

## Operational risks

There are various risks that need to be consider when operating a online website

### They are:

Liability for wrong or out of date information  
Language problems  
Hardware and software failures  
Data loss  
Global business regulations  
Website updating

## Website updating

Websites need updating regularly so that the information provided is current and product descriptions and lists are accurate. In some cases incorrect or out of date information and create serious problem.

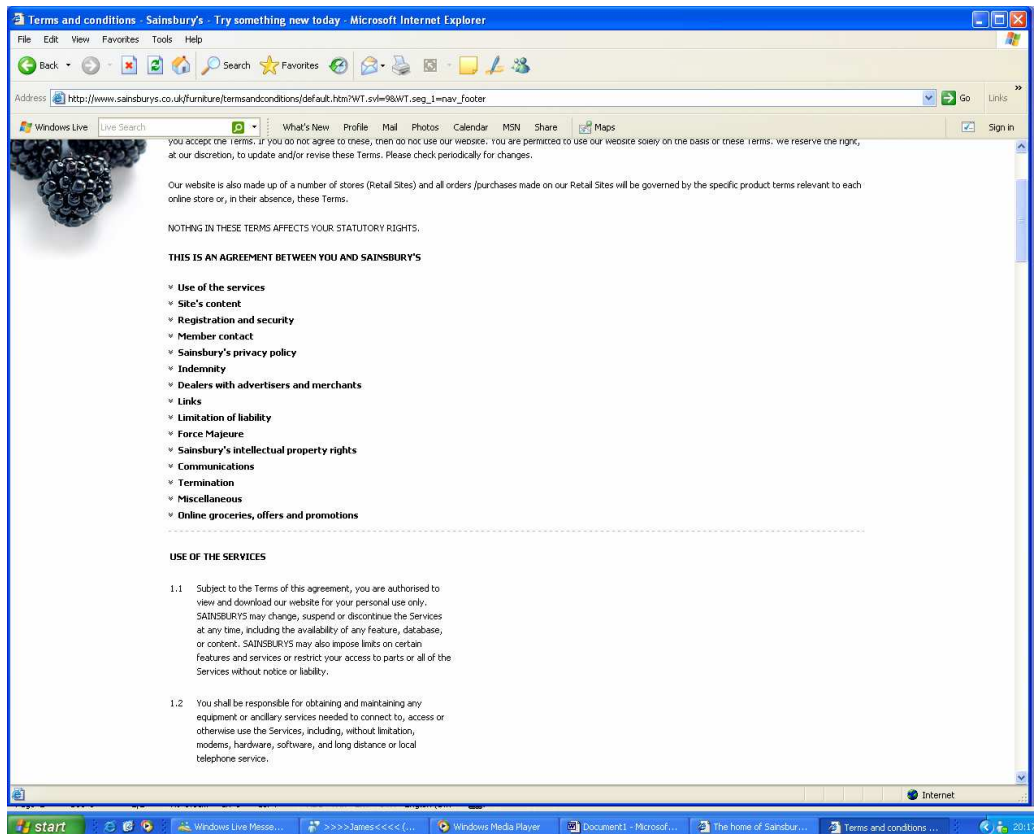
Shows the last time that this page has been updated.

	A	B	C	D	E	U	TOTAL	% A	% A-B	% A-C	% A-E
Art & Design	AS 16	8	14	4	0	0	42	38.1%	57.1%	90.5%	100.0%
Art History	AS 2	1	3	3	0	1	10	20.0%	30.0%	60.0%	90.0%
Biology	AS 00	28	24	14	9	6	150	46.0%	64.7%	80.7%	96.0%
Biology (Human)	AS 0	3	5	2	4	0	14	0.0%	21.4%	57.1%	100.0%
Business (Applied Single)	AS 0	2	2	0	1	2	7	0.0%	28.6%	57.1%	71.4%
Business (Applied Double)	AS 2	8	11	7	8	5	41	4.9%	24.4%	51.2%	87.8%
Business Studies	AS 11	9	7	3	1	0	31	35.5%	64.5%	87.1%	100.0%
Chemistry	AS 40	39	28	14	14	16	157	29.3%	54.1%	72.0%	89.8%
Classical Civilization	AS 1	5	6	7	2	0	21	4.9%	28.6%	57.1%	100.0%
Computing Science	AS 10	6	3	0	1	0	20	50.0%	80.0%	95.0%	100.0%
Critical Thinking	AS 3	9	26	15	10	5	68	4.4%	17.6%	55.9%	82.6%
Design & Technology	AS 0	8	22	6	2	3	41	0.0%	19.5%	73.2%	92.7%
Economics	AS 51	19	20	20	6	9	125	40.8%	56.0%	72.0%	92.8%
English Literature	AS 10	22	25	30	18	2	105	9.5%	30.5%	54.3%	88.1%
English Lang. & Lit.	AS 10	16	13	14	1	0	54	18.5%	48.1%	72.2%	100.0%
Film Studies	AS 2	11	6	2	0	0	21	9.5%	61.9%	90.5%	100.0%
French	AS 8	9	8	4	7	0	36	22.2%	47.2%	69.4%	100.0%
General Studies	AS 18	46	89	91	73	07	362	4.7%	16.9%	39.5%	82.0%
Geography	AS 5	5	12	6	1	1	30	16.7%	33.3%	73.3%	96.7%
German	AS 0	7	5	1	0	1	14	0.0%	50.0%	85.7%	92.9%
Government & Politics	AS 29	24	16	9	5	6	89	33.0%	60.2%	78.4%	94.3%
History	AS 29	23	39	18	9	6	121	24.0%	43.0%	74.4%	95.9%
ICT (Applied Single)	AS 1	12	16	14	8	10	61	1.6%	21.3%	47.5%	83.6%
ICT (Applied Double)	AS 1	2	4	12	1	0	20	5.0%	15.0%	35.0%	100.0%
Italian	AS 6	2	0	0	0	0	8	75.0%	100.0%	100.0%	100.0%
Latin	AS 3	1	0	0	0	0	4	75.0%	100.0%	100.0%	100.0%
Law	AS 0	1	9	7	3	2	22	21.4%	25.0%	57.1%	92.9%
Mathematics	AS 06	42	39	32	18	31	268	37.2%	53.5%	68.6%	88.0%
Mathematical Further	AS 24	4	2	1	0	0	31	77.4%	90.3%	96.8%	100.0%
Music	AS 1	0	1	4	6	1	13	7.7%	7.7%	15.4%	92.3%
PE and Sports Studies	AS 3	2	2	8	2	2	19	15.8%	26.3%	36.8%	89.5%
Philosophy	AS 4	6	2	6	1	1	20	20.0%	50.0%	60.0%	95.0%
Physics	AS 23	11	12	9	6	10	71	32.4%	47.9%	64.8%	85.8%
Portuguese	AS 0	0	1	0	0	0	1	0.0%	0.0%	100.0%	100.0%
Psychology	AS 29	34	40	17	13	16	160	18.1%	35.4%	70.0%	90.0%
Religious Studies	AS 18	16	22	20	3	6	85	21.2%	40.0%	65.9%	92.9%
Russian	AS 1	0	0	0	0	0	1	100.0%	100.0%	100.0%	100.0%
Spanish	AS 2	3	4	5	2	0	16	12.5%	31.3%	56.3%	100.0%
Theatre Studies	AS 8	10	7	1	0	0	26	30.8%	65.2%	96.2%	100.0%
Total AS (St Dominic's)	AS 648	453	551	406	232	209	2399	22.8%	41.7%	64.7%	91.3%
Total AS (National)	AS							100.0%	0.0%	0.0%	0.0%

## Liability for wrong or out of date information

Under the Trades Descriptions Act and the E-Commerce Regulations 2002 information given on the website must be clear and descriptions must be accurate. A

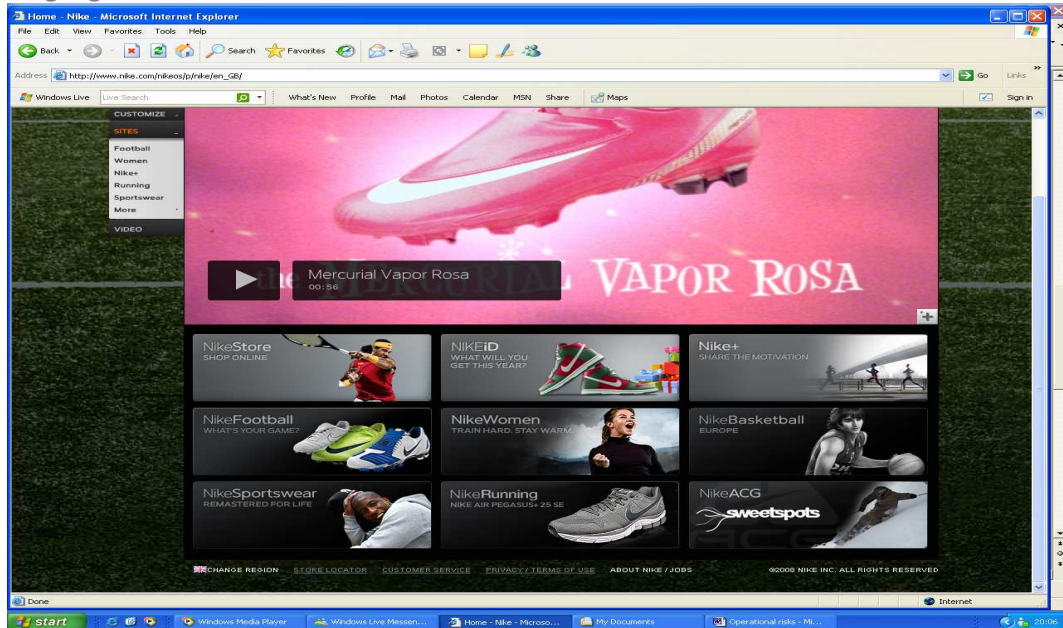
business that deliberately misled customers could be liable under the terms of these Acts. Also, if a customer took action based on outdated or inaccurate information there may be a case to answer. On the other hand, most websites have a disclaimer clause to cover this type of problem.



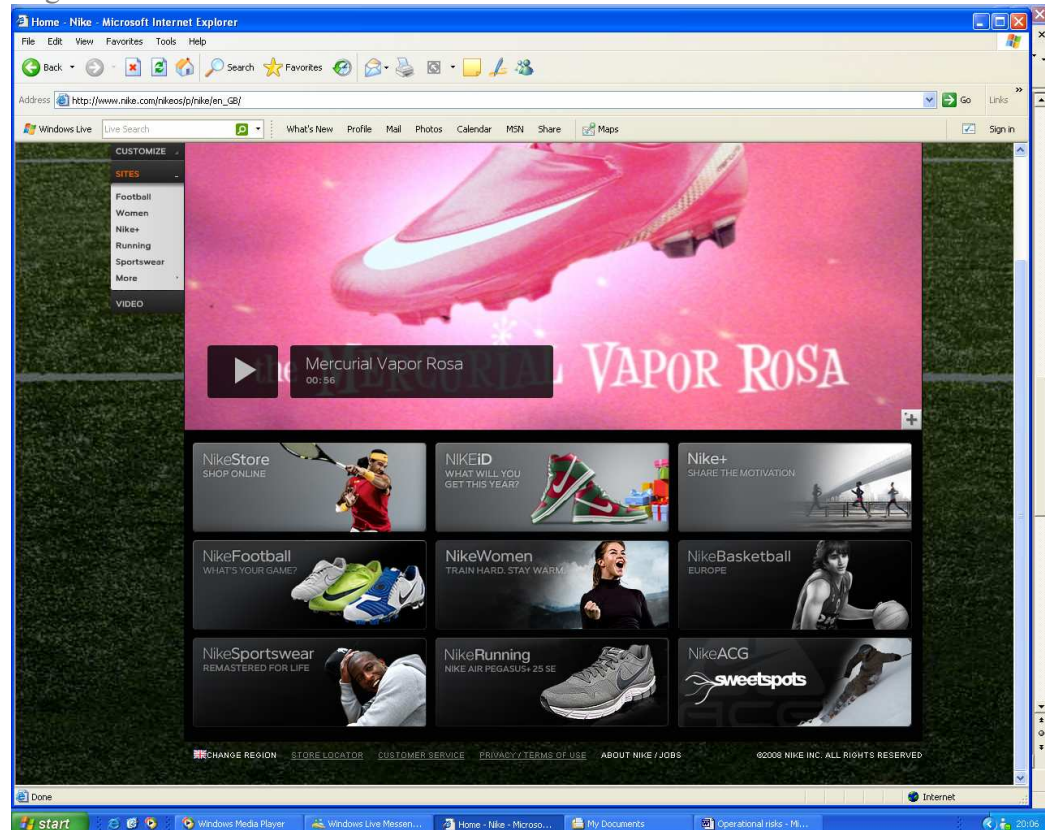
Above is an example of the terms and conditions of Sainsbury's website.

## Language problems with global customer base

Multinational businesses with overseas customers normally have a facility to enable users to choose the website version they want, sometimes by identifying their national flag as at <http://www.nike.com> as seen below. This automatically displays a specific language version.

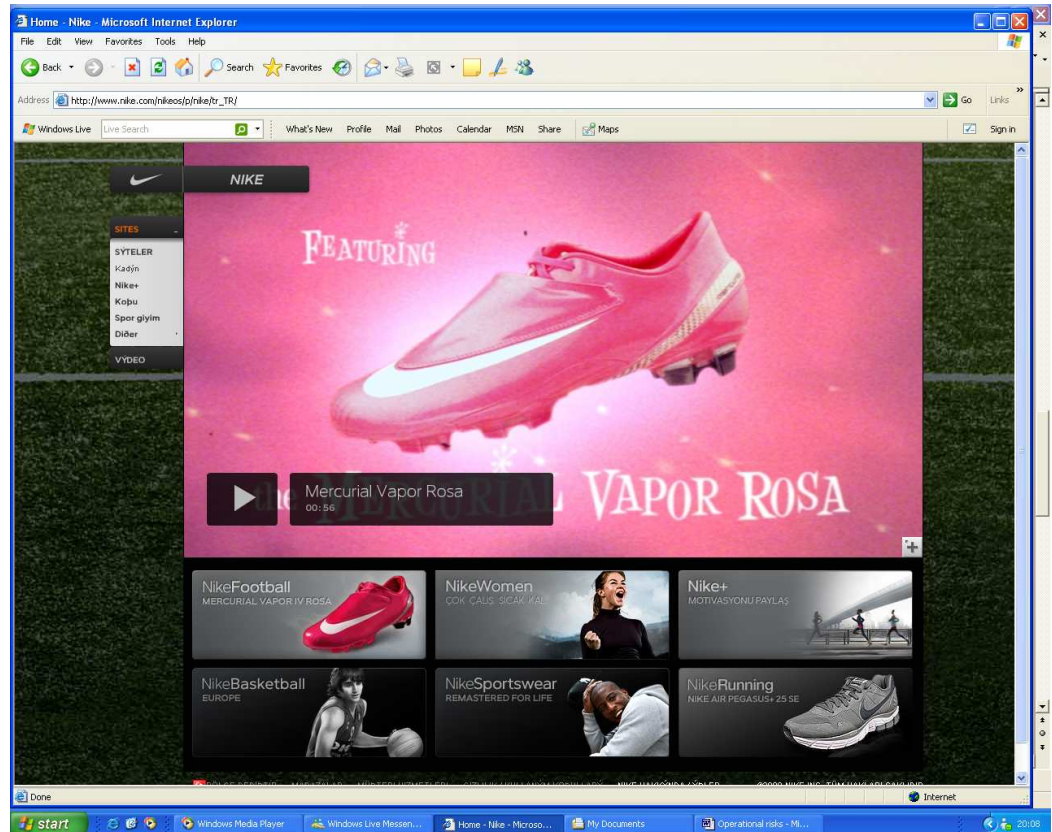


## English

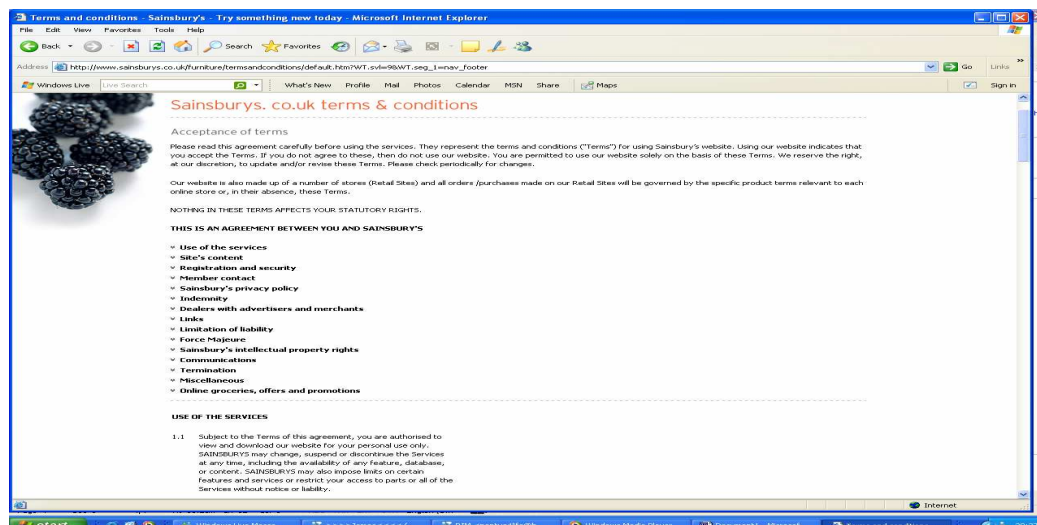




## Turkish



Smaller organisations will not have this facility and there is therefore more scope for confusion when foreign buyers want to purchase goods. This is why many firms include disclaimer clauses, such as those at Sainsbury's website, where orders are only accepted if the description accurately matches that on the site and the company takes no responsibility for the suitability of goods to be used abroad or any local laws that would affect the purchase.



### **Hardware and software failures**

All computer users are dependent upon their ISP. If the system develops a technical fault, then internet access is lost until it is fixed

The systems itself could cause problems. The hardware might malfunction or software may be corrupted. For this reason, most businesses have back-up servers; so that they can switch to another if a server goes down.

### **Data loss**

**Data can be lost for a number of reasons. A report about data loss in Europe identified a total of 1.7million incidents every year, as a result of the following problems:**

- Hardware failure – 41%
- Human error – 31%
- Software files corruption 13%
- Computer virus – 7%
- Theft – 5%
- Hardware loss 3%

### **Global business regulations**

Most people are aware that there are many differences between products they see abroad and in Britain. Any business intending to sell on a global basis has to ensure that its products comply with relevant laws and technical regulations tat apply in the country of sale.