

National Consumer Protection Week 2024

According to an article from *Fortune* published 02/09/24, people believe older adults are most susceptible. However, the younger Gen Z reported being scammed the most in 2023. However, the report may be skewed so consider that the younger generation generally has more knowledge on how to report scams online. Older generations may not know how and may also be embarrassed to report being scammed.

No one is immune from fraud. Fraudsters are more sophisticated and prey on people's psychology more than ever. Community First posted on our social media during National Consumer Protection Week (March 4-8th, 2024) various things to help protect your accounts. You can also listen to our Community Share podcast for more information. Visit <https://www.cffcu.biz/community-share/>.

Summary of things to Never do:

- ⦿ Never purchase through a social media ad. Only purchase directly through a merchant's trusted website.
- ⦿ Never purchase using a money transfer app (Venmo, Zelle, Cash App, Paypal Pay)
- ⦿ Never provide information to an unknown link or phone number.
- ⦿ Never immediately believe a family member or friend needs help.
- ⦿ Never give out your password.

Best practices to avoid scams:

- ⦿ Take 2 min. every day to check your bank accounts online and turn on card alerts.
- ⦿ Slow down, take a few minutes to think things through, offer to call the possible scammer back, call a friend for a second opinion.
- ⦿ Reach out to your bank or credit union. They have resources and training to help you stop or mitigate the impact of someone trying to scam you.

This information has been prepared for general informational purposes only and is not offered as and does not constitute legal advice.