never provide the needed information in order to verify their identity.

As these people become more adept at overriding these processes, the processes need to become smarter to continue to stop them. As a result, the use of third party verification has increased dramatically in recent times. The use of a process such as this provides protection to the business owner as well as the customer.

By using third party verification, the possibility of hacking is greatly reduced. Hackers are not willing to enter their own phone number as this allows for tracing. As a result, many will simply stop the process at this point. While there have been many options created to help reduce the fraudulent use of information that has been obtaining through hacking into accounts, many of these options have been cracked by the hackers and spammers.

By confirming the identity using a personal identification number which is sent through a voice call or SMS text, the person can continue their order. If the personal identification number is not entered, the order will be cancelled. This saves businesses hundreds of dollars that would have been lost due to credit card fraud as well as numerous other problems that are found online today.

When a stolen credit card is used for a purchase, the business will not realize that it is fraudulent information. If they are not using a process that confirms the person who is placing the order, they may get authorization to ship the products. After the products are shipped, they may realize that the order was placed using stolen information. As a result, the dollars that should have been earned will be lost and the products will not be recovered.

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Keith Gambill is a freelance writer specializing in new Internet developments. He has been an accomplished programmer and self-described â€œtech junkyâ€• for twenty-five years. He lives in Boston, Massachusetts with â€œa Mac, a PC, and a golden retriever.â€•

Refer a http://www.telesign.com/ for more details on third party verification.

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