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## **Investment in secure online payment urged to protect against online fraud**

Online consumers are demanding that retailers protect their ID verification details from identity fraud criminals, it has emerged.

A recent survey has revealed that such is the concern among web-shoppers that they are reluctant to make purchases from a retailer that does not offer a diverse array of online payment options.

Identity fraud is on the rise and customers are more aware than ever before of the importance of preventing any breach of their identity verification details.

Nick Drew, Director of E-commerce Operations at [clickandbuy](#), commented: "Consumers are correct in recognising that the internet provides fraudsters with a more flexible means of committing fraud, but savvy online shoppers realise that there are safe and secure online payment methods available."

He added that consumers were now expecting businesses to employ best practice when offering products online by implementing secure payment technology.

A YouGov poll published yesterday (May 6th) showed that 50% of online consumers would not continue with a transaction if their preferred payment option was unavailable.