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## **Don't have a black day on Black Friday: how to avoid fake bargains**

**Too attractive, too cheap, too generous?** Trade in new and used products is increasingly shifting to online marketplaces. Fraudsters are taking advantage of this. They use tricks to lure their victims into acting carelessly or they deliberately mislead them. Trust your instinct. If it doesn't feel right, then it probably isn't. Take a close look if you're in any doubt and double check anything that seems to be a bargain. So that crooks don't make a mint on Black Friday and fakes are spotted on time.

On Black Friday and during the run-up to Christmas, it's particularly tempting to buy goods on online platforms on the spur of the moment. Make sure you don't get caught out by fraudsters. Use the following simple checks in the upcoming bargain mayhem to avoid internet fraud.

**Bargain deals or fakes?** Compare prices before each purchase, ideally using the official trading platform. Quality goods come at a cost on the internet too. Prices well below competitors' price tags are possibly designed to encourage quick orders.

**Check the website:** Is there a legal notice? Can I return the goods? How can I pay? If you can only pay in advance and no other means of payment are accepted, be suspicious.

**Too attractive to be true?** Have you found a rare or highly sought-after item without any trouble? Does your trading partner want to complete the transaction for you? – A request for an advance payment often follows but the item is never delivered.

**Too cheap to be true?** Your favourite perfume, the headphones you've been wanting for so long or a limited edition at a bargain price? – A counterfeit is frequently delivered.

**Too simple to be true?** Using simple passwords or the same password for all your accounts is practical, but you run the risk of your data being misused by criminals. – So protect your accounts with strong passwords and choose a different password for each account. Fraudsters like to use hacked accounts to sell fake branded goods.

On <https://www.nichtwahr.ch>, Swiss Criminal Prevention describes additional traps that fraudsters set.

You can find more tips on how to recognise counterfeits at: [www.stop-piracy.ch](http://www.stop-piracy.ch)

**STOP PIRACY** is the Swiss anti-counterfeiting and piracy platform. The non-profit organisation works to educate and raise awareness among consumers as well as to promote cooperation between the business community and the authorities. STOP PIRACY provides the general public with facts, analyses and information about the risks of counterfeiting and piracy, and what lies behind them.



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