



**SHOP SAFELY
THIS BLACK
FRIDAY**



How shopping scams work

Shopping scams focus on obtaining your financial information. Methods include:

Advertising lures that entice you to enter a fake website and provide your credit card information

Payment methods that force you to submit your credit card information (rather than using a digital wallet or payment service)

Push notification lures via email or SMS that tempt you to click malicious links about an expected delivery



Why are we more vulnerable to scams during this time of year?

Overwhelmed with decisions, deals and time-limited offers, we're constantly distracted these days. Exciting new products and options surround us; delivery updates flood our smartphones and we get in the habit of sending money with the tap of a finger.

These factors weaken our judgement:

- A store's website is our only point of reference
- Limited-time deals make it difficult to dig into details
- Unknown senders text and email us frequently
- Monitoring our bank charges can be challenging

Hackers know this and attack more.



What can I do?



Before shopping

Always enter the URL yourself. Don't use a link from an ad or email

Use brands' official shopping apps on your smartphone

While shopping



Check for the lock symbol next to a website's URL

Use a third-party method that doesn't transmit credit card information to sellers (like PayPal or Venmo) or use a disposable card

After shopping:

Visit the website to see updates. Don't click links in emails or texts claiming to provide order updates

Keep an eye on your financial account for any unauthorized transactions



Spotted a scam?

Report it to the affected brand.



Think you've been scammed?

Notify your local police.