Scammers are easy to spot.

Scammers are sophisticated master-manipulators. Internet makes it easy and profitable for fraudsters to operate undetected. Scammers are chameleons—they change their names and pose as sources you trust.

This is someone else’s problem.

69% of victims are under 45
78% of victims hold a college or graduate degree

We are all at risk.

Scammers gain your trust.

Nearly 1 in 5 individuals lose money to a scam each year. . .
. . . with annual losses estimated at $50 billion.

The losses are staggering.

60% of those who lost money to a scam agree that techniques used and being unfamiliar with the scam were contributing factors.
80% of our respondents said knowing about a particular scam helped them avoid an attempt.

I can’t protect myself.

Actually, it is best to stay informed.

It does make a difference!

49% of people who report scams do so to help warn others.

BBB is the #1 place for reporting scams.

No point in reporting a scam.

Source: CBBB Research, 2016