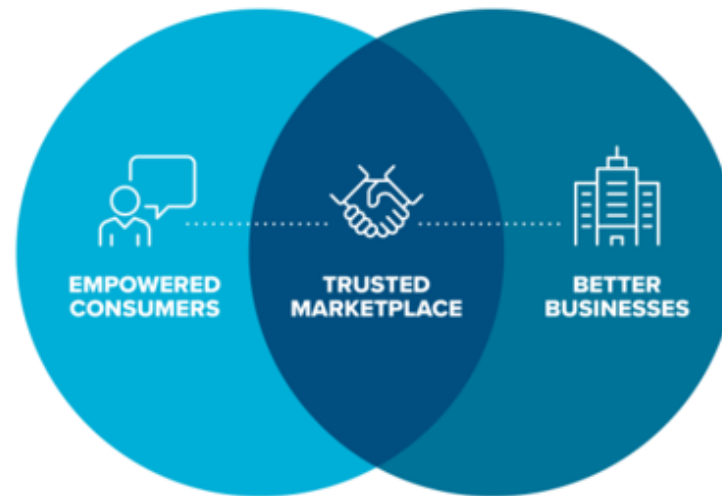


Mission

Deliver educational programs that foster a trustworthy marketplace by:

- **Empowering consumers** to spot and avoid scams and subpar marketplace behavior, and
- **Helping businesses** strive to be better.

CONSUMERS AND BUSINESSES BENEFIT FROM A TRUSTWORTHY MARKETPLACE.

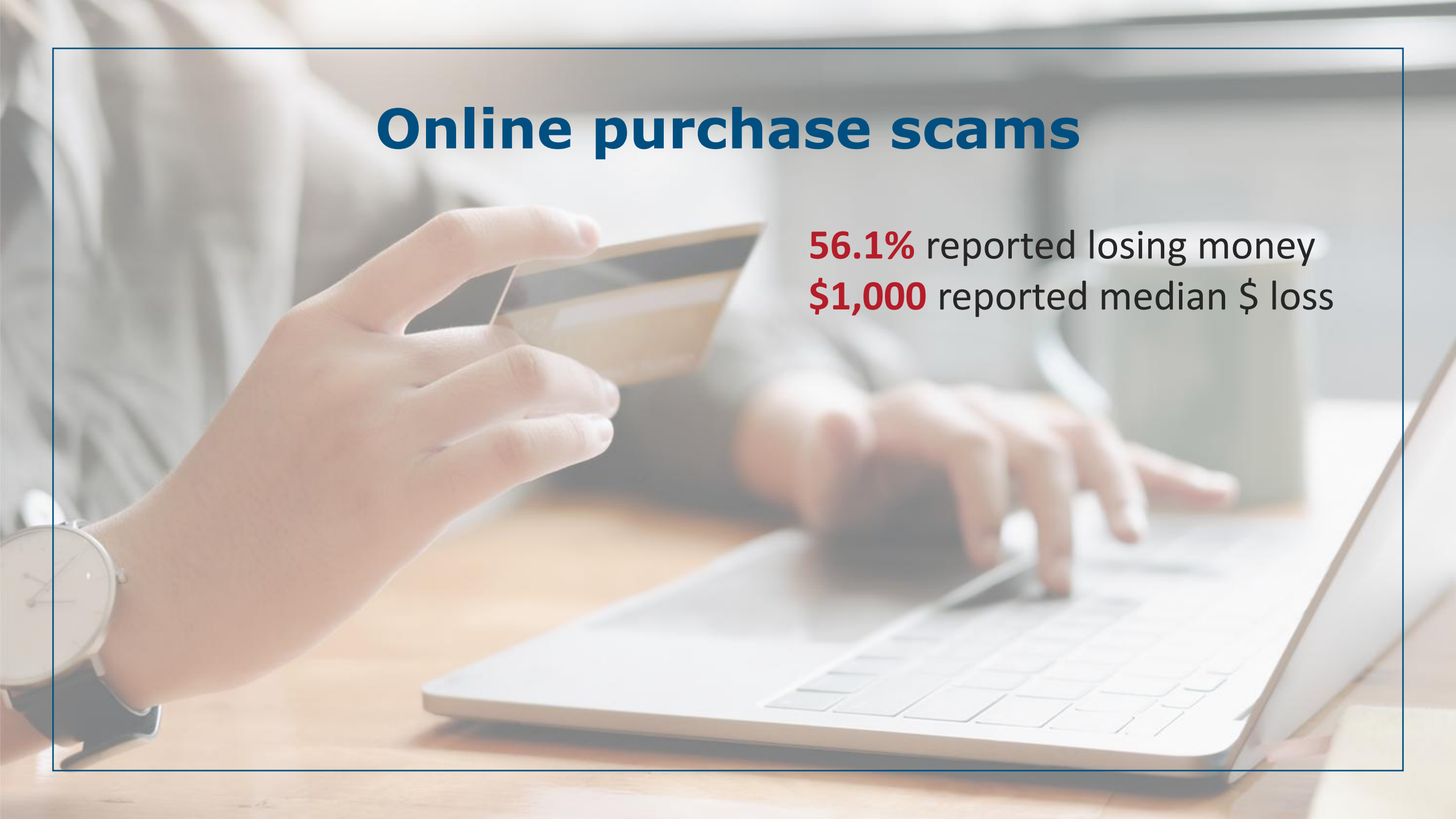


Businesses reported fewer reports with a loss, but a much higher median dollar loss (\$1,200) than consumers (\$130).

“Starting a new business has enough hurdles but companies trying to take advantage by charging you money to do things you've already done, and threatening fines if not, is pretty damn low.”

Online purchase scams

56.1% reported losing money
\$1,000 reported median \$ loss





Phishing & social engineering

11.2% reported losing money
\$1,100 reported median \$ loss

AI-powered phishing more sophisticated.

Fake invoices/ supplier bills

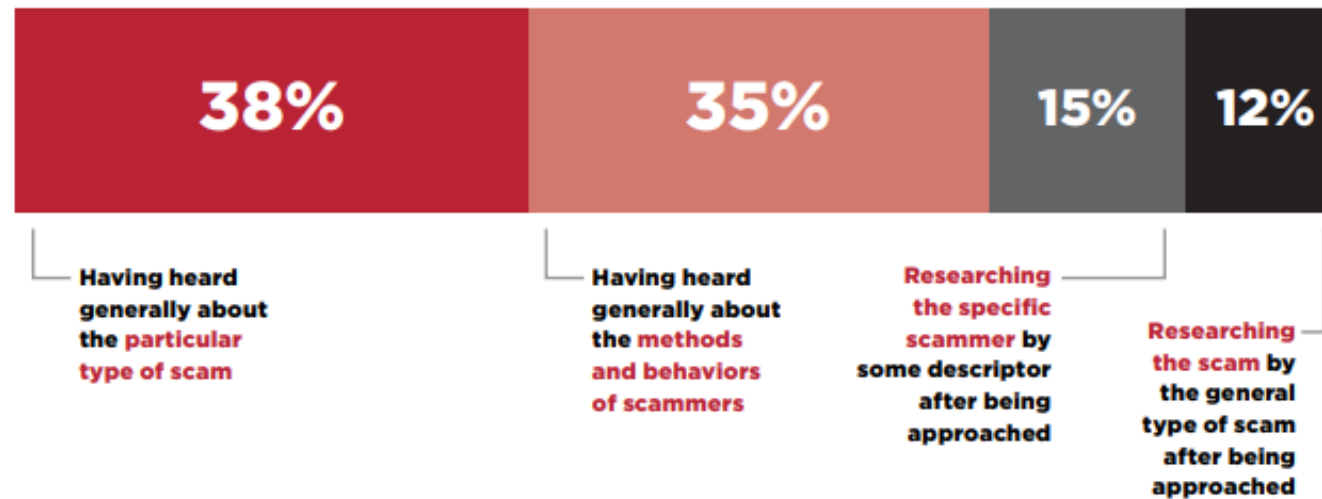
14.5% reported losing money
\$584 reported median \$ loss



Knowledge is Protective

FIGURE 9

Think of a time your business was the target of an unsuccessful scam attempt. From the options below, what was most helpful in avoiding a scam?



Training. Training. Training.

Train and inform your employees.

- Explain to your staff how scams happen and share information with them.
- Encourage your employees to talk to their coworkers if they spot a scam.
- Train employees not to send passwords or sensitive information by email, even if the email seems to come from a manager.

Regular training helps employees retain information and makes it clear they are expected to learn and implement the suggestions.

Scam Survival Toolkit

- ✓ Personalized recovery resources
- ✓ Trauma-informed design
- ✓ Mental health resources
- ✓ **Business resources**



The BBB® Scam Survival Toolkit ([BBB.org/ScamSurvivalKit](https://www.bbb.org/ScamSurvivalKit)) was created to connect scam survivors with the resources they need to restore their financial, emotional, and mental well-being.

Get a personalized recovery plan

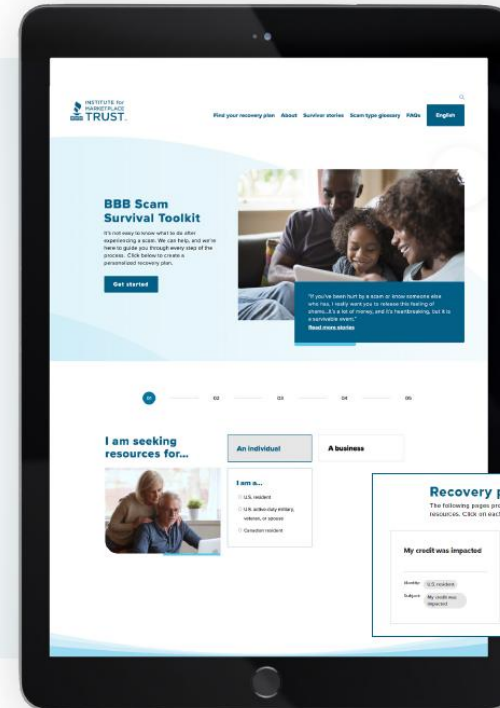
BBB's NEW Scam Survival Toolkit provides tailored advice based on what happened to you and specialized resources based on your country of residence (U.S. or Canada) and U.S. military status.

Holistic resources

When a person is targeted by a scam, they're not only impacted financially, but in other ways as well. The Scam Survival Toolkit provides resources for people who are experiencing emotional or mental distress and issues with their credit health or financial stability.

[BBB.org/ScamSurvivalKit](https://www.bbb.org/ScamSurvivalKit)

Share and help us warn others.



Survival stories

Listen to and read stories from others who have been through this journey. Share inspirational words with other survivors.

Scam type glossary

Not sure what type of scam targeted you? Our glossary defines the many types of scams and information about how they work.

FAQ

This section includes answers to commonly asked questions and a list of general terms.



[BBB.org/ScamSurvivalKit](https://www.bbb.org/ScamSurvivalKit)

