

# Glossary of E-Commerce, IT and Web Terms

*Expert knowledge means success*



## **Contents**

- 1. Introduction
- 1. E-Commerce, IT and Web Terms
- 15. Further Information

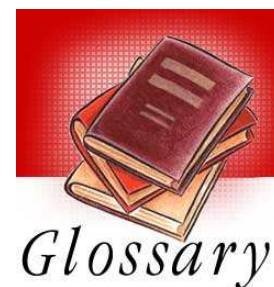
## Introduction

In this publication, we provide a compilation of terms used in E-Commerce, IT and Web applications. The glossary is intended to help you to understand the “jargon” which is used in these applications.

Several of the terms are interchangeable – for example terms used in E-Commerce may equally be used in other IT and Web applications. The glossary is not exhaustive and we would welcome your suggestions on any additions as new terms are cropping up all the time.

## E-Commerce, IT and Web Terms

- **Access control** A way of controlling who has access to equipment, data, information, systems or applications. This can include physical controls, such as locks on doors, PIN entry systems, turnstiles and window bars, as well as logical controls such as user names, passwords and file permissions for access to computer systems and networks.
- **Accessibility** This is a general term used to describe facilities or amenities to assist people with disabilities. In terms of the World Wide Web, this means making the content of a web site accessible to people with a disability, so that such people enjoy the same level of access as those without disabilities. It also means making a web site available to alternative devices, such as Personal Data Assistants, cellular phones, and web-enabled television applications.
- **Active Server Pages (ASP)** is Microsoft's server-side technology for dynamically-generated web pages that is marketed as an adjunct to Internet Information Server (IIS).
- **Add-on Domain** An add-on domain is a domain parked on a sub domain of the main domain, and pointed to a subdirectory of the main site. Therefore you can have several domains hosted in the same account and pointing to different content. Add-on domains can have their own POP accounts and can not have sub-domains. The advantage of having add-on domains is you can manage them and a main domain with a single control panel.
- **Address, e-mail** The specific location of a person's electronic mailbox on the Internet. An e-mail address typically consists of a variation of the persons name followed by an @ symbol followed by the domain of the service on which the electronic mailbox is stored (example user@concentric.net). E-mail addresses are usually all lowercase letters.
- **Address, web page** The specific location of one single Web page on the Internet. A Web page address is a unique combination of letters, numbers, and symbols that identifies one single HTML file within a larger Web site.
- **Address, web site** The specific location of a Web site on the Internet. A Web site address is a unique combination of letters, numbers, and symbols that identifies a collection of HTML files that are collectively referred to as a Web site. For example, if you wanted to see the Web site for Concentric Network, you would type the following into your browser: http://www.concentric.net.
- **ADSL (Asymmetric Digital Subscriber Line)** An always-on technology for transmitting digital information at high bandwidths between a subscriber and the local exchange using the existing copper wire infrastructure. ADSL can send a large quantity of data (such as a TV picture) in one direction (download speed) and a smaller quantity in the other (upload speed).
- **Alias** An alternate name that is associated with a real file or address.
- **Always-on** Always on technologies such as broadband can receive data constantly, rather than having to use a modem to dial up each time access is required. This kind of access is paid for on a rental or leased line basis rather than according to the amount of time spent on the connection.
- **Anchors** Anchors are used to mark specific locations within a document. Once an anchor is placed in location, you can create a link to that spot.
- **Anonymous File Transfer Protocol (FTP)** This allows the public to log into an FTP server with a common login (usually "ftp" or "anonymous" and any password (usually the person's e-mail address is used as the password). Anonymous FTP is beneficial for the distribution of large files to the public, avoiding the need to assign large numbers of login and password combinations for FTP access.



- **Anti-virus software** Software that scans internal/external drives, emails and attachments for malicious viruses and worms, and removes them or prevents them entering your computer system. Because of the rate at which new viruses emerge you should select software that is capable of being updated on a regular basis, usually by means of a download from the manufacturer's website.
- **Applet** A small Java program that can be embedded in an HTML page. Applets differ from full-fledged Java applications in that they are not allowed to access certain resources on the local computer, such as files and serial devices (modems, printers, etc.), and are prohibited from communicating with most other computers across a network. The common rule is that an applet can only make an Internet connection to the computer from which the applet was sent.
- **Application Server** This is server software that manages one or more other pieces of software in a way that makes the managed software available over a network, usually to a Web server. By having a piece of software manage other software packages it is possible to use resources like memory and database access more efficiently than if each of the managed packages responded directly to requests.
- **Application Service Provider (ASP)** An ASP hosts a variety of applications on a central server. For a fee, customers can access the applications that interest them over secure Internet connections or a private network. This means that they do not need to purchase, install and maintain the software themselves; instead they rent the applications they need from their ASP. Even new releases, i.e., software upgrades, are generally included in the price.
- **ASCII** This stands for American Standard Code for Information Interchange. This is the de facto world-wide standard for the code numbers used by computers to represent all the upper and lower-case Latin letters, numbers, punctuation, etc. There are 128 standard ASCII codes each of which can be represented by a 7 digit binary number: 0000000 through 1111111.
- **ATM (Asynchronous Transfer Mode)** A common Internet protocol for transferring data across the Internet. ATM is a dedicated-connection switching technology that organises digital data into cells or "packets" and transmits them over a connection using digital signal technology.
- **Attachment** This is a file that has been added to an e-mail. It could be something like a photograph or a clip of your favourite song.
- **Authentication** A technique by which access to Internet or Intranet resources requires the user to identify him/herself by entering a username and password.
- **Autoresponder** A feature that sends an automated reply to incoming e-mail. For example, when customers send e-mails to your sales@yourcompany.com address, a standard message could be sent back to them.
- **Backbone, Internet** A larger transmission line that carries data gathered from smaller connections that interconnect with it. A backbone is a set of paths that local or regional ISP networks connect to for long-distance interconnection. The local or regional ISP network connects to the backbone at a network access point (NAP).
- **B2B Business to business** - a term that describes businesses that sell direct to other businesses. This kind of terminology encompasses a whole range of acronyms where B=business, C=consumer, E=employee, G=government, and P=person/peer.
- **Background** What displays behind all the graphics and text on a Web page. A background can be a colour or a tiled graphic.
- **Bandwidth** A measure of the amount of data that can be sent across a connection per unit of time. Bandwidth is normally measured in megabits per sec (Mbps); a megabit being one million bits. The amount of bandwidth a Web server requires depends on the applications that will be running on the Web server. Simple HTML Web pages do not require a large amount of bandwidth, but full-motion video requires a large amount of bandwidth.
- **Base Display Target** The frame in which a linked file is displayed.
- **Base URL** Sets the URL for which all links in the Web page are based.
- **Bluetooth** A method of connecting mobile electronic devices that uses radio waves without the need for cables.
- **Blog** A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger". Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog.
- **Bookmark** A saved link to a web page kept with a list of other saved links. Also called *Favourites* in Internet Explorer as they're usually your favourite web pages.

- **Bot / Robot / Spider** a program that runs through your site and all pages it links to. This is how search engines get their content.
- **bps** Bits per second. Refers to how fast a modem can transfer data. Normally expressed in thousands (kbps) or millions (mbps).
- **Broadband** A service or connection allowing large amounts of data to be carried very quickly. Generally defined as bandwidth greater than 2mbps but popular services may run at 512Kbps.
- **Browser** The local application you use to connect to an Internet server. It interprets and displays HTML encoded documents in graphic format.
- **Browse-wrap** A browse-wrap agreement is one that is typically presented at the bottom of a website and where acceptance is based on "use" of the site.
- **Bug** A mistake in a computer program that results in the program or system not working correctly.
- **Bulletin Board System (BBS)** A computerised meeting system. BBS users can have discussions, make announcements, and upload or download files. There are thousands of BBSs around the world; many of them rely on a direct modem-to-modem connection over a phone line, using a single computer.
- **Bursty** Computer activity that generates bursts of high data traffic rather than constant demand. It's possible for lots of users to share the same bandwidth with negligible loss of speed if all their activities are bursty and interspersed with longer periods of relatively low data traffic. In web-browsing, for example, a page downloads in a burst but is then read before the next page is downloaded.
- **Business-to-business (B2B)** Transactions between two companies.
- **Business-to-consumer (B2C)** Transactions between a company and individuals or other consumers.
- **Business-to-government (B2G)** Transactions between a company and government bodies and agencies.
- **Cache** A section of your computer's memory used to store information downloaded from the Web so that requests for the same information can be retrieved from the Cache and don't need to be downloaded each time.
- **Cascading Style Sheets (CSS)** This is a language that is used to describe the stylistic presentation of a structured document written in HTML, XHTML, or XML. The CSS specification is maintained by the World Wide Web Consortium (W3C). CSS is predominantly used by web page authors to define colours, fonts, layout, and other document characteristics. It is designed primarily to enable the separation of document structure (written in HTML or a related language) from document presentation (written in CSS).
- **Central processing unit (CPU)** The electronic chip at the heart of your computer.
- **CGI (common gateway interface)** A set of rules that describe how a Web Server communicates with another piece of software on the same machine, and how the other piece of software talks to the web server. Any piece of software can be a CGI program if it handles input and output according to the CGI standard.
- **Chat** A method of communication over the Internet in which information is being relayed in real time like a conversation, only words are being typed, not spoken.
- **Click through rate** Percentage of users who click on a viewed advertisement. This is a good indication of the effectiveness of a web ad.
- **Click-wrap** Of or relating to a legal agreement, such as a software license, to which one indicates acceptance by clicking on a button or hyperlink.
- **Client** A software program that is used to contact and obtain data from a Server software program on another computer, often across a great distance. Each Client program is designed to work with one or more specific kinds of Server programs, and each Server requires a specific kind of Client. A Web Browser is an example of a Client.
- **Client-server** A network that has a powerful central computer - the server or file server, which acts as a data store and controls resources that can be accessed by a string of desktop PCs or workstations commonly referred to as clients.
- **Co-location** The provisioning of space for a customers' Web server in the ISPs data centre. Co-location is a basic service offered by Web hosts for customers who own their own Web servers. Co-location includes the rental of space in the data centre as well as the connection of the Web server to the Internet.

- **Contact management software**  
Software that compiles all of your information on contact names, dates, places and times, and how they relate to staff, customers, meetings, deliveries and sales in an accessible and practical way.
- **Content** "Content" refers to the text, images, product information, etc., that a web site contains. It also refers to the elements of HTML code that *describe* those items. In modern web sites, content is kept completely separate from the visual layout so that it can be accessed by a variety of devices using various screen sizes and resolutions, and even "screen readers" that speak out a page for the visually-impaired. Maintaining this separation also creates the opportunity to give the user the ability to customise their browsing experience, by applying "skins" to a web page, for example.
- **Contention ratio** With most basic broadband technologies some of the bandwidth is shared between other users. For example, if the service is contended or oversubscribed at 20:1, it means that you share the bandwidth with up to 19 other users. Basic ADSL services in the UK (mainly using the BT network) typically have a contention ratio of 50:1 with the more expensive or business packages having 20:1.
- **Content management system (CMS)**  
A system used to manage the content of a website or intranet. Typically a CMS allows staff to amend and add information and content to a website using a set of templates without the need for specialist knowledge of HTML or other web-authoring software.
- **Control Panel** All users have access to a Web-based Control Panel that may allow a user to set mail forwarding options, enable/disable anonymous FTP access, view statistics, change password and more. Users may also update account contact information at any time without having to contact their provider.
- **Cookie** A collection of information, usually including a username and the current date and time, stored on the local computer of a person using the World Wide Web, used chiefly by web sites to identify users who have previously registered or visited the site.
- **Customer Relationship Management (CRM)** The process of targeting, acquiring, transacting, servicing, retaining and building long-term relationships with customers. CRM strategies involve improving the people, processes and technology associated with marketing, sales and services in order to increase customer satisfaction.
- **Cyber** A prefix added to an increasing number of words which usually relate to computers.
- **CyberCash** A commercial provider of digital cash services. Digital cash is a system of purchasing cash credits in relatively small amounts, storing the credits in your computer, and then spending them when making electronic purchases over the Internet.
- **Database** A database is an information set organised for flexible searching and utilization. From a web site point of view, it can function as the engine for a dynamic site. Small web sites can be powered by something as basic as Microsoft's Access database, medium-sized web sites are usually powered by the open source MySQL, and enterprise-scale businesses usually run on Oracle or Microsoft SQL Server databases.
- **Data Centre** A secure location for web hosting servers. Data centres are designed to assure that the servers and the data housed on them are protected from environmental hazards and security breaches.
- **DHTML** This refers to web pages that use a combination of HTML, JavaScript, and CSS to create features such as letting the user drag items around on the web page, some simple kinds of animation, and many more.
- **Dial-Up Connection** This is a standard way of connecting to the Internet temporarily. Using a modem and a phone line your computer establishes a connection with your ISP's remote server which itself is permanently connected to the Net.
- **Digital Certificate** Electronic document that authenticates the identity of the holder for conducting electronic transactions. A certificate usually contains a name, a serial number, a public key, an expiration date and the digital signature of the Certification Authority.
- **Digital rights management**  
Software-based technologies aimed at protecting the copyright of data available via the Internet, by enabling secure distribution and/or disabling illegal distribution of the data. Digital rights management protects intellectual property by either encrypting the data so that it can only be accessed by authorised users or marking the content with a digital watermark, or similar method, so that the content cannot be freely distributed.
- **Digital Signature** Used to verify the author and integrity of an electronic document, e.g., an e-mail message.



- **Disk Space** A measure of the quantity of a Web server's hard disk space allocated to each Web hosting customer. Disk space is normally measured in megabytes (MB). Disk space is one of the variables by which most Web hosting companies charge their customers. The total disk space your Web site will require is simply the sum of the size of each Web site file. HTML files take up almost no disk space compared to larger picture, graphic, and audio/visual files.
- **Distance Selling** Distance selling contracts means any contract concerning goods or services between a supplier and a consumer under a distance sales or service provision scheme that makes exclusive use of distance communication up to and including the moment at which the contract is made.
- **Dithering** If the user's browser or system only supports 256 colours, the image is adjusted automatically by a process called dithering. The image displays but its quality is frequently diminished when this happens.
- **DNS (Domain Name System)** A system of servers located throughout the Internet that handles Internet connections and the routing of e-mail.
- **Domain Name** The specific address of a computer on the Internet - (see address, web page). A domain name is a combination of the top- and second-level domains. This combination uniquely identifies one computer on the Internet.
- **Domain Name Registrar** A Domain Name Registrar is an independent organisation who is responsible for domain name registrations and routing of Internet domain names. Registration fees vary by registrar, and some registrars insist on listing themselves as the domain owner.
- **DNS (Domain Name Server)** A computer that translates between IP addresses that people have difficulty remembering and domain names which are much easier to recall.
- **Domain Parking** This is the process by which someone selects a domain name, and "parks" it by registering the domain name under someone's name servers. Parking can be done by anyone, to anyone else who has active name servers. However, parking a domain name alone will result in no service (webhosting, e-mail) for that particular domain name.
- **Domain Pointer** This is a web hosting feature that allows a specific domain name to send web site visitors to a different domain.
- **Domain, second level** The domain level that identifies a group within the top-level domain - (see Domain, top level). Second level domains are used to identify one group or company. For example, concentric in concentric.net is a second-level domain name underneath the .net top-level domain.
- **Domain, top level** A general domain level for a group of computers on the Internet.
- **Download** To copy a file from a computer (server) on the Internet to your personal computer.
- **DSL (Digital Subscriber Line)** A technology that configures an existing phone line for high speed data communication. Even though it uses the existing phone line it is much faster than a standard dial up modem as the line is specially configured with a DSL circuit by the phone company. Special adapters need to be fitted to all phone sockets where a phone is connected to filter out the Data signal from the standard voice signal. This also means the line can be used simultaneously for voice calls and Internet use.
- **E-Auction** An e-auction is the means by which suppliers can place bids for a contract via the internet.
- **E-Business** The conduct of business on the Internet. It includes promotion and marketing, buying and selling goods and services, collaborative design, managing relationships with trading partners and online recruitment. It also applies to internal processes, such as the integration of office systems or HR management.
- **EDI (Electronic Data Interchange)** This is a standard format for exchanging business data.
- **Electronic Commerce** Buying and selling over the Internet. Any transaction where a customer purchases a product or service at a Web site, as opposed to calling a telephone number to purchase the product or service, is considered electronic commerce.
- **E-Mail Aliases/Forwarders** E-mail forwarders and aliases are e-mail addresses such as billing@yourcompany.com which do not have a username/password as a "POP" account would. Instead, you would set up billing@yourcompany.com to forward to a real POP account such as: service@yourcompany.com. The only real distinction between an alias and a forward is that an alias will most likely forward to another existing account at the same domain, whereas a forward might be sent to another e-mail account on another domain.



- **E-Marketing** Using digital technologies such as the Internet, email and mobile phones to market your business.
- **E-Marketplace** A company, service provider or association that brings together buyers and sellers in one virtual place, where participants can reduce costs and reach new customers.
- **Emoticons** Animated faces that express different emotions you can send in e-mails, chat, and Instant Messaging. Emoticons are a way to show someone online how you are feeling.
- **Encryption** Procedure that scrambles the contents of a file before sending it over the Internet. The recipient must have software to "decrypt" this file.
- **Enterprise Resource Planning (ERP)** A software system that handles all of a business' departments and functions in one seamless process. It will typically incorporate fully integrated packaged software applications, including product planning, purchasing parts, maintaining inventories, interacting with suppliers, providing customer service, and tracking orders.
- **E-Procurement** Using the Internet or other electronic vehicles for purchasing functions.
- **E-tailing (less frequently referred to as etailing)** this is the selling of retail goods on the Internet. It is an abbreviation for "electronic retailing". E-tailing is synonymous with business-to-consumer (B2C).
- **E-tendering** An electronic tendering solution facilitates the complete tendering process from the advertising of the requirement through to the placing of the contract. This includes the exchange of all relevant documents in electronic format.
- **Ethernet** A method of connecting computers together in a network. Ethernet can handle about 10,000,000 bits-per-second and can be used with almost any computer.
- **Extranet** An intranet that is accessible to computers that are not physically part of a company's own private network, but that is not accessible to the general public, for example to allow vendors and business partners to access a company web site.
- **Favourites** Another term for *bookmarks* used by web browsers. A saved link to a favourite web page.
- **FAQ** A file that contains Frequently Asked Questions and answers.
- **Firewall** A set of related programs often located at the gateway server of a network that protects information contained within the network from users outside the network (i.e. on the Internet).
- **FireWire** Based on the IEEE 1394 standard for connecting high-speed external devices to a computer, such as video and audio-editing devices. It is a complementary technology to Universal Serial Bus, but with a higher bandwidth.
- **Flash** A special plug-in used to view rich Internet content, graphics and applications. The majority of web users have the flash plug-in installed on their browser. Another form of this plug-in is also known as Shockwave.
- **Form** A Web page element that is used for the creation of HTML-based input and processing of data.
- **Frame Target** The frame in which a linked file is displayed.
- **Frames** These divide parts of a Web page into two or more independent parts, or frames. Each frame displays a separate HTML file.
- **FTP** File Transfer Protocol: A common method of sending and receiving files on the Internet. You might use FTP to upload HTML files to your Web host from your own computer. A user ID and password are needed to use FTP, unless Anonymous FTP is allowed.
- **Gateway** A point of interconnection between one electronic network and another.
- **GIF** An acronym for Graphic Interchange Format. Developed by CompuServe, the Graphic Interchange Format is a common cross-platform, WWW format for graphics. Another common WWW graphic format is the JPEG format.
- **Gigabyte (GB)** One billion bytes, or to be more accurate, one gigabyte actually contains 1,073,741,824 bytes. Since the prefix "giga" is associated with one billion, the term gigabyte is used to define 1,073,741,824 bytes.
- **Hacker** A popular term for someone who accesses computer information either legally or illegally.
- **Hard disk** A disk that is the main storage unit of a computer and is used to store its permanent memory even when the computer itself is switched off.
- **Homepage** The first page of a Web site. Some people choose to have only a homepage, with no supporting pages.
- **Hit** Every request made to your server for data. Every graphic on a web page is a hit as well as the page itself.

- **Host, web** A web host is a company that hosts Web sites. The most common Web host is an Internet Service Provider. The size and scope of the Web host's computer network and the quality and configuration of the hardware system on which Web sites are stored and delivered to the Internet determine the performance and reliability of the Web host.
- **Hostile applet** An applet that can be embedded in any HTML file such as a web page, and which is designed to be malicious or cause damage when it is downloaded onto an IT system.
- **Hosting, dedicated** A web server that delivers Web page content for a single customer. Enterprise and Internet-centric customers who require a secure, high-performance hosting solution for a popular Web site typically seek dedicated hosting.
- **Hosting, shared** A web server that delivers Web page content for multiple customers. Shared hosting is a flexible Web hosting solution for individuals and small businesses. Shared hosting provides lower cost while retaining performance and reliability of a dedicated hosting solution.
- **Hosting, web** The storage of a Web site and delivery of that Web site to the internet. Web hosting has two basic parts - web pages are stored and web pages are delivered to the Internet. Web hosting may be shared or dedicated.
- **Hotspot** Any location where Wi-Fi network access (usually Internet access) is made publicly available. Hotspots can often be found in airports, hotels, coffee shops, and other places where business-people tend to congregate. They enable a user with a laptop equipped for Wi-Fi to contact a local hotspot and get connected through its network to reach the Internet. If required, a user can access their own business remotely with a secure connection.
- **HTML** Hyper Text Markup Language - the language used to create most web pages, with commands that create effects like bold, underline, paragraph spacing, etc.
- **HTTP** HyperText Transfer Protocol: The protocol for moving hypertext files across the World Wide Web. When you enter a URL in your browser to visit a Web page, an HTTP command is sent to the Web server. This command tells the server to fetch and transmit the requested Web page. Every Web page address starts with the header http// or https//. The only difference between the two is that the "s" stands for a secure connection.
- **Hub** The central point of a network where circuits are connected, with data arriving from one or more directions then being forwarded out in one or more directions. Network hubs act as junction boxes, permitting new computers to be connected to the network as easily as plugging a power cord into an electrical socket.
- **Hyperlink** A link in a given document to information within another document. These links are usually represented by highlighted words or images.
- **Hypertext** Computer documents that contain links embedded in text or graphics. Hypertext links display related information when you click on them.
- **Image Map** A graphic with linkable regions within it. There are two types of image maps: client side, which contain coordinate information within the graphic file, and server side, which contains its coordinate information in a separate file on the server.
- **Image Scaling** Proportionally changing an image's height and width.
- **Infrared** Method of exchanging information between enabled devices such as mobile phones and personal digital assistants (PDAs) without the need for cables.
- **Instant Messaging** A way of chatting in real time one-to-one by typing short messages. Popular Instant Messaging programs are ICQ, MSN Messenger and Yahoo! Messenger.
- **Internet** A public interconnection of various computer networks around the world. Millions of computers around the world are connected to thousands of different computer networks. These different computer networks are all connected together at network access points around the world. The Internet is the sum of all these networks connected together. Anyone can join this network and from their computer send and receive information anywhere in the world 24 hours a day.
- **Internet Information Server (or IIS)** This is Microsoft's web server software. IIS runs only on Microsoft's Windows operating system. IIS is the second most popular web server, after the market leader, Apache. It comes bundled with Windows XP Professional, which makes it convenient for testing web sites in the local environment.
- **Internet Protocol Security (IPsec)** A protocol that provides encryption, and authenticates the sender of the information. IPsec is most commonly used in the implementation of VPNs (virtual private networks) and for remote user access through dial-up connection to private networks.



- **Internet Service Provider (ISP)** A company that provides its customers with access to the Internet. Some ISPs also offer a number of e-mail addresses and web space on which customers can house their own websites.
- **InterNIC** The organization that registers the .com, .edu, .gov, .net, and .org domain names on the Web. If you are creating or already have a Web site for which you would like to have your own domain name, you must register the domain name with InterNIC.
- **Intranet** A private network of various computers within an organization. An Intranet is used to share company information and computing resources among employees. An Intranet uses regular Internet protocols and in general looks like a private version of the Internet.
- **IP - Internet Protocol** The signalling standard for the Internet, common to all computer operating systems, which allows them to communicate.
- **IP Address (Internet Protocol Address)** The specific address of a computer on the Internet - (see Address, web site). An IP address is a 32-bit number that identifies each sender or receiver of information that is sent across the Internet.
- **IP Address Mask** A range of IP addresses defined so that only machines with IP addresses within the range are allowed access to an Internet service. To mask a portion of the IP address, replace it with the asterisk wild card character (\*). For example, 192.44.\*.\* represents every computer on the Internet with an IP address beginning with 192.44.
- **ISDN Integrated Services Digital Network** Part of the public telephone network, which is digital from end-to-end and which can carry voice, audio, data and video services.
- **JAVA** A computer language created by Sun Microsystems compatible with many different types of computers and hand-held devices. Web developers write JAVA applets, small programs written in JAVA that run on Web pages. Examples include games such as tic-tac-toe and programs that let you calculate mortgage interest.
- **JavaScript** A system of programming codes created by Netscape that can be imbedded into HTML to create additional functionality not supported by HTML. JavaScript programming codes allow Web developers to insert functions into Web sites such as animation and interactivity.
- **JPEG** A acronym for Joint Photographic Experts Group, the creators of the JPEG file format. The JPEG format was developed for high-quality photographs and supports 24-bit images. Another common WWW graphic format is the GIF format.
- **JSP (Java Server Pages)** Server-based dynamically generated HTML based on Java.
- **Kilobyte (KB)** A thousand bytes or, to be more accurate, one kilobyte actually contains 1024 bytes. Since the prefix "kilo" is associated with 1000, the term kilobyte is used to define 1024 bytes.
- **Kbps** Kilobits per second. A speed rating for computer modems that measures (in units of 1,024 bits) the maximum number of bits the device can transfer in one second under ideal conditions.
- **LAN** This stands for Local Area Network. A computer network limited to the immediate area, usually the same building or floor of a building.
- **Leased line** This is a permanently open line that can be used to give an always-on connection to the Internet or between two offices. Leased lines are typically from 64Kbps, but can be up to multi-Mbps depending on the size of the organisation and usage - and the usage fees. Also known as a private circuit. Analogue leased lines start at much lower speeds so leased lines in themselves are not always high bandwidth.
- **Line Break** A method of creating a space between lines without applying the previous paragraph's formatting.
- **Link** These are "hot spots" embedded in text or graphics which display related information when you click on them.
- **Local Site** A collection of Web pages that is installed on your local computer.
- **Local** Refers to something that is on your computer, as opposed to on a server.
- **Local loop unbundling (LLU)** The regulatory process through which other licensed telephone companies can install their own equipment in or adjacent to BT exchanges and thereby connect directly to subscribers' premises via the local copper wire network using xDSL technology.
- **Log File** A file created by a web or proxy server which contains all of the access information regarding the activity on that server.
- **Mail Box** A repository for messages in an electronic mail system. Only authorised messages are allowed into mailboxes.

- **Mail Forwarding** When you sign up for a hosting plan, you'll receive a domain e-mail account (you@yourname.com). You might also have an e-mail address provided by your local ISP. With mail forwarding, all e-mail addressed to you@yourname.com will be sent to your "real" e-mail address. Additional mail forwarding options include the ability to forward different yourname.com e-mail to specific addresses on the Internet. For example, e-mail addressed to webmaster@yourname.com could forward to your "real" e-mail address (provided by your ISP), while sales@yourname.com could forward to a different e-mail address.
- **Majordomo** Majordomo is an open-source server-based mailing list system, sometimes called a "reflector" or "list server" (ListServ is actually a similar product) because any message sent by a member to the list is re-sent ("reflected") to all the other list subscribers. Commands are sent to Majordomo via electronic mail to handle all aspects of list maintenance. In simple terms it's an interactive-style newsletter that allows all subscribers to distribute information. There are many configurable features including automatic subscribe and unsubscribe. Each list can e-mail up to 1500 mails per day.
- **Management Information System** A type of computer system used by managers to support the functions of planning, controlling and decision making by providing summaries and reports on the business' basic operations.
- **Megabyte (MB)** A million bytes; a thousand kilobytes or, to be more accurate, one megabyte actually contains 1,048,576 bytes. Since the prefix "mega" is associated with one million, the term megabyte is used to define 1,048,576 bytes.
- **Merchant Account** A Merchant Account is an account that you set up with your bank to enable a business to accept credit card purchases from its customers. The bank collects the payments on your behalf before disbursing them to you. A merchant account for online use is typically referred to as a MOTO Discount Rate (Mail Order / Telephone Order) account. It is different in terms and regulations from a standard merchant account due to the risk involved, since the customer is not physically seen nor is the credit card, which increases the chances of fraud or charge backs.
- **Merchant ID** An account number from a merchant bank that allows a company to accept credit-card payments. Merchant banks establish bank accounts for the purpose of enabling companies to accept credit card payments. The merchant bank account allows a company to receive and process credit card transactions online and transfer money from the buyer's account to the seller's account.
- **Metadata** An HTTP tag which defines certain top-level information about the web page or web site. Usually contains keywords for search engines, a description of what the site contains in terms of subject matter and audience, can contain information about the author and tools used to create the page or site. Is one of the highest priority elements of a website when used in conjunction with search engines. Search engines typically weight the text found in the metadata tags higher than the text found in the actual contents of the pages.
- **MIME** Multipurpose Internet Mail Extensions. A set of Internet functions that extends normal e-mail capabilities and enables computer files to be attached to e-mail.
- **Modem** Modulator/demodulator - a device that converts the digital signals from computers into analogue signals and vice versa, so they can be transmitted over phone lines.
- **Modem handshaking** This is the initial communication process that takes place between two modems to establish the most efficient signalling standards they can both use before the data transfer can begin.
- **Multimedia** Applications combining the use of more than one media, such as data, voice and video.
- **NAP (Network Access Point)** One of several major Internet interconnection points in the United States that serve to tie all the Internet access providers together. NAPs were created and supported by the National Science Foundation as part of the transition from the original U.S. government-financed Internet to a commercially operated Internet. Companies apply to use the NAP facilities and make their own inter-company peering arrangements. Much Internet traffic is handled without involving NAPs, using peering arrangements and interconnections within geographic regions.

- **NAT (Network Address Translation)**  
A protocol that allows several computers using private IP addresses to use a single IP address to access the Internet. One IP address can service up to 256 private connections, so cutting down on the number of real IP addresses that ISPs must buy. NATs offer some security as casual intruders will access a router and not your network.
- **Net, The** A synonym for the Internet.
- **Network** Any time you connect two or more computers together so that they can share resources, you have a computer network. Connect two or more networks together and you have an internet.
- **Newsgroup** A newsgroup is a forum in which users discuss a particular topic and post articles and questions relating to this subject. Readers can reply to these queries either in the newsgroup or directly by e-mail.
- **NIC (Network Interface Card)** This is the network card that is installed in your computer that allows your computer to communicate on a computer network. The speed at which NIC cards communicate to the network is often referred to as 10, 100, or in some cases 1000 MBits per second. The MB stands for Mega Bits NOT Mega Bytes which is commonly used to show disk capacity or memory size. A Bit is 1/8 of a Byte, that is to say that it takes 8 Bits to make 1 Byte. One byte roughly equals 1 character in a file. which means that a typical 10 Mbs NIC card can transfer data at 1.2MB (MegaBytes) per second, 12MB for a 100Mbs NIC and 120MB for a 1000Mbs or 1Gbs (GigaBit) NIC.
- **Node** Any computer or device connected to a network.
- **Open Source Software** Open Source Software is software for which the underlying programming code is available to the users so that they may read it, make changes to it, and build new versions of the software incorporating their changes. There are many types of Open Source Software, mainly differing in the licensing term under which (altered) copies of the source code may (or must be) redistributed.
- **Page View** When a visitor views a single page on your site. A single page can be made up of many hits (see "hits").
- **Parallel port** The socket on a computer that a printer usually plugs in to.
- **PayPal** PayPal is an Internet business which allows the transfer of money between e-mail users, avoiding traditional paper methods like checks and money orders. Headquartered in Palo Alto, California, PayPal has become the most widely used service of its kind.
- **PDF (Portable Document Format)** A file format created by Adobe Writer software. PDF is highly portable across computer platforms. PDF documents have a .pdf file extension (such as .pdf). PDF documents must be read with the Adobe Acrobat software.
- **Peer-to-peer** A network in which each computer node has equal abilities. A computer can serve as both a server and a user, and each computer has access to all the network's resources on an equal basis.
- **Peripheral** Any device that is not part of the main computer but that is situated relatively close by, for example a printer or scanner.
- **Personal digital assistant (PDA)** A small, handheld computer with, typically, diary and address book applications and, increasingly, mobile phone connections built-in (also known as Palmtops).
- **Phishing** This is a term used to describe the action of assuming the identity of a legitimate organisation, or web site, using forged e-mail and/or web pages and with a view to convince consumers to share their user names, passwords and personal financial information for the purpose of using it to commit fraud. This is also and often referred to as Identity Theft.
- **PHP (originally "Personal Home Page Tools" but now a recursive acronym for "PHP Hypertext Preprocessor")**  
This is a widely used open-source programming language used primarily for server-side applications, to develop dynamic web content. It can be seen as an open source alternative to Microsoft's Active Server Pages (ASP) system and to CGI/Perl system. Its ease of use and similarity with the most common structured programming languages, most notably C, Java and Perl, allows most experienced programmers to start developing complex applications with a minimal learning curve. It also enables experienced developers to get involved with dynamic web content applications without having to learn a whole new set of functions and practices.
- **Ping** A method of testing whether or not you can communicate with another computer and measuring the connection speed.
- **Plug-in** A specialised software program that is used to expand the capability of a web browser. It is generally used to provide interactivity and functions (such as moving and animated objects and live audio) that make use of the computer's sound or video cards.
- **PNG** (pronounced ping or pee-en-gee) is a relatively new bitmap image format that is becoming popular on the Web and elsewhere.

- **POP (Post Office Protocol or Point Of Presence)** This is the heading and routing information which you sometimes see at the top of e-mails. The Post Office Protocol allows computers (such as your Windows or Mac desktop) to send messages to other users. The protocol requires a receiving machine, designated the SMTP host, from which users have accounts. These accounts are actually holding directories for mail addressed to end users. The portion of your e-mail address in front of the "at" sign is your end user address and the portion after the "at" sign is the internet location of the SMTP host. (See also SMTP).
- **PPP** Point to Point Protocol. A way of connecting your computer to the Internet over existing phone lines.
- **Protocol** A standard for the exchange of information. There are several different types of protocols (e.g., FTP, TCP/IP) used by various computers and software.
- **Proxy Server** An Internet server that acts as a firewall, mediating traffic between a protected network and the Internet.
- **Publish** To upload your Web pages to a Web server, thus making them available to others across the Web.
- **Quicktime** A multimedia development, storage, and playback technology from Apple. Quicktime files combine sound, text, animation, and video in a single file.
- **Radio frequency identification (RFID)** Technology that enables the tracking of goods and assets, particularly in the retail supply chain. It is increasingly used as an alternative to the bar code, with major retailers using RFID tags for the pallets and cases they distribute. The data held on the tag can be transmitted wirelessly to a receiver via radio waves enabling its identity, position and state to be established.
- **Random access memory (RAM)** A computer's main working memory, where the operating system, applications programs and data in current use are kept. It retains memory for as long as the computer is running, but loses its data as soon as the computer is turned off.
- **Remote** Refers to something that is not on your local machine.
- **Remote access** The connection of a device through communications lines such as phone lines, wide area networks (WANs) or virtual private networks (VPNs) in order to access applications and information hosted elsewhere.
- **Results Ranking** The order in which search engine results appear. When you search on a term (keyword) the search engine tries to decide which results are more relevant and display them in an appropriate order. Each search engine uses its own unique algorithm to determine this order.
- **Routed IP** A networking configuration that facilitates web hosting, VPN usage and videoconferencing.
- **Router** A special network system or equipment for directing or accessing network traffic. With a two-PC 'network', one PC acts as the router. A router may also direct traffic from a LAN to the Internet. Small office network routers frequently enforce rules concerning security for the office network (trying to secure the network from some sorts of attacks). Small routers are generally stand-alone devices rather than software running on a server.
- **Satellite** An alternative way of achieving a broadband connection where the conventional broadband Internet access via telephone lines is not available, for example in rural or isolated areas. It requires the installation of a special satellite dish.
- **Scalability** The ability to expand the number of users or increase the capabilities of a computing solution, without making major changes to the systems or application software. Essential to prevent a technology solution from being a stumbling block to organisational growth.
- **Script** A Program written in a non-compiled language, such as Perl. A script may be used by a Web server and is invoked through CGI.
- **Search Engine** A computer program that searches the Web to find Web pages on a given subject. Search Engines help you find information on the Web.
- **Search Engine Optimisation** This is the process of choosing targeted keyword phrases related to a site, and ensuring that the site places well when those keyword phrases are part of a Web search.
- **Secure Sockets Layer (SSL)** A protocol designed by Netscape Communications Corporation to provide encrypted communications on the Internet. SSL is layered beneath application protocols such as HTTP, SMTP, Telnet, FTP, Gopher, and NNTP and is layered above the connection protocol TCP/IP. It is used by the HTTPS access method.

- **Security Certificate** Information used to establish a secure connection by SSL protocol. In order for an SSL connection to be created, both sides must have a valid Security Certificate, issued by the Certificate Authority.
- **Serial port** A socket on a computer that is used for serial communication (one bit at a time) between a computer and another device. The serial port is normally used for the connection of a modem.
- **Server** A fast, high-power computer that is used as the repository and distributor of data, and to control various applications such as e-mail. Servers can be used for a variety of applications including hosting Web sites, e-mail databases, and other types of database applications.
- **Service level agreement (SLA)** A contract between a service provider and a customer that specifies, in measurable terms, what services the provider will deliver to the customer. Typically used by commercial service providers such as ISPs and outsourcing companies. The agreement is likely to include the percentage of time that a specified service should be available (the up-time), performance benchmarks against which actual system performance can be measured, and the expected response times for dealing with a variety of technical issues and problems.
- **Servlet** A java program that runs on a web server.
- **Shared (web) hosting** Web hosting in which multiple web hosting accounts are located on an individual server. These accounts share system resources such as hard disk space, memory, and so forth.
- **Server Side Includes (SSI)** Commands that can be included in web pages that are processed by the web server when a user requests a file. The command takes the form. For example, a common use for SSI commands is to insert the date or last modified date on a file.
- **Shareware** Computer programs that are easily available to download and try out. Generally, you can try it out for a specific period of time, after which you must send in a payment to register the software.
- **Shopping Cart** A list of items a customer wants to purchase from an online storefront. Shopping cart software allows customers on an electronic commerce Web site to select items they wish to purchase and store them in their virtual shopping cart. Customers can view, add, or delete items in their shopping cart before making their electronic purchase.
- **Skype** This is an Internet telephony service provider that offers free calling between computers and low-cost calling to regular telephones that aren't connected to the Internet.
- **SMTP** Simple Mail Transfer Protocol. This is the set of instructions which allow a machine to act as a Post Office for a group of users. If the machine is on the internet, it can communicate with other Post Offices using this protocol. End user electronic mail (e-mail) is sent using Post Office Protocol to SMTP hosts which sort and store the information for users who have accounts (User Name) on that machine. (See also POP).
- **Spam or Spamming** The transmission of bulk, unsolicited mail is referred to as "spamming". This is actually illegal on the internet and if caught or reported, and organization can be shut down and taken off the internet. Typically, even though spammers know that they will be shut down for this activity, they also know that they still will have hit some 200,000 e-mails before that happens.
- **Spider** An Internet robot (used by a search engine) that explores the Web at large. Spiders collect Web page addresses based on content found at those pages. Also called "bots", "robots" or "crawlers".
- **Spoofing** Term used to describe an online impostor who is pretending to be someone or something they are not. The most common form of spoofing is the forging of an email header so that the message appears to have come from someone other than the actual source. This approach is frequently used by distributors of spam.
- **Streaming Video/Media** A sequence of moving images that are compressed and sent to the users streaming media player software - usually integrated into a web page. Streaming Media usually denotes video and sound.
- **Structured Query Language or SQL** This is a declarative programming language for use in quasi-relational databases. As the name implies, SQL is designed for a specific, limited purpose - querying data contained in a relational database. If you have ever run a query to get information from a Microsoft Access database, the software queries the database in SQL.
- **SSL (Secure Socket Layer)** SSL is a technology that provides security for Web site transactions. SSL handles authentication and data encryption between a Web browser and a Web server. Most electronic commerce applications on the Web use SSL.



- **Standard Generalised Markup Language (SGML)** This is a meta language in which one can define markup languages for documents.
- **Subdomain (sub-domain, sub domain)** A Subdomain allows you to have `http://anything.yourdomain.com` pointing to a separate directory within your main account.
- **Subhost (sub-host, sub host)** A domain or web site that shares a server with another domain or website.
- **Surf** To move from place to place on the Internet searching for topics of interest.
- **T-1** A connection capable of carrying data at 1,544,000 bits per second. T-1 is most commonly used to connect networks to the Internet.
- **T-3** A connection capable of carrying data at 44,736,000 bits per second. Equivalent to 29 T-1 connections.
- **TCP/IP** The Internet protocol suite is the set of protocols that implement the protocol stack on which the Internet runs. It is sometimes called the TCP/IP protocol suite, after two of the many protocols that make up the suite: the Transmission Control Protocol (TCP) and the Internet Protocol (IP), which were the first two defined.
- **Top level domain** In the Domain Name System (DNS), the highest level of the hierarchy after the root. In a domain name, the top level domain is that part of the domain name that is furthest to the right. For example, the "com" in `google.com`.
- **Traffic** A measure of the quantity of data transferred from one computer to another computer per unit of time. Traffic is normally measured in megabytes (MB). For billing purposes, traffic is normally quoted in MB per month. Traffic is one of the variables by which most Web hosting companies charge their customers.
- **Trojan Horse** Program that causes unexpected and undesirable effects when installed or run by an unsuspecting user. These effects may be immediate or they may wait for some predetermined time or condition before they are triggered.
- **UNIX** An open-standard computer operating system for Web servers and other server and workstation applications. UNIX has evolved into a type of freeware product, with many extensions and new ideas provided in a variety of versions of UNIX by different companies, universities, and individuals. Various versions of UNIX are available from a number of vendors.
- **Uniform Resource Locator (URL)** A specific address used by Web browsing software to locate and access information on the WWW.
- **Upload** To transfer your files from your local site to a server.
- **Usage Statistics** Statistics that describe the traffic or data transferred from one's web site. These statistics are usually generated by one's web hosting service. The statistics categories may include "visitors per month", "monthly amount of data transferred," "unique visitors per day", and more.
- **Universal serial bus (USB)** Fast becoming the usual way to plug additional devices such as printers and cameras into a PC. USB is cabled in a daisy-chain fashion and up to 127 devices can be supported from a single USB connection.
- **User Acceptance Testing** A phase of software development in which the software is tested in the "real world". It can be undertaken in-house but increasingly the test version is made available for downloading and free trial over the web. User comments are fed back to the developers who make final changes before releasing the software commercially.
- **User ID** This is your account reference name. When you need to log on to your website, you will use this item. A User ID is sometimes referred to as a "user name".
- **Virtual IP** A Virtual IP domain allows you to point a full domain name (for example, `www.virtual.com.au`) to a subdirectory inside your account (also called an Add-on Domain). A Virtual IP allows you to have each domain go to a separate index (start) page.
- **Virtual Private Network (VPN)** This is a secure, private tunnel between two or more devices across a public network such as the Internet. A VPN device can be anything from a standard PC with VPN software installed on it to a dedicated hardware device called a VPN router. At the very basic VPN allows computers at different locations to communicate with each other in a safe and secure environment. This can be two computers at different offices.
- **Virtual Server** A UNIX based server environment which allows multiple independent servers to operate on the same hardware (as opposed to dedicated or shared servers).



- **Virtual Private Server(VPS)** A hosting environment that gives users their own Unix virtual machine. Each VPS is a private and protected area that operates as an independent server. The VPS allows multiple customers to share the expense of hardware and network connections (and completely eliminate the hassle of maintaining it all), without sacrificing performance or freedom. Although multiple customers share hardware, they do not share software. Every VPS has its own complete directory structure and set of dedicated applications (web server, mail server, etc.). Even though hardware is shared, the VPS Technology features 'fair share' scheduling of processes, memory, and network, so each VPS receives the resources it deserves.
- **Virus** A malicious computer program that can cause damage to systems and potential corruption or destruction of information. These can be contracted through loading software, opening attachments in unchecked emails and downloading programs or documents from websites. You should always use up-to-date anti-virus software to detect viruses, prevent access to infected files and help eliminate the infection.
- **Visitor** Someone viewing (visiting) your web site.
- **VOIP (Voice Over Internet Protocol)** VOIP allows telephone calls to be made over the Internet.
- **VPN Protocols** There are two major protocols (or languages) that VPN technology employs to communicate. Until recently, Microsoft used PPTP or Point to Point Tunnelling Protocol whereas almost everyone else used IPSec.
- **Web 2.0** A term often applied to a perceived ongoing transition of the World Wide Web from a collection of websites to a full-fledged computing platform serving web applications to end users. Ultimately Web 2.0 services are expected to replace desktop computing applications for many purposes.
- **Web Developer** An individual or company that specializes in the development of Web sites. Web developers handle all programming aspects of creating a Web site including HTML programming, creating graphics, adding pictures, creating links, and everything else that goes into building a Web site.
- **WebMail** A method used to access e-mail messages through a web browser using HTTP.
- **Web Page** A text document which is encoded in HTML, displayed by a browser application, and accessible from remote sites via the WWW.
- **Web Server** A web server is a computer (or specialised software running on a computer) responsible for serving web pages to a client (usually a web browser) when a user requests a page. The browser sends a request to the web server, which responds. After a brief "negotiation" (using the Hypertext Transfer Protocol, or HTTP) and sometimes some extra processing, the web server sends the page back to the browser for rendering.
- **Web Site** A collection of files that are linked to a central Web page, made available via the World Wide Web.
- **Whois** Most registries maintain a database of domain names and their associated contact information. Users can query these databases through a program called Whois.
- **Wide Area Network (WAN)** A long-distance communications network that covers a wide geographical area. Large enterprises have their own private WANs to link remote offices, or they use the Internet for connectivity. The Internet is the worlds largest WAN.
- **Wireless Application Protocol (WAP)** A carrier-independent, transaction-oriented protocol for wireless data networks that allows Internet access over wireless devices such as mobile phones.
- **Wireless Fidelity (Wi-Fi)** Wi-Fi refers to wireless connectivity for computers and other online-enabled devices. The term Wi-Fi was created by an organisation called the Wi-Fi Alliance, which oversees tests that certify product interoperability. A product that passes the alliance tests is given the label "Wi-Fi certified" (a registered trademark).
- **Wi-Fi Hotspots** These are locations with public wireless access points where you can connect your mobile computers (such as a laptop or a PDA) to the Internet, using standard WLAN (Wi-Fi) technology.
- **Wireless Local Area Networks, and Wireless LAN(WLAN)** A wireless LAN is one in which a user can connect to a local area network (LAN) through a wireless (radio) connection.

- **World Wide Web** The World Wide Web (the "Web" or "WWW" for short) is a hypertext system that operates over the Internet. To view the information, you use software program called a web browser to retrieve pieces of information (called "documents" or "web pages") from web servers (or "web sites") and view them on your screen. You can then follow hyperlinks on the page to other documents or even send information back to the server to interact with it. The act of following hyperlinks is often called "surfing" the web. The core functionality of the Web is based on three standards: The Uniform Resource Locator (URL), which specifies how each page of information is given a unique "address" at which it can be found; Hyper Text Transfer Protocol (HTTP), which specifies how the browser and server send the information to each other, and Hypertext Markup Language (HTML), a method of encoding the information so it can be displayed on a variety of devices.
- **Worm** An insidious and usually illegal computer program that is designed to replicate itself over a network for the purpose of causing harm and/or destruction. While a virus is designed to invade a single computer's hard drive, a worm is designed to invade a network.
- **WYSIWYG** An acronym for What You See Is What You Get. WYSIWYG is used to describe applications that let you see what documents will look like when finished while you're editing them.
- **xDSL** The generic term for all digital subscriber lines with higher bandwidths and which have symmetrical upload and download speeds but more limited ranges. RADSL (Rate Adaptive DSL) expands the 'reach' of broadband availability to over 5 kilometres. It 'adapts' to provide the highest speed that can be delivered on each connection.
- **XML** Extensible markup language - used extensively in e-commerce, XML is a standard for data formats that is designed to enable different computer programs, including business software packages, to share and process data. XML uses a tag system that allows companies or trading communities wishing to exchange business information, to agree upon a standard or common way to describe, for example, individual products and elements. This exchange of information can then take place irrespective of the different software or hardware platforms that may be in place.
- **XHTML Extensible Hypertext Markup Language or simply XHTML** This is a markup language with the same expressive possibilities as HTML, but conforms to the XML standard which is stricter.

## Further Information

This publication is current as at the date of publication. Changes are occurring all the time and we try to update this publication on a regular basis.

If what you were looking for isn't here, try the business dictionary and business glossary directory at:  
[www.glossarist.com/glossaries/business/](http://www.glossarist.com/glossaries/business/)

This guide is for general interest - it is always essential to take advice on specific issues. We believe that the facts are correct as at the date of publication, but there may be certain errors and omissions for which we cannot be responsible.

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