LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in E-commerce Retail



LAPT — London Academy of Professional Training

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Reference RET-C09 • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

4	70	485	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**RET-C09**
AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1 **Online Retail and Marketplace Selling** 24 chapters · 121 classes **100 marks**

- **1 Understanding Online Marketplaces: Concepts and Models** — 4 classes
  - 1.1 Exploring the Basics of Online Marketplaces
  - 1.2 Identifying Key Components of Marketplace Models
  - 1.3 Analyzing Types of Online Marketplace Platforms
  - 1.4 Comparing Business Models in Online Marketplaces
- **2 Key Players and Emerging Trends in E-commerce Platforms** — 4 classes
  - 2.1 Explore Major E-commerce Platforms
  - 2.2 Identify Key Players in Online Marketplaces
  - 2.3 Examine Emerging Trends in E-commerce
  - 2.4 Analyze Implications of Emerging Trends
- **3 Strategies for Success: Leveraging Online Marketplaces** — 4 classes
  - 3.1 Understanding Online Marketplaces: Key Features and Benefits
  - 3.2 Identifying Best-Selling Products: Research and Analysis Techniques
  - 3.3 Crafting Effective Listings: Optimizing Descriptions and Images
  - 3.4 Implementing Promotional Strategies: Boosting Visibility and Sales
- **1 Understanding Core Features of Online Marketplaces** — 4 classes
  - 1.1 Exploring the Structure of Online Marketplaces
  - 1.2 Analyzing Product Listing Features
  - 1.3 Understanding the Role of User Accounts
  - 1.4 Navigating Payment and Transaction Systems
- **2 Enhancing User Experience and Security** — 4 classes
  - 2.1 Understanding User Experience Design Principles
  - 2.2 Exploring Key Features for User Engagement
  - 2.3 Implementing Security Measures for Marketplace Integrity
  - 2.4 Applying Best Practices to Enhance User Trust
- **3 Advanced Tools for Marketplace Optimization** — 4 classes
  - 3.1 Exploring Analytical Tools for Marketplace Insights
  - 3.2 Leveraging Automation for Streamlined Operations
  - 3.3 Enhancing User Experience with Personalization Features
  - 3.4 Implementing A/B Testing for Performance Improvement
- **1 Understanding Online Marketplace Dynamics** — 4 classes
  - 1.1 Explore Key Features of Online Marketplaces
  - 1.2 Analyze Buyer and Seller Interactions
  - 1.3 Evaluate Marketplace Fees and Structures
  - 1.4 Develop Strategies for Marketplace Success
- **2 Developing E-commerce Strategic Frameworks** — 4 classes
  - 2.1 Understanding E-commerce Strategic Frameworks
  - 2.2 Analyzing Market Trends and Consumer Behavior
  - 2.3 Identifying Key Performance Indicators for Online Marketplaces
  - 2.4 Crafting a Competitive E-commerce Strategy
- **3 Implementing and Optimizing Omnichannel Strategies** — 4 classes
  - 3.1 Understanding Omnichannel Strategies in E-commerce
  - 3.2 Analyzing Customer Journeys Across Multiple Channels
  - 3.3 Implementing Seamless Cross-Channel Integrations
  - 3.4 Optimizing and Measuring Omnichannel Effectiveness
- **1 Understanding the Digital Retail Landscape** — 6 classes
  - 1.1 Exploring the Evolution of Digital Retail
  - 1.2 Understanding Key Digital Retail Technologies
  - 1.3 Analyzing Consumer Behavior in Digital Markets
  - 1.4 Identifying Opportunities in E-commerce Platforms
  - 1.5 Evaluating Digital Retail Competitor Strategies
  - 1.6 Applying Digital Retail Trends to Business Strategy
- **2 Key Technologies in Digital Retail** — 5 classes
  - 2.1 Exploring E-commerce Platforms
  - 2.2 Understanding Online Payment Systems
  - 2.3 Analyzing Data Analytics in Retail
  - 2.4 Implementing Customer Relationship Management (CRM) Tools
  - 2.5 Leveraging Artificial Intelligence in Retail
- **3 Digital Consumer Behavior and Trends** — 5 classes
  - 3.1 Identifying Key Characteristics of Digital Consumers
- **4 Creating a Seamless Omnichannel Experience** — 5 classes
  - 4.1 Understanding the Omnichannel Landscape
  - 4.2 Identifying Customer Touchpoints in Digital Retail
  - 4.3 Integrating Online and Offline Channels
  - 4.4 Enhancing Customer Experience Across Channels
  - 4.5 Measuring Success in Omnichannel Strategies
- **5 Goods Fulfillment in Retail** — 5 classes
  - 5.1 Introduction to Goods Fulfillment
  - 5.2 Understanding Customer Orders
  - 5.3 Picking Techniques for Retail
  - 5.4 Quality Checks in Goods Fulfillment
  - 5.5 Finalizing and Dispatching Orders
- **1 Understanding E-commerce Models and Platforms** — 5 classes
  - 1.1 Explore Key E-commerce Models
  - 1.2 Analyze Popular E-commerce Platforms
  - 1.3 Understand Platform Features and Tools
  - 1.4 Compare Subscription vs. Transactional Models
  - 1.5 Assess Integration and Scalability Considerations
- **2 Developing Customer-Centric E-commerce Strategies** — 5 classes
  - 2.1 Understanding Customer Needs in E-commerce
  - 2.2 Analyzing Customer Behavior and Trends
  - 2.3 Designing User-Friendly E-commerce Interfaces
  - 2.4 Personalizing the Online Shopping Experience
  - 2.5 Implementing Effective Customer Feedback Systems
- **3 Utilizing Digital Marketing for E-commerce Growth** — 5 classes
  - 3.1 Understanding the Role of Digital Marketing in E-commerce
  - 3.2 Identifying Key Digital Marketing Channels for Online Growth
  - 3.3 Leveraging Social Media to Drive E-commerce Engagement
  - 3.4 Implementing Search Engine Optimization (SEO) for E-commerce Success
  - 3.5 Analyzing Digital Marketing Metrics to Inform E-commerce Strategies
- **4 Implementing Technology for Omnichannel Integration** — 5 classes
  - 4.1 Understanding Omnichannel Integration in E-commerce
  - 4.2 Exploring Technologies for Seamless Customer Experience
  - 4.3 Implementing CRM Systems for Enhanced Customer Interaction
  - 4.4 Integrating Inventory Management Across Channels
  - 4.5 Utilizing Data Analytics for Omnichannel Strategy Optimization
- **5 Website Content Management** — 5 classes
  - 5.1 Understanding Website Structure
  - 5.2 Creating Engaging Page Layouts
  - 5.3 Building a Content Library
  - 5.4 Managing Content Updates
  - 5.5 Implementing Urgent Changes
- **2 Building a Customer-Centric Digital Strategy** — 6 classes
  - 2.1 Understanding Customer-Centricity in Digital Retail
  - 2.2 Identifying Customer Needs and Pain Points
  - 2.3 Mapping the Digital Customer Journey
  - 2.4 Designing Personalized Digital Experiences
  - 2.5 Leveraging Data for Customer Insights
  - 2.6 Implementing Customer Feedback in Strategy
- **3 Leveraging Data and Analytics in Retail Decision-Making** — 6 classes
  - 3.1 Understanding the Role of Data in Retail Strategy
  - 3.2 Identifying Key Retail Metrics and KPIs
  - 3.3 Exploring Data Collection Methods in Retail
  - 3.4 Analyzing Consumer Behavior Through Data Insights
  - 3.5 Utilizing Predictive Analytics for Retail Forecasting
  - 3.6 Applying Data-Driven Decisions to Enhance Retail Performance
- **4 Integrating Omnichannel Approaches** — 6 classes
  - 4.1 Exploring Omnichannel Fundamentals
  - 4.2 Identifying Customer Journeys Across Channels
  - 4.3 Mapping Omnichannel Touchpoints
  - 4.4 Harmonizing Digital and Physical Retail Experiences
  - 4.5 Implementing Cross-Channel Analytics
  - 4.6 Evaluating Omnichannel Strategy Success

2 **Running a Trading Website** 14 chapters · 122 classes **100 marks**

- **1 Understanding Core Elements of an Online Store** — 4 classes
  - 1.1 Identifying Key Components of an Online Store
  - 1.2 Exploring User Interface and User Experience Design
  - 1.3 Understanding Product Listings and Categorization
  - 1.4 Implementing Payment and Security Features
- **2 Designing User-Centric Interfaces** — 4 classes
  - 2.1 Understanding User-Centric Design Principles
  - 2.2 Analyzing User Needs and Expectations
  - 2.3 Crafting Intuitive Navigation Structures
  - 2.4 Implementing User-Friendly Interface Elements
- **3 Integrating Analytics and SEO Strategies** — 4 classes
  - 3.1 Understanding the Basics of Analytics for Online Stores
  - 3.2 Exploring SEO Foundations for E-commerce Platforms
  - 3.3 Implementing Analytics Tools for Data-Driven Decision Making
  - 3.4 Enhancing Visibility with Advanced SEO Techniques
- **4 Planning a Trading Website's Pages** — 10 classes
  - 4.1 Pages Every Online Shop Needs
  - 4.2 Mapping Home, Category and Product Pages
  - 4.3 Planning Menus and Navigation Paths
  - 4.4 Writing a Page Content Plan
  - 4.5 Choosing Words Customers Search For
  - 4.6 Planning Mobile Friendly Page Layout
  - 4.7 Agreeing a Plan With Business Owners
  - 4.8 Setting Page Approval Steps
  - 4.9 Allocating Content Tasks to Staff
  - 4.10 Keeping a Site Map Updated
- **5 Specifying Content and Layout of Pages** — 10 classes
  - 5.1 What a Page Specification Contains
  - 5.2 Describing Layout With Simple Wireframes
  - 5.3 Specifying Headings, Text and Image Slots
  - 5.4 Specifying Buttons and Calls to Action
  - 5.5 Brand Colours, Fonts and Tone
  - 5.6 Accessibility for All Visitors
  - 5.7 Writing Instructions for a Designer
  - 5.8 Reviewing a First Page Draft
  - 5.9 Testing a Page on Phone and Computer
  - 5.10 Signing Off a Final Page
- **6 Writing Product Information That Sells** — 10 classes
  - 6.1 What Customers Need to Know Before Buying
  - 6.2 Writing Clear Product Titles
  - 6.3 Describing Features and Benefits
  - 6.4 Size, Weight and Specification Tables
  - 6.5 Accurate Claims and Honest Descriptions
  - 6.6 Mandatory Product Details Under E-commerce Rules
  - 6.7 Writing for Regional Languages
  - 6.8 Using Keywords Without Overstuffing
  - 6.9 Checking Descriptions for Errors
  - 6.10 Keeping a Product Content Template
- **7 Updating Product Information Accurately** — 10 classes
  - 7.1 Why Stale Product Pages Cost Sales
  - 7.2 Receiving Update Requests From Buyers
  - 7.3 Updating Prices and Offers Online
  - 7.4 Updating Stock Status and Availability
  - 7.5 Changing Descriptions and Specifications
  - 7.6 Adding New Products Step by Step
  - 7.7 Retiring Discontinued Products
  - 7.8 Checking Updates Appear Correctly
  - 7.9 Keeping a Change Log
  - 7.10 Fixing Mistakes Found by Customers
- **8 Product Photography and Media Preparation** — 10 classes
  - 8.1 Why Good Images Raise Sales
  - 8.2 Basic Product Photography Set Up
  - 8.3 Lighting and Background Choices
  - 8.4 Taking Photos From Several Angles
  - 8.5 Editing Brightness and Cropping
  - 8.6 Resizing Images for Fast Loading
  - 8.7 Adding Alternative Text to Images
  - 8.8 Short Product Videos on a Phone
  - 8.9 Image Rights and Permission
  - 8.10 Checking Image Quality Before Upload
- **9 Keeping a Library of Website Materials** — 10 classes
  - 9.1 What Goes Into a Content Library
  - 9.2 Naming Files So They Can Be Found
  - 9.3 Folder Structure for Images and Documents
  - 9.4 Version Control and Old File Removal
  - 9.5 Storing Brand Logos and Templates
  - 9.6 Tracking Image Licences
  - 9.7 Backing Up Library Files
  - 9.8 Controlling Who Can Edit Files
  - 9.9 Reusing Materials Across Pages
  - 9.10 Monthly Library Tidy Up
- **10 Catalogue Structure and Product Data Management** — 10 classes
  - 10.1 Categories, Collections and Tags
  - 10.2 Product Variants Such as Size and Colour
  - 10.3 Stock Keeping Unit Codes
  - 10.4 Product Attributes and Filters
  - 10.5 Bulk Upload Using Spreadsheets
  - 10.6 Checking Data for Missing Fields
  - 10.7 Linking Related and Alternative Products
  - 10.8 Syncing Catalogue With Store Stock
  - 10.9 Cleaning Duplicate Listings
  - 10.10 Catalogue Quality Report
- **11 Checkout, Payments and Delivery Settings** — 10 classes
  - 11.1 Steps in an Online Checkout
  - 11.2 Setting Up Payment Methods and UPI
  - 11.3 Cash on Delivery Settings and Risks
  - 11.4 Setting Delivery Charges and Zones
  - 11.5 Tax Display and GST on Orders
  - 11.6 Order Confirmation Messages
  - 11.7 Testing a Full Order Safely
  - 11.8 Handling Failed Payments
  - 11.9 Abandoned Basket Reminders
  - 11.10 Reviewing Checkout Drop Off Points
- **12 Policy Pages and Consumer Rules for Online Shops** — 10 classes
  - 12.1 Policy Pages Customers Expect
  - 12.2 Writing Return and Refund Policy
  - 12.3 Writing Shipping and Delivery Policy
  - 12.4 Privacy Policy and Cookie Notices
  - 12.5 Terms of Sale in Plain Language
  - 12.6 Seller and Grievance Officer Details
  - 12.7 E-commerce Rules for Displaying Origin and Prices
  - 12.8 Handling Customer Reviews Honestly
  - 12.9 Keeping Policies Up to Date
  - 12.10 Checking Pages Against Consumer Law
- **13 Handling Urgent Website Changes** — 10 classes
  - 13.1 What Counts as an Urgent Change
  - 13.2 Receiving an Urgent Request
  - 13.3 Checking Authority to Change Content
  - 13.4 Quickly Correcting Wrong Prices
  - 13.5 Removing Unsafe or Recalled Products
  - 13.6 Posting Notices for Delays and Closures
  - 13.7 Making Changes Without Breaking the Page
  - 13.8 Testing Urgent Changes Fast
  - 13.9 Telling Customer Service About the Change
  - 13.10 Recording and Reviewing the Incident
- **14 Daily Operation and Health of a Trading Site** — 10 classes

3 **Digital Marketing and Social Media for Retail** 18 chapters · 122 classes **100 marks**

- **1 Understanding Digital Marketing Principles for E-commerce** — 4 classes
  - 1.1 Exploring Key Concepts in Digital Marketing
  - 1.2 Identifying Components of Successful E-commerce Strategies
  - 1.3 Understanding Customer Journey in Online Marketplaces
  - 1.4 Applying Digital Marketing Techniques to E-commerce Platforms
- **2 Strategizing Effective Online Marketing Campaigns** — 4 classes
  - 2.1 Understanding Online Marketplace Dynamics
  - 2.2 Identifying Target Audience for Campaigns
  - 2.3 Crafting Compelling Marketing Messages
  - 2.4 Implementing and Evaluating Campaign Strategies
- **3 Analyzing Digital Marketing Analytics and Performance** — 4 classes
  - 3.1 Understanding Key Metrics in Digital Marketing Analytics
  - 3.2 Interpreting Consumer Behavior Through Data Analysis
  - 3.3 Evaluating Campaign Performance with Real-Time Data
  - 3.4 Applying Insights to Optimize Marketing Strategies
- **1 Understanding Digital Marketing Fundamentals** — 5 classes
  - 1.1 Introduction to Digital Marketing Concepts
  - 1.2 Identifying Target Audiences in Digital Marketing
  - 1.3 Exploring Digital Marketing Channels
  - 1.4 Understanding Digital Marketing Metrics
  - 1.5 Applying Digital Marketing Strategies
- **2 Exploring Digital Marketing Channels and Tools** — 5 classes
  - 2.1 Discovering the Core Digital Marketing Channels
  - 2.2 Understanding Social Media Marketing Dynamics
  - 2.3 Leveraging Email Marketing Effectively
  - 2.4 Analyzing SEO and SEM Strategies
  - 2.5 Applying Tools to Measure Digital Marketing Success
- **3 Leveraging Data Analytics for Effective Campaigns** — 5 classes
  - 3.1 Understanding the Role of Data in Digital Campaigns
  - 3.2 Identifying Key Metrics for Campaign Success
  - 3.3 Utilizing Analytics Tools for Data-Driven Insights
  - 3.4 Interpreting Data to Refine Marketing Strategies
  - 3.5 Applying Data Insights to Optimize Campaign Performance
- **4 Integrating Omnichannel Marketing Strategies** — 5 classes
  - 4.1 Understanding Omnichannel Marketing Fundamentals
  - 4.2 Analyzing Consumer Behavior Across Channels
  - 4.3 Designing Seamless Customer Experiences
  - 4.4 Implementing Cross-Channel Marketing Tools
  - 4.5 Measuring and Optimizing Omnichannel Strategies
- **1 Understanding the Digital Marketing Landscape in Retail** — 6 classes
  - 1.1 Mapping the Digital Retail Ecosystem
  - 1.2 Identifying Key Digital Marketing Channels
  - 1.3 Exploring Consumer Behaviour in Online Retail
  - 1.4 Analyzing Competitors' Digital Marketing Strategies
  - 1.5 Evaluating Digital Marketing Tools and Technologies
  - 1.6 Integrating Digital Strategies into Retail Businesses
- **2 Developing Effective E-commerce Marketing Strategies** — 6 classes
  - 2.1 Understanding the E-commerce Landscape
  - 2.2 Identifying Target Audiences in Digital Retail
  - 2.3 Crafting Compelling Online Value Propositions
  - 2.4 Leveraging SEO for E-commerce Success
  - 2.5 Employing Social Media for Retail Engagement
  - 2.6 Measuring and Optimizing E-commerce Campaigns
- **3 Leveraging Social Media and Content Marketing for Retail** — 6 classes
  - 3.1 Understanding the Role of Social Media in Retail Marketing
  - 3.2 Identifying Target Audiences Through Social Media Platforms
  - 3.3 Crafting Engaging Content for Retail Audiences
  - 3.4 Utilizing Influencer Partnerships to Boost Retail Presence
  - 3.5 Implementing Data-Driven Content Strategies
  - 3.6 Measuring and Optimizing Social Media Campaigns
- **4 Data-Driven Marketing and Analytics in Retail** — 6 classes
  - 4.1 Understanding the Role of Data in Retail Marketing
  - 4.2 Exploring Key Metrics and KPIs in Retail Analytics
  - 4.3 Leveraging Customer Data for Personalized Marketing
  - 4.4 Utilizing Advanced Tools for Retail Data Analysis
  - 4.5 Implementing Data-Driven Decision Making in Retail Strategies
  - 4.6 Measuring the Success of Data-Driven Marketing Campaigns
- **5 Integrating Digital Marketing with Omnichannel Strategies** — 6 classes
  - 5.1 Understanding Omnichannel Concepts in Retail
  - 5.2 Exploring the Role of Digital Marketing in Retail
  - 5.3 Analyzing Customer Journeys Across Channels
  - 5.4 Designing Integrated Omnichannel Marketing Strategies
  - 5.5 Implementing Seamless Digital and Physical Customer Experiences
  - 5.6 Evaluating the Effectiveness of Omnichannel Marketing Campaigns
- **13 Email and WhatsApp Marketing With Consent** — 10 classes
  - 13.1 Why Direct Messages Work for Retail
  - 13.2 Building a Permission Based Customer List
  - 13.3 Consent Rules for Marketing Messages
  - 13.4 Do Not Disturb Rules and Opt Out
  - 13.5 Writing a Short Subject Line and Message
  - 13.6 Offer Messages That Customers Value
  - 13.7 Using Approved Message Templates
  - 13.8 Timing and Frequency of Messages
  - 13.9 Measuring Opens, Clicks and Replies
  - 13.10 Avoiding Spam Complaints
- **14 Planning Social Media Content for a Store** — 10 classes
  - 14.1 Choosing Social Platforms for a Store
  - 14.2 Setting Goals for Social Media
  - 14.3 Knowing Your Local Audience
  - 14.4 Building a Monthly Content Calendar
  - 14.5 Content Ideas From Daily Store Life
  - 14.6 Festival and Offer Campaign Posts
  - 14.7 Taking Good Photos and Short Videos
  - 14.8 Writing Captions in English and Hindi
  - 14.9 Scheduling and Posting Content
  - 14.10 Reviewing Which Posts Worked
- **15 Delivering the Brand Promise on Social Media** — 10 classes
  - 15.1 What a Brand Promise Means
  - 15.2 Brand Voice and Tone Guide
  - 15.3 Matching Posts to Brand Values
  - 15.4 Keeping Offers Honest and Clear
  - 15.5 Staff Behaviour on Personal Social Accounts
  - 15.6 Responding in Brand Voice to Comments
  - 15.7 Handling Negative Posts Calmly
  - 15.8 Approvals Before Posting
  - 15.9 Checking Posts Against Advertising Rules
  - 15.10 Reviewing Brand Consistency Monthly
- **16 Providing Customer Support Online** — 10 classes
  - 16.1 Online Support Channels Customers Use
  - 16.2 Setting Response Time Targets
  - 16.3 Answering Messages Politely and Clearly
  - 16.4 Using Saved Replies Without Sounding Robotic
  - 16.5 Collecting Order Details Safely
  - 16.6 Solving Common Online Problems
  - 16.7 Escalating Difficult Cases
  - 16.8 Moving a Conversation From Public to Private
  - 16.9 Recording Support Interactions
  - 16.10 Measuring Online Service Quality

4

Data Protection and Online Security for Retail

14 chapters · 120 classes **100 marks**

- **1 Understanding Data Protection Laws and Compliance** — 5 classes
  - 1.1 Exploring the Basics of Data Protection Laws
  - 1.2 Analyzing Key Principles of the GDPR
  - 1.3 Identifying Personal Data and Its Protection
  - 1.4 Assessing Compliance Requirements for Businesses
  - 1.5 Implementing Best Practices for Online Security
- **2 Identifying and Mitigating Online Security Threats** — 5 classes
  - 2.1 Understanding Common Online Security Threats
  - 2.2 Recognising Phishing and Social Engineering Attacks
  - 2.3 Identifying Malware and Ransomware
  - 2.4 Implementing Strong Password Policies
  - 2.5 Applying Best Practices for Data Protection
- **3 Implementing Robust Data Security Protocols** — 5 classes
  - 3.1 Understanding Data Security Threats
  - 3.2 Identifying Key Data Protection Principles
  - 3.3 Implementing Encryption Techniques
  - 3.4 Applying Access Control Measures
  - 3.5 Monitoring and Responding to Security Breaches
- **4 Best Practices for Maintaining Data Integrity and Customer Trust** — 5 classes
  - 4.1 Understanding Data Integrity in Digital Retail
  - 4.2 Identifying Key Threats to Customer Data
  - 4.3 Implementing Data Protection Best Practices
  - 4.4 Building Customer Trust Through Transparent Policies
  - 4.5 Evaluating and Improving Online Security Measures
- **5 Mapping the Customer Data a Retailer Holds** — 10 classes
  - 5.1 What Counts as Personal Data
  - 5.2 Data Collected at Tills, Online and by App
  - 5.3 Sensitive Data and Payment Data
  - 5.4 Where Customer Data Is Stored
  - 5.5 Who Inside the Business Can See Data
  - 5.6 Third Parties That Receive Data
  - 5.7 Drawing a Simple Data Map
  - 5.8 Spotting Data Collected Without Need
  - 5.9 Classifying Data by Risk
  - 5.10 Keeping a Data Register
- **6 Digital Personal Data Protection Rights and Duties** — 10 classes
  - 6.1 Purpose of the Data Protection Law
  - 6.2 Key Roles of Business and Customer
  - 6.3 Lawful Reasons for Using Data
  - 6.4 Customer Rights to Access and Correct Data
  - 6.5 Rights to Withdraw Consent and Erase Data
  - 6.6 Special Care for Children's Data
  - 6.7 Duties of a Data Fiduciary
  - 6.8 Penalties for Non-Compliance
  - 6.9 Grievance Officer and Complaint Handling
  - 6.10 Cross Border Data Transfers Basics
- **7 Consent and Privacy Notices** — 10 classes
  - 7.1 What Valid Consent Looks Like
  - 7.2 Writing a Privacy Notice in Plain Language
  - 7.3 Collecting Consent at the Till
  - 7.4 Collecting Consent Online and on Apps
  - 7.5 Cookie Notices and Tracking Tools
  - 7.6 Recording Consent Evidence
  - 7.7 Managing Marketing Preferences
  - 7.8 Handling Withdrawal Requests
  - 7.9 Notices in Hindi and Regional Languages
  - 7.10 Reviewing Notices When Practice Changes
- **8 Passwords, Access Control and Device Safety** — 10 classes
  - 8.1 Why Weak Passwords Cause Breaches
  - 8.2 Creating Strong Unique Passwords
  - 8.3 Using Two Step Verification
  - 8.4 Giving Staff Only the Access They Need
  - 8.5 Shared Logins and Why to Avoid Them
  - 8.6 Removing Access When Staff Leave
  - 8.7 Locking Screens and Shared Tills
  - 8.8 Mobile Phones and Personal Devices at Work
  - 8.9 Software Updates and Antivirus
  - 8.10 Auditing Who Has Access
- **9 Payment Security and Fraud Prevention Online** — 10 classes
  - 9.1 How Online Card and UPI Payments Flow
  - 9.2 Payment Gateway Role and Responsibility
  - 9.3 Never Storing Card Details
  - 9.4 Payment Card Security Standard Basics
  - 9.5 Spotting Fraudulent Orders
  - 9.6 Verification Steps for High Risk Orders
  - 9.7 Chargebacks and Disputes
  - 9.8 Refund Fraud and Account Takeover
  - 9.9 Safe Handling of One Time Passwords
  - 9.10 Fraud Reporting and Escalation
- **10 Phishing, Scams and Social Engineering** — 10 classes
  - 10.1 How Scammers Target Retail Staff
  - 10.2 Spotting Phishing Emails
  - 10.3 Fake Payment and Refund Messages
  - 10.4 Fake Supplier Invoice Scams
  - 10.5 Phone and Messaging Scams
  - 10.6 Verifying Callers Before Giving Information
  - 10.7 Safe Handling of Attachments and Links
  - 10.8 Reporting a Suspected Scam
  - 10.9 Running Staff Awareness Sessions
  - 10.10 Testing Awareness With Practice Scenarios
- **11 Securing Websites and Shopping Apps** — 10 classes
  - 11.1 Common Attacks on Online Shops
  - 11.2 Secure Connection and Certificates
  - 11.3 Keeping Platform and Plugins Updated
  - 11.4 Protecting Admin Pages
  - 11.5 Safe File and Image Uploads
  - 11.6 Protecting Forms From Bots
  - 11.7 Monitoring Unusual Activity
  - 11.8 Choosing Secure Hosting and Providers
  - 11.9 Checking Security Promises of Vendors
  - 11.10 Security Checklist for a Launch
- **12 Data Retention, Backup and Deletion** — 10 classes
  - 12.1 Why Data Should Not Be Kept for Ever
  - 12.2 Retention Periods for Retail Records
  - 12.3 Tax and Legal Record Requirements
  - 12.4 Backup Methods and Schedules
  - 12.5 Testing That a Backup Can Restore
  - 12.6 Secure Deletion of Digital Data
  - 12.7 Destroying Paper Records Safely
  - 12.8 Handling Old Devices and Hard Drives
  - 12.9 Data Held by Suppliers and Processors
  - 12.10 Reviewing Retention Each Year
- **13 Responding to a Data Breach** — 10 classes
  - 13.1 What a Data Breach Looks Like
  - 13.2 First Steps When a Breach Is Suspected
  - 13.3 Containing the Damage Quickly
  - 13.4 Notifying the Data Protection Authority
  - 13.5 Informing Affected Customers
  - 13.6 Working With Technical Support
  - 13.7 Keeping an Incident Record
  - 13.8 Learning What Went Wrong
  - 13.9 Updating Controls After a Breach
  - 13.10 Practising a Breach Drill
- **14 Customer Trust, Reviews and Safe Online Transactions** — 10

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