

## HOW CAN I PROTECT MYSELF?

When thinking about scams and whether you have or are likely to fall victim, it is helpful to think about what might motivate you to reply to a potential scammer. It could be a range of factors such as:

- FINANCIAL TROUBLE
- FEELING ISOLATED
- CAUGHT OFF YOUR GUARD
- RECENTLY WIDOWED OR DIVORCED
- FEELING PRESSURED
- ATTRACTED TO POTENTIAL "BARGAINS"
- YOU WANT TO HELP OTHERS

There are a whole host of reasons you may be tempted to respond to a potential scam. Take a moment to think what tempts you, and then be on your guard when you next think about responding to something.

*To protect yourself, remember these simple messages.*

**IF IT SOUNDS TOO GOOD TO BE TRUE – IT PROBABLY IS.  
NEVER SEND MONEY UPFRONT IN ORDER TO WIN A PRIZE OR  
OTHER BONUS OR OFFER YOU ARE TOLD YOU WILL RECEIVE.**

# SCAMS



**Croydon Trading Standards: Protecting the Community**  
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