





MODULE 4

ADDITIONAL INFORMATION ONLINE RETAIL SECTOR

Online retail is undergoing a major transformation in order to adapt to the wave of digitalisation. Businesses must leverage technology by developing creative solutions to attract customers, both by providing better experience and by establishing trust in the customer relationship.

Secure electronic transactions are particularly important for business conducted online, thus the use of trustworthy solutions for electronic identification and trust services is key. The **eIDAS Regulation** provides a comprehensive legal framework to ensure such trustworthiness and legal validity/certainty across the EU.

A summary of the application of eIDAS solutions within the online retail sector can be seen below.

Business use	eIDAS Solution	Sector specific applications
General	All 	Businesses benefit from the security (e.g. multifactor authentication) of their customers through eID. Trust services enable the authentication of the customer identity and confirm the purchase of goods online.
Getting customers on board digitally	 Qualified Web Authentication Certificate  eID	Increased consumer trust and helps avoid phishing Trusted identification of the consumer across borders, particularly with restricted or high value goods.
Experience management	 eID	Improves operational efficiency by easing the procedure for customers to complete a transaction online.

Delivery management



eSignature

Authenticates the origin of your business through their use on purchase orders, confirmations and delivery receipts.

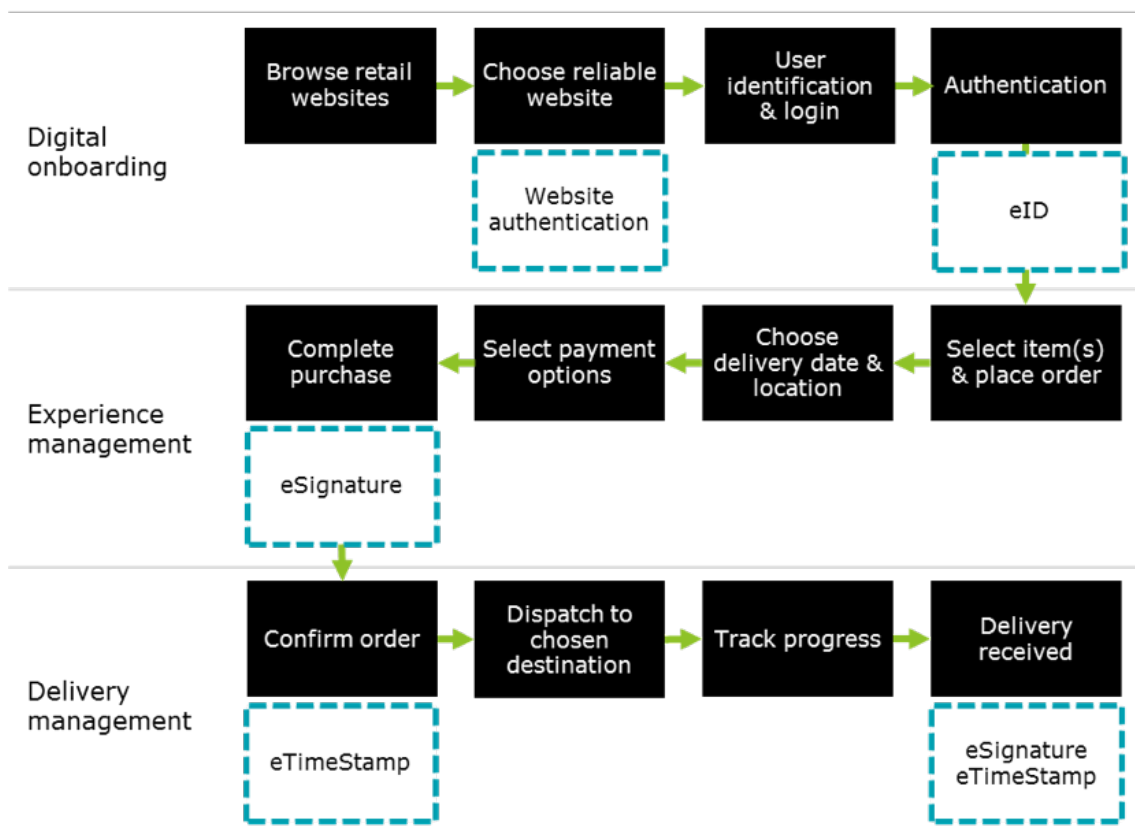


eTimestamp

Certifies the time of signing on a delivery receipt. Enhanced tracking of deliveries.

In order to see the how eID and trust services can be used in a practical example, please see the figure below or see the [Infographic: Electronic Identification \(eID\) and trust services for my online retail business](#).

Figure 2: Process map for online retail



Source: Deloitte

Useful links

- [eIDAS for SMEs main web page](#)
- [General video](#)
- [Infographic: Electronic Identification \(eID\) and trust services for my online retail business](#)
- [SME Guidebook: ec.europa.eu/newsroom/dae/document.cfm?doc_id=53865](https://ec.europa.eu/newsroom/dae/document.cfm?doc_id=53865)
- [Checklist](#)
- [Link to the Interactive Tool](#)