Safe and Effective Systems is a secure system that will keep your data and private information safe only between yourself and the website while no other third party can access to your personal data.

This principle is important that if a system is insecure, it might lost many users and customers which might be unhelpful to the corporation and lower the benefits.

Key expectation of automated Safe and Effective System can be auto blocking non-recognized users or machine and auto blocking non-recognized advertising to prevent bug or viruses.

These principles can move into practice is that the website can protect its user from unnecessary disturbance from other company or unrelated party. This may keep its profits safe and also satisfy the users. Because it will be a protection to both sides.