

Protect Your Children from Online Shopping

Between Nov 2023 and Jan 2024, UK shoppers lost over £11.5 million to online shopping scams. Teens are a rising target many shop through apps, social media, or marketplace platforms.

Why teens are at risk:

- They chase discounts and limited-time deals
- They trust seller reviews and social media adverts
- They often don't double-check payment methods or website details

Signs of a scam:

- Fake websites mimicking trusted brands
- Unrealistic discounts on apps or social media
- Pressure to buy quickly ("Only 1 left!" or "Ends soon!")
- Listings with fake reviews or no returns policy

Teach them to be scam smart

- **Stop and check:** If it seems too good to be true, it likely is
- **Look up the seller:** Use search terms like "scam" or "reviews"
- **Inspect the website address:** Look for odd spellings or strange domains
- **Use safe payment methods:** Credit cards or PayPal offer more protection
- **Avoid:** Bank transfers, gift cards, crypto – these are hard to trace

Set up 2-step verification on their shopping accounts

Ensure passwords are strong and not reused

Help them spot stolen product images by reverse image searching

If They've Already Been Scammed:

1. Contact your bank or payment provider
2. Report it at Action Fraud
3. Forward scam emails to report@phishing.gov.uk
4. Change any reused passwords
5. Watch for unusual account activity

Talk openly about scams – the more they know, the safer they'll be.