



# CONSUMER FRAUD BULLETIN

Brought to you by Colorado Attorney General John Suthers

Fall 2014

## Top Stories in this Bulletin:



[Can You Spot Click Bait Scams?](#)



[New Twist on Secret Shopper Scams](#)



[Be Wary of Public Wi-Fi Networks](#)



[Tips for Choosing a College or University](#)

## Can You Tell Real Social Media Posts from “Click Bait” Scams?



As social media giants like Facebook and Twitter continue to attract more users, they also attract more scammers. Scammers have started creating intriguing posts to bait consumers into clicking and subsequently falling victim to sharing personal information or downloading malware and viruses. Once a user clicks the sensational or outlandish link a pop up asks them to “update your video player”. Most users assume they’re receiving a new version of their currently installed software but instead they’re downloading malware. [Click here to read more about Click Bait Scams and how to avoid becoming a victim.](#)

## Do You Want to Be a Secret Shopper?



A new secret shopper scam lures job seekers with the promise of easy work, good pay, a legitimate brand name, and a check. Secret shopper job offers are now coming from companies with names similar but not identical to other well-known companies. Using a national brand name with a slight twist is an attempt by scammers to legitimize themselves, making their scam offers more enticing bait to potential victims. After replying to the ad, the job seeker is sent a cashier's check for a large sum of money and then the real trouble begins. [Click here to read more on avoiding Secret Shopper Scams.](#)

## Be Wary of Public Wi-Fi Networks

While many places are now providing public Wi-Fi networks for their patrons to take advantage of, consumers should take several steps to make sure they’re not the ones being taken advantage of. The Federal Trade Commission created this video to help consumers ensure their personal information is safe while using public Wi-Fi networks. [Click the video to learn more.](#)



## Going to College? Choose Wisely and Beware of Deception



As more citizens have made the decision to seek higher education, they have become targets for recent unethical practices and even fraud. The BBB has advice to help students and their parents choose a college wisely, and avoid deceptive practices and scams:

- The recruiter uses high-pressure sales tactics.
  - The recruiter exaggerates potential income or guarantees a job.
  - The prices are inflated when compared to other options.
  - The school is not accredited
  - The degree program seems to easy to obtain.
  - The school does not disclose information as required.
  - The recruiter encourages you to lie on financial aid forms.
- [Click here to read more about these helpful tips from the BBB.](#)

Register, Update, or Unsubscribe [click here.](#)

[www.coloradoattorneygeneral.gov](http://www.coloradoattorneygeneral.gov)  
Ralph L. Carr Judicial Center  
1300 Broadway, 10th Floor  
Denver CO 80203  
800-222-4444

**AARP Foundation Elder Watch**  
In Partnership with the Colorado Attorney General

