

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

### Safe Online Shopping

The global marketplace allows us to shop anywhere there is an internet presence.

Shopping online safely starts with making sure you know who you are doing business with before you begin any transactions. Scammers lure their victims in with fraudulent social media ads or emails, create phony copies of familiar websites that are identical to the real thing, and exploit public Wi-Fi systems to intercept your data. All of these tactics hinge on tricking you into believing you are interacting with a trusted business, and illustrate why it is so important to know who you are doing business with.

When shopping online, you have a variety of payment options. However, credit cards offer several protections which make them the most secure payment method. Some issuers offer a virtual card number feature, which creates a one-time use card number and helps you avoid entering your permanent card details online. Credit card issuers also offer expanded fraud protection, which can provide peace of mind if something goes wrong.

Following these simple steps can help you shop online with confidence:

1. Shop with trusted retailers.
2. Only use secure, verified websites.
3. Use unique passwords for each online account.
4. Avoid public Wi-Fi for purchases.
5. Monitor your bank accounts regularly.
6. Be wary of paying by gift card or cryptocurrency.
7. And remember, if an offer seems “too good to be true,” it probably is.

#### Closing Option 1

Online shopping does not have to be risky if you follow these basic guidelines. Awareness and caution can go a long way in protecting your finances and personal information. Learn more about how to stay protected at an upcoming presentation *[insert presentation details]*.

#### Closing Option 2

Online shopping does not have to be risky if you follow these basic guidelines. Awareness and caution can go a long way in protecting your finances and personal information. Learn more about how to stay protected 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)