



## BBB AMBASSADOR PRESENTATION SCRIPT

*\*You are not required to read the provided script verbatim. Have your teacher/supervisor tally the total number of your peers in the audience.*

### SLIDE 1 - AMBASSADOR INTRODUCTION

- Share who you are and why you're delivering this presentation (part of scholarship opportunity).

### SLIDE 2 - WHO IS THE BETTER BUSINESS BUREAU (BBB)?

- The BBB is a nonprofit organization that exists to **provide consumers** with **resources** for working with businesses in the community to avoid financial and personal loss.
- BBB advocates for **trust** and **honesty** in all marketplace transactions.

### SLIDE 3 - SPONSOR RECOGNITION

- San Diego County Credit Union is a proud sponsor of this year's BBB Ambassador Scholarship program. SDCCU is available to assist with your financial and banking inquiries for a financially secure future.

### SLIDE 4 - FRAUD STATISTICS IMPACTING YOUTH

- Each year, more than **20 million students** will attend colleges & universities, many facing challenges on their own as they become financially independent.
- The information that will be shared today **prepares** students for college & beyond with **tools** for navigating credit and budgeting, online safety, rentals and housing, student loans and scholarships, and employment scams.

#### ***How Students Are Affected***

- Over **14,000** cases of identity theft were reported by individuals 19 & under.
- Each of these numbers represents the amount of reports made by students per scam type.
- The impact on young consumers is substantial as this age demographic is building a financial foundation.
- We will discuss ways you can prevent the emotional and financial impact associated with loss throughout today's presentation.

#### ***Platforms Where Fraud Takes Place***

- Online purchase scams were the most reported scam, with **75%** susceptibility.
- Employment scams accounted for **10%** of all reports received.
- Rental scams resulted in **\$1,000** in median losses.
- Top means of contact for scholarship scams was **internet messaging**.
- Overall, young consumers fall victim to scams more than older consumers, but lose less money.

## SLIDE 5 - CREDIT INTRO

- Credit is a valuable opportunity to receive money in **advance**, but like anything borrowed, it comes with a **price**.

## SLIDE 6 - NAVIGATING CREDIT

### **What is Credit? What is a Loan? What's the Importance?**

- Credit is **borrowed money** that you agree to **pay back** with specific terms.
- A loan is a **deferred payment**, the means to buy something *now* and pay for it *later*. The cost of **borrowing money & paying it back** later PLUS interest.
- Credit **determines** your **worthiness** of receiving borrowed money.

### **Advantages & Disadvantages of Using Credit**

Credit offers protections and funds when you need them, but isn't risk free.

- Credit provides you with more **protection** than cash.
  - You can trace and refute charges.
- Credit scores are used by **banks** providing loans, credit card companies, and even **car dealerships** financing auto purchases to make decisions about whether or not to **offer you credit**.
- You get the money you need now, but owe **additional interest** on top of the amount borrowed.

### **How to Establish Credit**

- Apply for a secured, or **starter credit card**.
- Explore your co-signing options on a loan, having someone else **sign jointly to guarantee payment**.
  - Joint accounts have **joint liability**.
- Become an **authorized user** on someone else's credit card.

There are a few factors to consider when **comparing credit offers**, including:

- The annual percentage rate (APR - cost of borrowing money), that includes interest, points, fees and other charges.
- Minimum payments
- Credit limit
- Fees

## SLIDE 7 - CREDIT SCORES & WHY IT MATTERS

Any time you seek a loan or credit line, your credit report is pulled to determine your creditworthiness, or how deserving you are of receiving credit.

### **Who is Monitoring Your Credit Score?**

- Your credit is monitored by (3) agencies: Experian, Equifax, and Transunion.
- These credit bureaus collect credit account information about your **borrowing & repayment history**.
- Despite advertisements for free credit reports, you can check your credit report for free annually at [www.annualcreditreport.com](http://www.annualcreditreport.com).

### **What Lowers your Score? How do you Achieve Good Credit?**

- Scores may be **lowered** by late or **missed payments**, high **debt to income ratio**, and spending more than **50% of your available credit**.
  - EX: Someone with a credit line of \$1,000 should not spend more than \$500 of the amount available to avoid a decreased score.
- Achieve good credit by paying **bills on time**, keeping card **balances low**, and limit the **total number of cards** you have.

### **Why a Good Credit Score Matters**

- **Higher** scores represent **better credit decisions** and can make creditors more confident that you will repay your future debts as agreed.
- Most credit scores fall between 600 and 750.
- Good credit secures a **better interest rate**, and less interest means more money for you.

## **SLIDE 8 - BUDGETING, PLANNING, & SAVING INTRO**

Although credit is available to **compensate** funds that are needed now, your total financial wellness may be impacted if your income **does not cover** your expenses.

## **SLIDE 9 - BUDGETING, PLANNING, & SAVING**

By budgeting, planning, and saving your money, you can account for **variable expenses**, emergencies, goals and retirement.

### ***Budgeting***

- A budget is a plan for how you will spend your money, **estimating and tracking** all of your monthly expenses.
- Without a budget, you risk living beyond your means and spending **more money than you have**.
- You make impulse, or **unplanned**, purchases that throw off your goals.
- Compare fixed expenses and variable expenses, **fixed** cost the **same** amount every month, and **variable** cost **different** amounts every month.

### ***Planning***

- Impulse purchases are instantly gratifying - have a **purpose and reason** whenever you shop.
  - Allow yourself time to **consider** potential purchases.
- The internet makes it easy to **instantly order** and receive anything you need, which can interfere with your financial goals.
- Avoid pressures in media and advertising, compare **needs versus wants**.
- Identify your goal, and write them out.

### ***Saving***

- You should aim to **save enough for three to six months** worth of all expenses in the event of employment changes or other emergencies.
- **Include** savings in your budget:
  - Pay yourself first each paycheck by putting a budgeted amount into savings.
  - You can create accounts for your goals.
- The best time to start is *now*.
- **Keep track** of your budget and expenses, electronically or on paper to evaluate progress.

## **SLIDE 10 - IDENTITY THEFT INTRO**

- Credit cards and information that is visible publicly are an **asset to con artists**.
- Identity theft is a criminal practice that involves the **deliberate** use of **false or stolen information**.
- Stealing this information reaps benefits for these thieves.

## **SLIDE 11 - AVOID IDENTITY THEFT**

Identity theft was the third most common complaint received in 2018, with a 24% increase from 2017.

### ***How Does Information Become Compromised?***

**Anyone** can be a candidate for identity theft. Let's take a look at how your information may become compromised.

- **Phishing** - using **deceptive methods of contact** by email or phone to trick you into releasing personal information, often **impersonating** legitimate companies and organizations.
- Your information is **visible** publicly online.
- Your information is **stolen** through theft of mailbox, wallet or car.
- **Hacking** of business records or **data breach**.

### **Who are the Criminals, what is the Reward?**

- Your identity is most often compromised by **someone you know** rather than larger schemes while your credit card or bank card is **still in your possession**.
- Your information is used to commit bank or government documents fraud.
- Your information is used to secure housing or employment.
- Your information may be given during an arrest, and when you don't show up for the court date, a warrant may be issued in your name.

### **SLIDE 12 - VICTIMS OF IDENTITY THEFT**

There are **red flags** to identify a potential case of identity theft and **preventative measures** to further protect your privacy.

#### **Signs of Identity Theft**

Red flag signs of identity theft include:

- You receive unexpected phone calls from creditors.
- There are unexplained charges on credit cards.
- You are denied credit.
- Your automobile is repossessed, or taken due to non-payment.
- Usernames, passwords, or ATM pin #s stop working.
- Bills are not received in the mail.

#### **Protect Yourself from Identity Theft**

It's important to protect your personal information from outside sources. Here's how:

- Before giving your information, **ask why?**
- Keep **personal identifiers** such as pin, full or maiden name, address, social security and driver's license numbers secure and secret.
- **Do not carry** personal documents such as social security number on your person or in wallet (keep in a secure location, possibly stored away with padlock protection).
- Only carry cards that you plan to use.
- **Shred** personal mail.
- Secure computer with **firewall and privacy protections**.
- Do not use the same password for all accounts, & use a variety of characters (more than 8) including numbers and symbols.

#### **What to do When Identity Theft Strikes**

If your identity has been stolen, there are next steps to follow to eliminate further damage.

- Contact a credit reporting agency and **place a fraud alert** on your record.
  - They will contact the other two credit bureaus on your behalf with an alert.
- File a local **police report** and get a copy.
- Immediately **change** account access information.
- **Report** any fraudulent transactions on your statement to creditors.
- **Keep a log** of everything you do to solve the problem.
- Report to the Federal Trade Commission at [identitytheft.gov](http://identitytheft.gov).

### **SLIDE 13 - INTERNET & PHONE SAFETY INTRO**

Protecting your identity and avoiding scams starts with understanding the importance of online safety.

### **SLIDE 14 - INTERNET & PHONE SAFETY**

Information you put on the internet is available **publicly** and online platforms are the primary method many scammers use to gain information and lure unsuspecting consumers into **paying up**.

### **Risks Associated with Internet Use**

Risks of being active online include **unwanted motives** from outside sources, such as malware, hacking, phishing and loss of privacy.

These risks come in many **forms**, examples including:

- Online contests, file sharing, emails, job offers, chat rooms, online games and online dating.
- Only connect to secure WiFi networks.
- Don't download without first researching.

### **Smart Social Networking**

- As we learned with identity theft, any personal information listed on social media can be used to obtain your identity and exploit you financially.
  - This includes accounts that are marked as **family members, birthdays,** photos and **places of work.**
- Adjust the settings that are defaulted on your online profiles to customize your **privacy settings.**
  - This includes how **visible** your profile is to the public and what users can see your **activity.**
- Customize advertising allowances on your social profiles based on **internet activity** to limit temptation.

### **Cell Phone Usage, Contracting and Frauds**

Getting a cell phone is a way to **establish credit.** When purchasing a plan:

- Ask yourself what the phone needs to do and what services are needed.
- Can you **cancel** your cell phone contract at any time? (penalties/fees)
- Know what your **data plan** includes, what it doesn't and fees associated with both.
- Set up added security measures offered by your carrier.

### **AVOID**

- Update and use anti-virus and anti-spyware software.
- Run regularly scheduled malware scans.
- Students are advised to look for the "s" at the end of "https" to verify security of site, "s" represents "secure."
- The **lock icon** in the address bar of the website signals that you can **trust** the website with payment information and passwords.
- Research a business **before** making a purchase at bbb.org.

### **SLIDE 15 - SCAMS ONLINE**

Online purchase scams were the second riskiest yet most commonly reported scam in 2018, and fraud appears in a variety of ways through the Internet. Average losses for online scams came to \$75.

#### **Tech Support Fraud**

- Criminals claim to provide the customer **security or technical support** as a **cover** to defraud individuals.
- Takes place through phishing emails, phone call, pop-up ad or even a locked screen on your phone with a number to call to **fix the problem.**

#### **Porting Scam**

- Scammers **collect** your name, phone number, address, social security number or date of birth.
- Your mobile carrier is contacted and the criminal reports the phone and **stolen.**
- They request that the number be ported with **another provider and device.**
- Once your number has been ported to the new device, scammers access your accounts that require additional authorization, such as a **code texted to your phone.**

### **Apple Care Scam**

- Uses **phishing emails** to send Apple users to a fake Apple website.
- iPhone users receive a **pop-up image** of a system dialogue box that says their phone has been "locked for illegal activity."
- When you click the link, you are enrolled into a fraudulent "mobile device management service" that allows scammers to send **malware apps** to iPhones.

### **Instagram & Facebook Fake Ads**

- **Fake ads** are posted, you purchase a product only to receive a **knockoff** or an item that is **lesser quality** than described.
- In **Instagram**, visit the company profile, tap the menu, then select "About this Account."
  - You can see the date they **joined** Instagram, the **country** where they are located, and all **ads** the business is currently running.
  - **Report** fraudulent accounts and ads following the on-screen instruction, select "It's a Scam or it's Misleading."
- In **Facebook**, beware of Facebook marketplace transactions. Verify the seller and the product before sending over money.
  - Do not fall for celebrity endorsements, bogus free trial offers and deceptive advertising.

### **Netflix Scam**

- You receive an email appearing to be from Netflix, with the subject line that your **payment has declined**.
- You are prompted to **click on a link** disguising malware to update your payment information.
- Visit your **Netflix** account by typing the address yourself as a safer means of checking your **account status**.
  - Get more info to **protect yourself** against phishing scams and malicious activity at [netflix.com/security](https://netflix.com/security).

### **AVOID**

- Practice caution using third party sellers on sites such as Craigslist, Ebay and Amazon.
  - Use a credit card when making online purchases to avoid the loss of funds to scams
- Legitimate customer, security or tech support companies **will not initiate** unsolicited contact with you.
- When making online purchases, find the **physical location** of the business to avoid offshore scams.
- Be aware of the **return policy** before making a purchase.
- Even if an email says it's from someone, make sure to view the **entire email address**.
- Visit the retailer's website **directly** and log into your account to confirm any issues.

### **SLIDE 16 - SCHOLARSHIP & STUDENT LOAN SCAMS INTRO**

As a student, funding your college tuition can be tricky. You may be hunting through online platforms in search of the dollars you need for housing, food, and tuition.

### **SLIDE 17 - SCHOLARSHIP & STUDENT LOAN SCAMS**

Many legitimate scholarship platforms exist where you can locate and apply for **local & national** scholarship opportunities. However, there are also sites and forums that are deceptive and may include faulty information.

### **Warning Signs of a Scholarship or Loan Scam**

There are signs you can use to **detect** a possible scam with scholarships and student loans:

- Upfront fees
- Guaranteed winnings
- Claims that “anyone is eligible” or “we apply for you”
- High success rates

### **How to Find a Legitimate Scholarship**

If looking for a **reputable scholarship** opportunity:

- Contact your school counselor who may have contacts to scholarship programs or financial aid.
- Contact the financial aid office of the school you wish to attend.
  - They may have paid student work study opportunity.
- Apply for **FAFSA**, a free application for Federal Student Aid.
  - This tells students what government-funded aid they are qualified for.

## **SLIDE 18 - AVOID SCHOLARSHIP & STUDENT LOAN SCAMS**

### **Scholarship Scams**

- Businesses “**guarantee**” grants or scholarships by selling lists to students of potential scholarships and grant opportunities.

### **Student Loan Scam**

- Many lenders try to **impersonate** government agencies to mislead consumers.
- This information is **free** from the government and students do not have to pay for it (studentaid.ed.gov).
- Scammers also target those that are **graduating** with loans, promising debt forgiveness or lowered interest rates.

### **AVOID**

- Use caution if they “**guarantee**” a scholarship or promise to do **all the work**.
- If a private loan, know **who you’re working with**, and the **terms of the loan**.
- You should **not pay upfront**, believe claims of a **special connection** with federal student loan programs, or fall for promises of **immediate relief** or **debt cancellation**.
- If it sounds **too good to be true**, it probably is.

## **SLIDE 19 - LIVING & EMPLOYMENT INTRO**

You may be searching for housing and part-time employment for your transition into University, which can be difficult if you’ll be moving out of state or will not be living on campus.

## **SLIDE 20 - HOUSING, ROOMMATES, & RENTAL SCAMS**

Rental scams topped the list of riskiest scams in 2018 at number 4. The following are potential scenarios to be wary of:

### **Roommate Scam**

- Students **posting an ad** for a roommate should be aware of fake “roommates” who are **out of town** but promise to provide **rent upfront** with a check or money order.
- When they receive the payment, the **amount is higher than requested**.
- You are asked to **cash it**, then **wire back** the rest.
- The original check or money order will **bounce**, and you will be **responsible** for any money transferred.

### **Rental Scam**

- Students search for **housing off-campus**.
- You respond to a **fake rental property** posted online.

### **AVOID**

- Students should **meet** with roommates **in person**, and **never wire money** to a stranger.
- Wire transfers are an **immediate** form of payment, the transfer **cannot be reversed**.



- **Visit potential rentals** before making a deposit.
- Find out if the deposit is **refundable**.
- Use a **reputable** rental company to avoid fraud.
- Read the rental contract fully & take your time.

### **SLIDE 21 - AVOID EMPLOYMENT SCAMS**

With your social and study schedules, the more flexible the opportunity, the better, right? Employment scams were the number one riskiest scam in 2018 according to BBB Scam Tracker.

#### **Employment Scams**

You receive an **email** asking for you to apply for an opening.

- You get a quick response from the "hiring manager," including an offer without having interviewed.
- You are told **you are responsible** for the cost of **supplies, upfront costs and training**.

#### **Tips**

- Watch out for general listings, such as Administrative Assistant. Positions that don't require training appeal to a wide number of applicants.
- Check the **website** of the company to see if the listing is posted there as well if found on a third party platform.
- Beware of offers made **without an interview**.
- Never pay a fee to **guarantee a job**.
- Get all details & contracts in **writing**.

#### **AVOID**

- Sharing **personal** or **banking** information.
- Responding to **on-the-spot job offers** or propositions.
- Visit [bbb.org](http://bbb.org) to **verify** an employer.

### **SLIDE 22 - IMPACT OF COMPROMISED IDENTITY & PERSONAL INFORMATION**

The loss of personal information and stolen identity contribute to additional problems that occur as a result.

#### **HOW**

- You are denied for a school, housing, or car loan.
- You may be denied potential jobs.
- You receive contact from debt collectors for debt that someone else incurred.
- You have the debt resulting from credit card fraud.
- You borrow money from family or friends.
- There is stress and an emotional burden.
- Your budget is thrown off course.
- Your savings become drained when you dip in to cover losses.

### **SLIDE 23 - RESOURCES**

- Federal Student Aid ([studentaid.ed.gov](http://studentaid.ed.gov))
- Report phishing scams ([ftccomplaintassistant.gov](http://ftccomplaintassistant.gov))
- Forward spam emails to the Anti-Phishing Working Group ([reportphishing@apwg.org](mailto:reportphishing@apwg.org))
- Report identity theft to the FTC ([identitytheft.gov](http://identitytheft.gov))
- Stop unwanted mail, register ([dmachoice.org](http://dmachoice.org))
- Remove your name from credit bureau mailing lists or pre-approved credit offers ([optoutprescreen.com](http://optoutprescreen.com))
- Reduce spam calls, register your phone with the do not call registry ([donotcall.gov](http://donotcall.gov))



#### **SLIDE 24 - HOW BBB BUSINESS REVIEWS HELP YOU**

BBB business reviews exist to help consumers like yourself identify trustworthy companies. BBB accepts complaints against both accredited and non-accredited businesses.

##### ***Business Reviews Include***

- How many complaints a company has.
- How those complaints were resolved and the company's responses.

#### **SLIDE 25-28 - HOW BBB BUSINESS REVIEWS HELP YOU**

- Utilize our website as a resource for company information before making a purchase.
- To see scams that are trending or being reported on in your area, visit [bbb.org/scamtracker](http://bbb.org/scamtracker). Scams are categorized by type, and you can use this to report and alert others in the community. Give BBB a call if you have doubts regarding a particular company.
- Visit [SDCCU.com](http://SDCCU.com) for more information, financial resources and tips.
- Here's how you can apply for the BBB Ambassador Scholarship.