

## Internet Insurance Information

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### Let The Buyer Beware

Many organizations make it a priority to use the Internet, a critical piece in today's Information Age. Insurers are attracted to this medium because, with its connection to savvy, technologically astute consumers, it is an ideal method for promoting insurance products. However, as we make increasing use of the Internet, we should remember some ancient, excellent advice - "Let the buyer beware."

### What Is The Danger?

In some respects, the 'Net may be no more dangerous than getting information from other sources, but the need to be a careful information consumer remains. One major issue is that consumers tend to grant published information a high level of credibility; this includes the information you're currently reading. It is important to be certain of any information before acting on it. It's true that ten sources of information can give you ten different answers. However, the safest way to use information is to seek and sort out different grains of truth than to have blind faith in a single source.

### Why Is There Danger?

The 'Net holds many wonders, but it also provides many opportunities for acquiring information that may be useless or even harmful. Any 'Net user should remember the following:

- it is often impossible to verify who has posted the information and whether the source has any expertise in the subject matter
- material that appears on the net may be presented as facts when they are actually opinions or advertisements
- the information may be accurate for one set of circumstances, but it doesn't tell you how the information applies to other situations; at the very least, it should contain a disclaimer
- no credible party may have taken responsibility for keeping the information accurate and current
- the party that posted the information may possibly have a criminal intent
- 'Net publishers forget that their audience is global and the information may only apply to a specific group or geographic location

### So Is The Information Any Good?

That depends upon what you do next. When seeking information to meet your insurance needs, it's important to discuss your concerns with an expert. A professional insurance agent is a good source for getting the answers you need to fit your unique coverage situation.

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