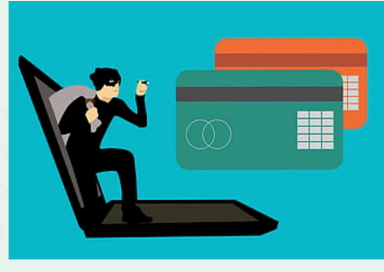


## What would happen if you followed this advertisement shown in your Facebook feed?

Buy new Ray-Ban sunglasses now to get 80% off on your online purchase!"



But you find yourself on an unknown website that asks you to provide your credit card information to complete the purchase.



### Online Transactions

Online transactions allow you to pay for your purchases (online shopping), or to transfer money to others

### Benefits



Shop from the comfort of your home at any time of the day

Access more options while spending less time and effort

First-hand consumer feedback before purchasing the product

### Risks



You can get scammed and lose your money

Scams can lead to "identity theft" - your personal information is stolen in order to impersonate you online"

Identity theft can cause bank fraud, social security fraud, health insurance fraud, etc.

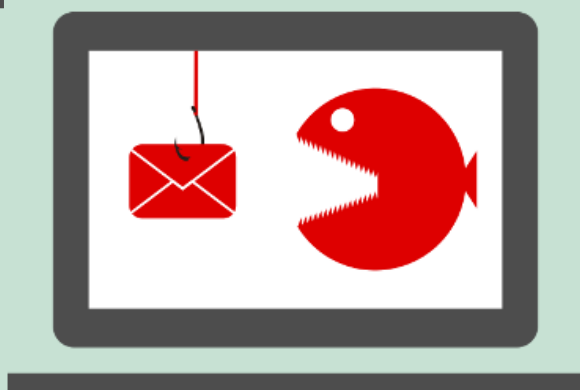
### Some helpful tips:



## Think before you click

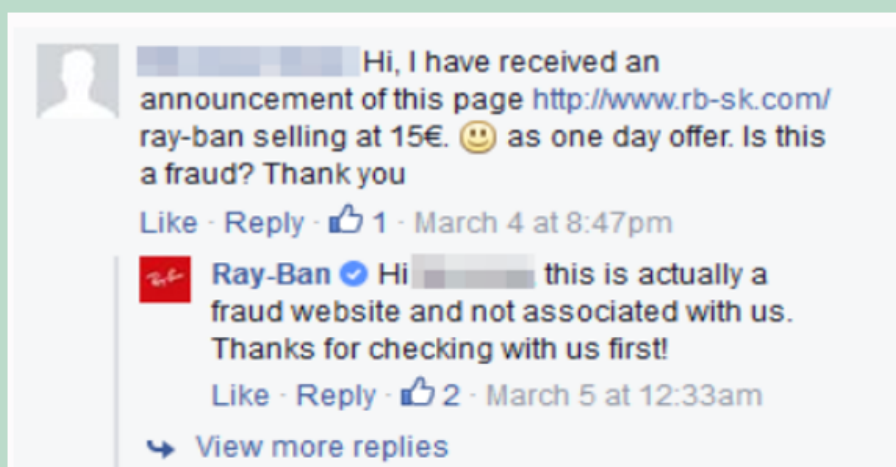
Before you click on unverified posts, messages, or ads, think twice and stay away from suspicious-looking offers.

They are most likely used as bait in a "phishing" scam (luring people to a fake site).



## If you're really enticed by a deal, do some research:

Was the ad posted by the verified account of the brand itself?

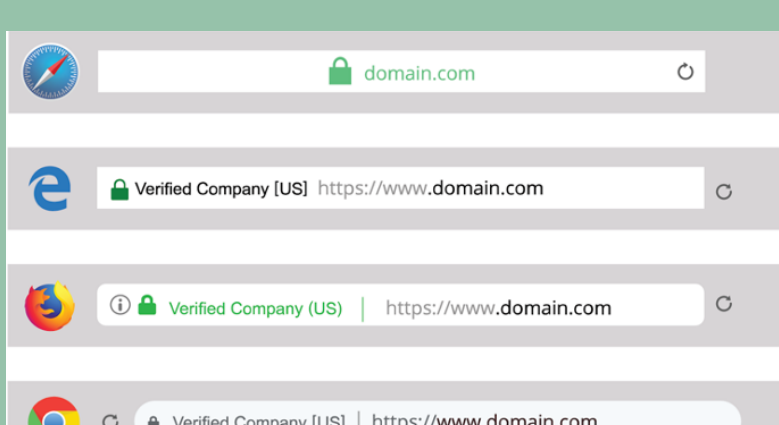


If not, check on the brand's official Facebook page to see if they've also posted about the sale, compare pricing, and read some reviews before you buy.

## What can you do if you have already clicked on the link?

Verify site's security by checking the security lock indicator

Security lock indicator means that the site uses HTTPS



HTTPS (Hypertext Transfer Protocol Secure) protects the integrity and confidentiality of data between the user's computer and the site.



### Final Note

Be sure to use private WiFi only when making online payments.

Scammers can steal personal information from public WiFi.