



- Prevent and bridge the growing issue of the **digital divide**:

Lack of technical knowledge should not discourage any business from pursuing an online presence. Businesses should not have to risk losing market shares or clientele because they do not have the international exposure that a professionally managed web site provides.

[\(Read articles on 'digital divide'\)](#)

- Increase consumer confidence through our recognized Seal Program. This program ensures the authenticity of products and services offered by our SC members and companies participating in our Seal Program.

[▶ Learn more about the SC Seal Program](#)