

eBay Buyers Guide to purchasing Gift Vouchers & Gift Cards

Written by the UK Gift Card & Voucher Association

Buying a gift voucher or gift card online for a lot less than it is worth seems like a great idea, especially if you are saving for a certain product, this is a great way of getting a good discount.

However – many buyers have lost out when they find that they have bought a blank gift card with no value, or instead of a gift voucher, they have purchased free money off voucher instead because of unscrupulous dealers.

Not all eBay gift card and gift voucher sales are bad deals. Some are genuine sellers, looking to part with their bonus or unwanted gift and a bargain can be had.

Here are some tips for success:

1. Check out your eBay seller. Make sure they have a good – long history of trading. Checkout previous sales and purchases to see if they can be trusted. Look at their comments. Look at dates. It's easy to setup an eBay account and 'buy and sell' during a month – it would make you feel easier to see a longer history of trading really.
2. Check the wording in the advertisement carefully. Make sure that the image is a gift voucher and not a money off voucher. Check the picture against the website of the issuer to see if it looks the same. *However – be careful – the seller may have taken an image from the issuer website anyway and you might receive something else. But this will assist if you need to claim if the voucher is fraudulent.*
3. Make sure that the gift card or gift voucher is valid. Request the long number from the back of the gift card, and its pin number if there is one, then you can go to the balance enquiry page on the gift card issuer's website and check this card has a balance. *Note: this does not guarantee a balance though as the seller could simply give you the number from an active card, and mail you a non active card instead.* Do the same with a gift voucher, and call the brand up giving them the voucher number to see if it's valid and not expired.
4. Checking validity of the gift voucher you are about to purchase is especially important for Activity Gift Vouchers such as Red Letter Days or Treatme gift vouchers. Check with their offices first to see if this is a valid voucher and if a name has been allocated to this gift already.
5. Pay by PayPal or using a credit card. If you then receive a fraudulent voucher or gift card, you can normally claim your funds back from PayPal or from your credit card company. Do not send a cheque or postal order or pay by Debit Card.

The UK Gift Card & Voucher Association represents over 60 members in the Gift Card and Gift Voucher marketplace with High Street brands such as Marks & Spencers, Debenhams and John Lewis being members. This guide has been written as a buyers guide only, and The UK Gift Card & Voucher Association cannot be held responsible for any fraudulent transactions for gift card or gift vouchers on eBay.