



Subject: Geo-Blocking
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Geo-Blocking has been defined as using the IP address of a customer to define where in the world a customer is located.

I simply want to draw your attention to the fact that Geo-location is real and is tied to IP address but It is not the only mechanism available to the companies. Almost without fail any purchase made online will have a credit card attached. The Company can and will require billing address info to enable a credit card transaction.

If looking at blocking mechanisms used please don't limit to IP address but ensure that credit card and or other methods employed to identify customer home or business locations are equally addressed.

Tech based SME's will have identified that establishing a VPN can enable a tech savvy user to avoid the Geo-location blocking but it does not work with Credit Card billing address etc

Thanks You

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