



Cybersecurity Tip of The Week- 11/20/17

Don't Make Black Friday Bad Friday

The clock is ticking on Black Friday and Cyber Monday deals. And retailers aren't the only ones who want you to hurry up and follow their link to the next great deal. Cybercriminals take advantage of the holiday rush and the craze of finding the next best deal. Cybercrime is on the rise, and Black Friday and other shopping scams see a huge increase around Nov. 20 every year. When shopping online, protect yourself and your information by keeping the following tips in mind:

- 1. Watch for Web Impostors** – One common method of deception cybercriminals use is creating a fake website that mimics a well-known company. Brands like Walmart, Amazon and Target are commonly used. How can you tell if it's fake? One way to tell is by examining the URL. If it's misspelled or has other words in it, use caution. Don't click on the link, and manually type the retailer's web address into the URL bar.
- 2. Care Enough to Call** – Call the retailer and ask questions before making a purchase online, especially if you've never heard of the company or the deal seems unbelievably good. If it's a fraudulent company or website you're unlikely to get ahold of anyone.
- 3. Use Click Caution** – Surfing the web is an easy and convenient way to complete your shopping online. But slow down and think before you click. Pop-ups, flashy banner ads and emails may not all be legitimate. If you're a "one-in-a-million" winner or "specially selected," you might actually be one of the many targeted in another scam.
- 4. Watch Your Texts** – Mobile devices can download viruses, ransomware, malware and other cyber methods of attack, too. More retailers are texting mobile devices to communicate with their customers. If you didn't sign up for text alerts or don't know what company is sending you the link, don't click on it. Text messages with malicious links are increasingly popular ways for criminals to attack.
- 5. Don't Share Credentials** – Don't reuse your login credentials for multiple online accounts. If you or the retailer gets compromised, the cyber criminals now have access to your information across multiple platforms.

Black Friday, Cyber Monday and the holiday shopping season creates a frenzied feeling. Don't let cyber criminals use the rush of holiday shopping to take advantage of you. Read carefully, and never click on a link, ad or website if you have any doubts. Don't let Black Friday turn into a bad Friday with cyber steals.

THINK BEFORE YOU CLICK