

How Do Banks and E-commerce Companies Tackle Online Shopping Scams?

We are a group of students from the University of Toronto, conducting a survey on “How do Banks and Companies tackle Online Shopping Scams?” for our CSC318 course project. The main purpose of this survey is to identify how financial institutions and e-commerce companies deal with scams and what safeguards have been provided to their customers.

We would like to invite you to spend a few minutes to fill this questionnaire. All the data collected will be kept confidential and used solely for academic purposes. Your participation will be greatly appreciated.

Thank you!

* Indicates required question

1. Please take a moment to review our Consent notice before answering the questionnaire

I hereby consent to participate in the questionnaire conducted by Team Vulcan for an assignment in University of Toronto Computer Science 318, Design of Interactive Computational Media.

I agree to participate in this study and will receive no compensation for my participation. All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

Signature (Please enter your full name)*

2. Which of the following are you currently working with? *

Mark only one oval.

- ☐ Financial Institutions
- ☐ E-commerce companies

3. What is the name of your financial institution/ e-commerce company?

4. If you are working with a bank, what policies does your bank have to protect customers from scammers impersonating your institution?

5. If you are working with an e-commerce company, how does your company avoid brand impersonation?

6. **Does your financial institution/ e-commerce company have a specialized team to deal w scams? If yes, how effective do you think they are?**

Mark only one oval.

☐ 5 (Very Effective)

☐ 4

☐ 3

☐ 2

☐ 1 (Not Effective)

7. **What steps do you currently undertake to protect your customers from online scams? ***

8. **What is the most common method that scammers have used to reach out to your customers?**

Mark only one oval.

☐ Calls

☐ Texts

☐ Emails

9. **How often do people contact your financial institution/ e-commerce company for problems related to online purchase scams?**

Mark only one oval.

☐ 5 (Very Often)

☐ 4

☐ 3

☐ 2

☐ 1 (Not Often)

10. **What steps are currently available to the customers to protect their personal information during online transactions?**

11. **To what extent have scams impacted your brand image negatively (e.g., losing customers, revenue, etc) ?**

Mark only one oval.

1 2 3 4 5

No € ☐ ☐ ☐ ☐ ☐ Very negative effect

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