

Safe Online Shopping



Division of Trade & Consumer Protection

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

PresentationGuideOnlineShopPPT765b (7/2025)

FEDERAL TRADE COMMISSION (FTC), DATA BOOK 2024

Top 10 Fraud Categories

Rank	Category	# of Reports	% Reporting \$ Loss	Total \$ Loss	Median \$ Loss
1	Imposter Scams	44,587	23%	\$199.6M	\$1,110
2	Online Shopping and Negative Reviews	11,515	81%	\$22.5M	\$150
3	Investment Related	4,750	73%	\$208.1M	\$10,000
4	Business and Job Opportunities	4,655	35%	\$38.4M	\$2,800
5	Prizes, Sweepstakes and Lotteries	3,469	33%	\$29.2M	\$1,665
6	Internet Services	2,558	18%	\$3.2M	\$214
7	Telephone and Mobile Services	2,247	42%	\$2.6M	\$200
8	Mortgage Foreclosure Relief and Debt Management	2,071	26%	\$9.4M	\$1,356
9	Travel, Vacations and Timeshare Plans	1,385	71%	\$18.6M	\$2,746
10	Advance Payments for Credit Services	1,189	34%	\$9.7M	\$1,350

Source: Federal Trade Commission (FTC), Data Book 2024



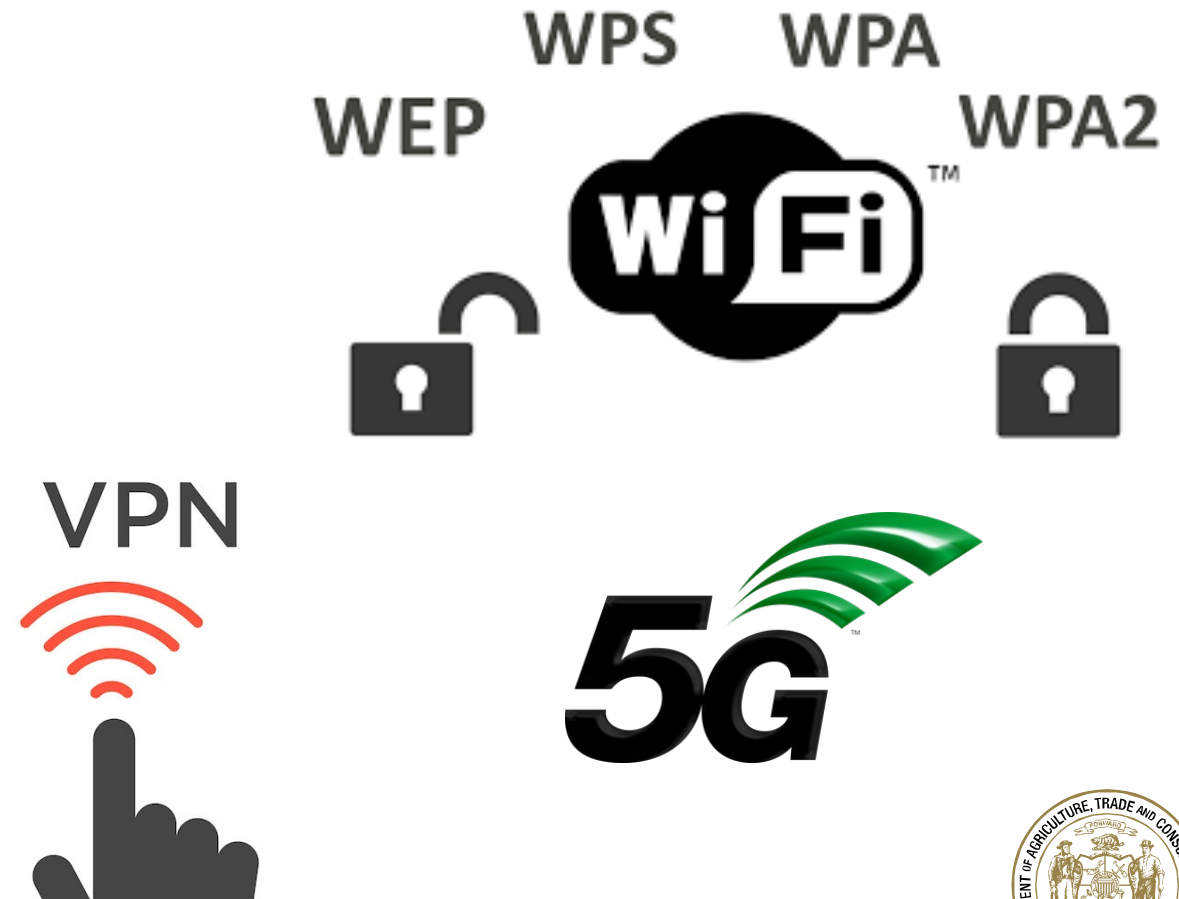
PHONES, TABLETS, & LAPTOPS

- Only as secure as the user
- Anti-virus, anti-malware & firewall protection
- All devices need to be up to date
 - OS, browsers, apps, protection software
- Never email sensitive information (credit card numbers or personal information)



INTERNET ACCESS POINTS

- How do you know if Wi-Fi is secure?
- What's better: Wi-Fi or 5G?
- Should I use a VPN?



HOW TO SHOP – WHERE ARE YOU SHOPPING?

- Do you already know what you want to buy, or did you see an advertisement?
- Are you using a search engine or an online retailer's website/app?
- Did you click a link to get to the website?



WEBSITE ENCRYPTION



https://

What does HTTP**S**:// really mean?



REAL ONLINE VENDORS VS SCAM SITES

- How can I tell if a website is safe?
- Search for how old a website is.

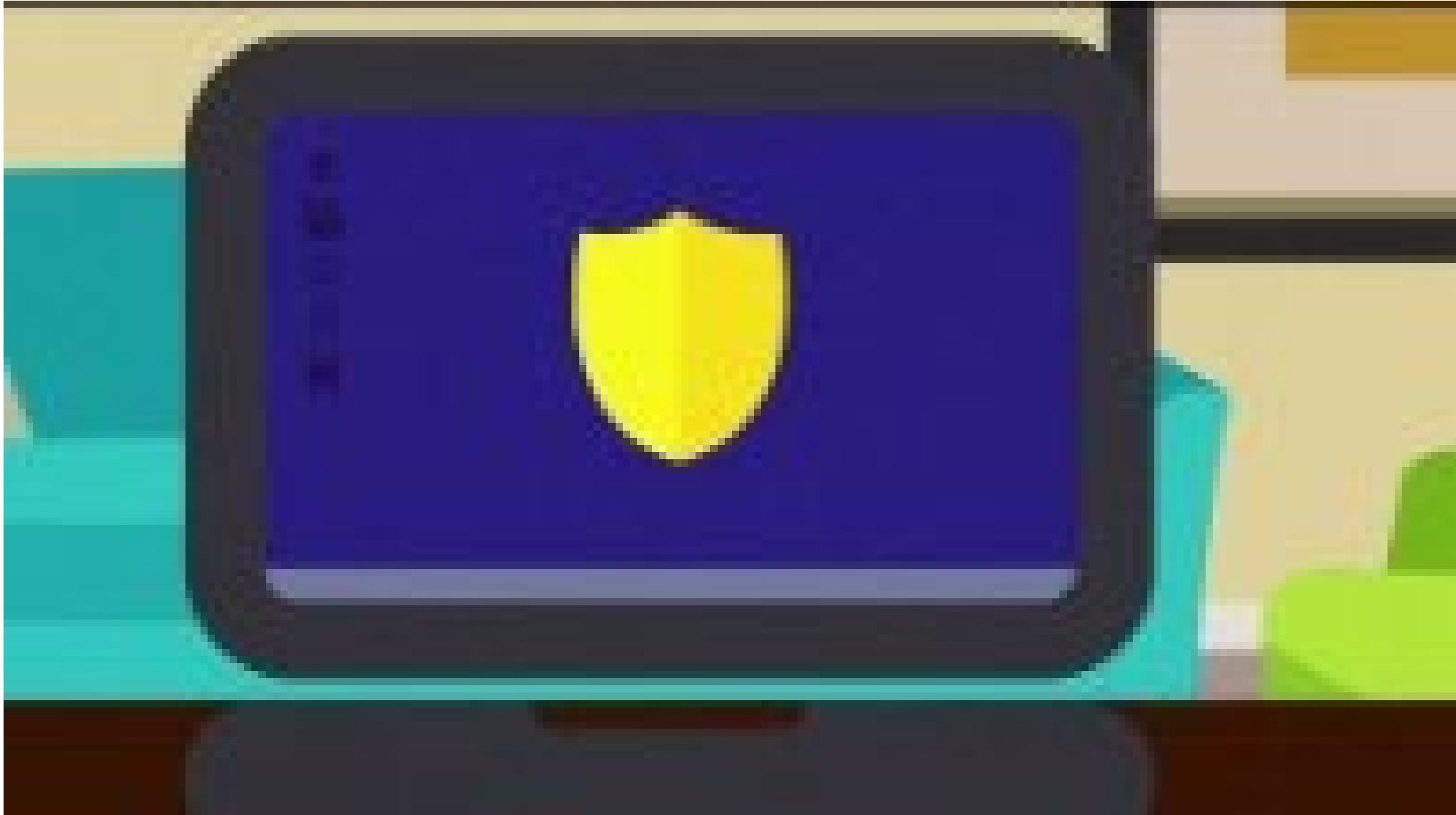


Search bar containing the text "www.website.com scam fraud" with a magnifying glass icon on the left and a close button (X) on the right. To the right of the search bar are icons for voice search and image search.

Google Search

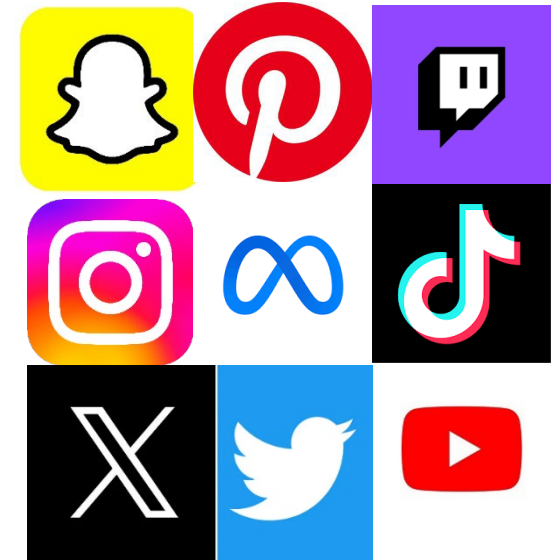
I'm Feeling Lucky





SOCIAL MEDIA ADVERTISEMENTS

- Did you see a product pop up on a social media feed or an advertisement on a website?
- Can you trust those advertisements?
- Should you click those links?



INTERNATIONAL OR OVERSEAS RETAILERS

- Return policy
- Read descriptions closely
- Size charts for clothes and shoes
- Shipping times often can be months



wish



ONLINE MARKETPLACE

- Are you buying from a business or a private seller?
- Is buyer protection available in case the seller doesn't deliver your purchase?



RETURN, REFUND, S&H POLICIES

- Look for hidden fees
 - 3rd party surcharge
 - Restocking fees
 - Shipping fees/times

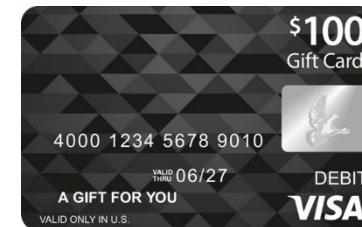
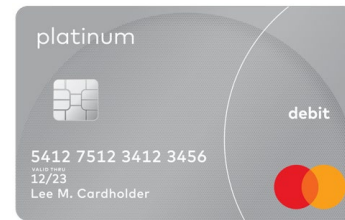
**RETURN
POLICY**

**ALL RETURNS
& EXCHANGES
MUST HAVE
RECEIPT**



PAYMENT METHODS

- How should I pay?
- Buyer protection
- Virtual card numbers



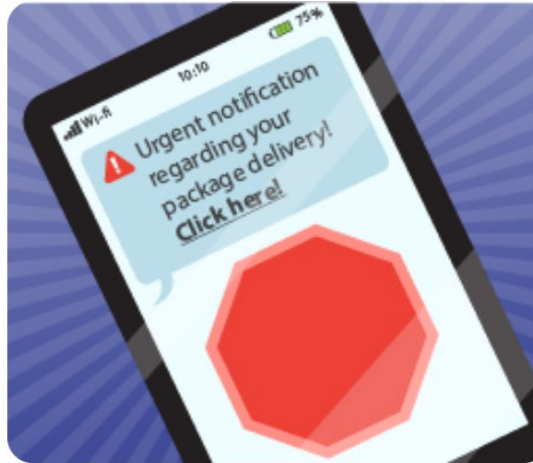
WHERE WILL THE PACKAGE BE DELIVERED?

- Porch pirates
- Deliver to
 - Neighbor?
 - Family?
 - Secure site?



SHIPPING SCAMS AND HOW TO SPOT THEM

- Watch out for fake texts and emails.
- Sign into your actual account to access tracking info.



Hello Olivia, your FEDEX package with tracking code GB-6412-GH83 is waiting for you to set delivery preferences: e3fmr.info/onAyXsVfomA

Text Message
Today 7:14 PM

Sherry, we found a package from July owed to you. Kindly assume ownership and confirm for delivery here: l2scr.info/KiGKaInB1V



INFORM CONSUMERS ACT

The goal of the INFORM Consumers Act is to add more transparency to online transactions and to deter criminals from acquiring stolen, counterfeit, or unsafe items and selling them through those marketplaces.



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

How does this act protect me as a consumer?

Can I file a complaint?



INFORM CONSUMERS ACT

- Online marketplaces must collect, verify and disclose certain information about high volume third party sellers.
- Collect:
 - Bank account, tax ID, and contact information.
- Disclose:
 - The seller's full name.
 - The seller's physical address.
 - Contact information that will allow “direct, unhindered communication” with the seller.



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS



FILING A COMPLAINT WITH DATCP

- Consumers have several options to submit a complaint:
 - File online at ConsumerProtection.wi.gov.
 - Download the form on DATCP's website.
 - Contact DATCP's Consumer Protection Hotline and have a complaint mailed to you.
- Completed complaints and copies of relevant documents should be mailed to:
DATCP Bureau of Consumer Protection
PO Box 8911
Madison, WI 53708-8911
- Hotline staff can schedule onsite appointments to assist with submitting a complaint.
- Video tutorials on DATCP's website explain how to submit a complaint and what to expect afterwards.



LEARN MORE ABOUT DATCP



Linked In 



Facebook 



Instagram 



X (Twitter) 



Consumer Protection

REQUEST A PRESENTATION @ DATCP.WI.GOV

- General Consumer Protection
- Safe Online Shopping
- Consumer Protection for Young Adults
- Children's Online Awareness
- Common Scams & Fraud
- Identity Theft & Privacy Protection
- Scams & Fraud Targeting Small Businesses
- Privacy & Security for Businesses
- Landlord & Tenant - Rights & Responsibilities
- Home Improvement Contracts
- Motor Vehicle Repair



Thank You !



Bureau of Consumer Protection - Division of Trade & Consumer Protection

(800) 422-7128 – DATCPHotline@wisconsin.gov – datcp.wi.gov

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)