



consumer tip

BBB Serving Central, Northern & Western Arizona
350 W. 16th Street, Suite 205, Yuma, Arizona 85364

Janet Torricellas, Director, Yuma County Office
Phone: 928-919-7940 Cell: 602-349-0449

BBB Shares Four Holiday Scams Targeting Email, Web and Mobile Users

(Yuma, AZ – November 21, 2012) The Thanksgiving holiday is here, and for many it means holiday shopping is in full swing. This holiday season, studies predict an increase in the use of electronic devices - such as smart phones and tablets - to make holiday purchases. To help consumers protect from online scams, Better Business Bureau (BBB) warns of scams targeting email, web and mobile users.

According to a study by [Adobe Digital Publishing](#), 21% of total online sales will come from mobile devices this holiday season – primarily tablets, forecasting an increase of 110% over 2011 sales.

“The convenience of being able to do so much right from the palm of our hand also comes with the responsibility to stay informed about the risks involved,” said Matthew Fehling, BBB President/CEO.

BBB provides a summary of four common scams involving electronic devices:

1. Social Media Scams: Fan page deals, raffles, and contests can all be used by scammers to obtain personal and financial information. Be careful when liking or clicking on posts offering too-good-to-be-true holiday deals, even if shared by a “friend.” Remember social media accounts can be hacked and postings from “friends” might not actually be from them. Also, keep in mind that shortened links offering discounts could be malicious.

2. Malicious Mobile Apps: With the promise of alerts on discounted items, malicious apps could steal your information and cause costly damage to your mobile device. Before downloading any application, conduct some research to see if it’s backed up by a trusted source.

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3. Phony e-tailers: Luring you in with great holiday deals, phony e-commerce sites often charge for products, but fail to deliver the merchandise. Not researching an online retailer could not only lead to loss of money, but also put your identity at risk.

4. Dangerous e-cards: While an electronic holiday card is a convenient way to send greetings this holiday season, beware of malicious cards that contain spyware or viruses.

For up-to-date information on scams, sign up for BBB's Scam Source at www.arizona.bbb.org/scam-source, or to view a company's BBB Business Review before making a purchase, visit www.arizonabb.org or download BBB's iPhone App at www.bit.ly/BBBiPhoneApp.

For more information or to schedule an interview with a BBB spokesperson, contact Janet Torricellas at 928-919-7940 or by email at jtorricellas@arizonabb.org.

About BBB Serving Central, Northern & Western Arizona

BBB is an unbiased organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. Incorporated locally in 1938, today your BBB serves communities in Central, Northern and Western Arizona, supported by over 9,700 BBB Accredited Businesses. BBB provides objective advice, free BBB Business Reviews® and charity BBB Wise Giving Reports™, and educational information on topics affecting marketplace trust.