

The Keys To Staying Safe

ONLINE SAFETY

1. KNOW WHAT TO AVOID

Product descriptions that are too short, clipped and/or inadequate.

Glaring spelling or grammar errors, or odd graphics that don't belong.

Impossibly low "too-good-to-be-true" prices.

MAKE SURE THE SITE HAS:



A legitimate U.S. address posted on the website. Do a web search!



A secure payment portal.



A site title that matches the site address.

2. BE ALERT

Distraction makes you an easy target:



Assume the possibility of fraud and watch for signs of it.



Be as cautious shopping online as you would be shopping at a physical store.



Trust your intuition. If you just don't feel safe, you're probably right!

Pressure causes your defenses to lower:



Pressures to **buy now** are usually a sign of a scam or unfair deal.

Arbitrary time limits

04:33

will turn up the pressure to buy.

Scare tactics and insecurities shut down rational thinking.

3. GET PROACTIVE

Secure yourself first:



Get anti-virus, anti-spyware, and firewall software for your computer.



Use strong passwords and change them frequently.



Keep security software up to date - don't ignore the updates!

Do your research:

★★★★☆

Look for well-reviewed products that are available from a variety of vendors.

Search your buyers - good salespeople want to be found!

Quality counts - with cheap products, you often get what you pay for.

4. PROTECT YOUR FRIENDS AND FAMILY

Practice good internet hygiene:



Don't install or use strange apps on social media or elsewhere.



Don't open emails or click links from suspicious sources.



If you see something suspicious, alert your friends and family.

Keep your hardware safe:

Don't connect to wi-fi networks you don't recognize.

Secure your wireless network using a strong password.

Don't access your private accounts from public computers.