

## USEFUL LINKS

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Internet Crime Complaint Center (IC3)

[www.IC3.gov](http://www.IC3.gov)

The IC3 receives, develops, and refers criminal complaints regarding the rapidly expanding arena of cyber crime.

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Federal Bureau of Investigation (FBI)

[www.fbi.gov](http://www.fbi.gov)

Learn about the FBI's mission and what to do if you are a victim of Mass Marketing Fraud.

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Better Business Bureau (BBB)

[www.bbb.org](http://www.bbb.org)

The BBB provides objective, unbiased information on businesses.

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American Association of Retired Persons

[www.aarp.org](http://www.aarp.org)

A nonprofit, nonpartisan membership organization that helps people 50 and over.

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Consumer Website

[LooksTooGoodToBeTrue.com](http://LooksTooGoodToBeTrue.com)

A collaborative effort to educate consumers about Internet fraud.

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OnGuard Online

[www.onGuardonline.gov](http://www.onGuardonline.gov)

Provides practical tips from the federal government and the technology regarding Internet fraud, computer security, and personal information.

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Internal Revenue Service (IRS)

[www.irs.gov](http://www.irs.gov)

Allows consumers to verify charitable organizations in an effort to avoid charity fraud.

## INTERNET CRIME COMPLAINT CENTER (IC3)

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### WHO WE ARE?

The IC3 is a partnership between the National White Collar Crime Center (NW3C) and the FBI. The IC3 serves as a clearinghouse and repository of cyber crime complaints from private citizens and industry. The IC3 refers complaints to law enforcement agencies for investigation and prosecution and provides analytical support for cyber crime investigations and prosecution.

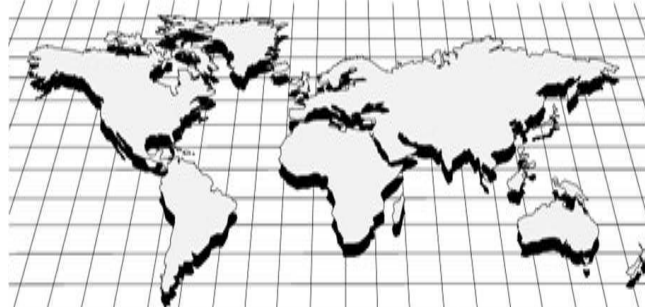
### CYBER CRIME AND THE IC3:

As technology evolves, so does the criminal element. Nearly all crime that once was committed in person, by mail, or over the telephone can be committed virtually over the Internet. The criminal element is empowered by the perceived anonymity of the Internet and the ease of access to potential victims. Criminals use social engineering to prey on their victim's sympathy, generosity, or vulnerability. The IC3 was designed to help address all types of cyber crime through its complaint system.



Please visit our website at [www.IC3.gov](http://www.IC3.gov) for additional information regarding International Mass Marketing Fraud along with other Internet fraud schemes.

Distributed by the IC3



# INTERNATIONAL MASS MARKETING FRAUD



## INTERNATIONAL MASS MARKETING FRAUD

Mass marketing fraud includes any plan, program, promotion, or campaign that is conducted through solicitation by telephone, mail, the Internet, or other means (e.g., mass meetings) to induce multiple persons to (1) purchase goods or services; (2) participate in a contest, sweepstakes, or lottery; (3) invest for financial profit; or (4) otherwise pay advance fees or “taxes” for services that are promised but not delivered.



As the name implies, International Mass Marketing Fraud is a crime that uses distance and location as its primary means of success, making it more difficult for law enforcement to track and prosecute the perpetrators. In part, this is due to jurisdictional authority of law enforcement agencies throughout the world.



## What are the common scams:

- Charity**
- Counterfeit Cashiers Check**
- Foreign Lotteries**
- Investment**
- Mortgage**
- Romance**
- Telemarketing**
- West African Advance-Fee**

## What to look for:

- Being asked for personal financial information such as bank account information or credit card numbers via the telephone or by email.
- Using high-pressure sales tactics so as not to give you time to think about the information you are providing.



- Being told you have won a foreign lottery or sweepstakes.
- Being asked to help transfer funds out of a foreign country for a share of the money.
- Being offered help in repairing credit scores for an advanced fee.
- Receiving a counterfeit cashier's check or money order for more than the cost of the item you are selling.

## LooksTooGoodToBeTrue.com

While the Internet can be a safe and convenient place to do business, scammers are out there in “cyber world” targeting unsuspecting consumers.

The LooksTooGoodToBeTrue.com website was built to educate you, the consumer, and help prevent you from becoming a victim of an Internet fraud scheme. Please visit the website to take an interactive test to measure online safety habits and share with other consumers online experiences related to Internet fraud.

## Remain Vigilant:

- Take time to research any offers you receive over the Internet or telephone.
- Do not deposit any checks that are supposed winnings from a lottery or sweepstakes, especially if you didn't enter one.
- Do not provide your sensitive, personal, or financial information unless you know who you are dealing with.
- Consult friends and family or a trusted advisor before making any major financial decisions.

