

Below is a sample newsletter article about holiday consumer protection which organizations are welcome to use, adapt, and include in their own newsletters or other communications.

Holiday Consumer Protection

The holidays are a time for joy, family, and finding that perfect gift. But while we are rushing to check off our lists, scammers are busy trying to catch us off-guard. Follow these tips to keep your identity and money safe and secure this holiday season:

1. Shopping online?
 - a. Double-check the website's URL and be cautious of "too good to be true" deals, which may really be scams.
2. Purchasing gift cards?
 - a. Carefully examine the packaging to ensure it has not been tampered with.
3. Planning to give to a charity?
 - a. Research the charity before giving and be wary of any organization asking for payment through cryptocurrency, gift cards, cash, or wire transfers.
4. Heading out for a door-buster deal?
 - a. Read the fine print to check for details like exceptions and limitations.
5. Catching up with family and friends on social media?
 - a. Be wary of surveys and games which ask for your personal information – they may seem fun, but you do not know who is collecting that information.
6. Trying to track your packages to ensure they arrive on time?
 - a. Avoid clicking links sent in text messages often indicating there is a delay and verification is needed. Always sign into your account to check tracking information through a seller's or shipping company's official website.

Closing Option 1

Staying alert, informed, and one step ahead is how you can avoid falling victim to a scam and ensure a happy holiday season. Share this information with friends, family, and colleagues, especially those who may be more vulnerable, to help them stay safe as well. Learn more about consumer protection during the holidays at an upcoming presentation *[insert presentation details]*.

Closing Option 2

Staying alert, informed, and one step ahead is how you can avoid falling victim to a scam and ensure a happy holiday season. Share this information with friends, family, and colleagues, especially those who may be more vulnerable, to help them stay safe as well. Learn more about how to stay protected this holiday season and year-round by visiting the Wisconsin Department of Agriculture, Trade and Consumer Protection's website at [DATCP.wi.gov](https://www.datcp.wi.gov).



QR Code for DATCP's Bureau of Consumer Protection Website
[ConsumerProtection.wi.gov](https://www.ConsumerProtection.wi.gov)