

Product Review

Gold Pay - Secure Payment System

Do any of these scenarios sound familiar? Have you ever been faced with the quandary of whether you REALLY want the latest "cool" gadget badly enough to give your credit card information to yet another website? Do you spend more time weighing the risk of whether this particular website will be hacked – and your financial data compromised – than it took you to find the item you are trying to buy?

If so, you're not alone. In a digital age when everything is seemingly at our fingertips, our data is quickly becoming one of our most valuable commodities – especially our financial data. Knowing who to trust is hard... .

There are a number of services out there geared to fill this need. Give them – and only them – your financial data. They'll "protect" it, and the websites you buy from can go to them to get your payment. So, how "safe" are these services? If they're still using a user name and password to protect access to your account, the answer is "not very."

Instead, keep your financial data under "Lock & GoldKey" – using Gold Pay. The process is simple and the security is unbeatable. (If you're not yet familiar with GoldKey, take a peek at the cool stuff they are doing with multi-factor authentication here: www.goldkey.com.)

Gold Pay provides serious security for your online and point-of-sale purchases. GoldKey authentication technology is utilized to verify both user and vendor to each other, providing an extra layer of protection against phishing and other online attacks.

Gold Pay is simple and flexible, providing you with multiple payment options while insuring that your sensitive financial information – such as credit card numbers – is never revealed to the vendor you are purchasing from.

So, do you have 5 minutes you can spare to really lock-down and secure your financial transactions?

1. Start at GoldKey ID (www.goldkeyid.com) and create a new Gold ID account – from Windows, Mac, Android, or iOS. In the process, a GoldKey Soft-Token will be installed on your computer or device. (Alternatively, you can buy a GoldKey USB token and carry it with you.)
2. Use your GoldKey token to sign in to Gold Pay (www.goldpay.cash) – and put your credit card or bank transfer data in the Gold Pay Vault. (So much for a "wallet." Wouldn't you rather keep your most valuable data in a Vault?)

Next step? Find a participating vendor and check out with confidence. (What?!? Someone is behind the times and doesn't take Gold Pay yet? Refer them to Gold Pay's Merchant Services: www.goldpay.cash/merchant/.) Don't pay without it.