

## **Online Shopping Advisory**

### **Eight tips for safe online shopping**

DENVER - Holiday shopping is approaching very quickly, with Black Friday and Cyber Monday coming up in the next few days, the Colorado Department of Regulatory Agencies wants consumers to take five minutes to get wise about online shopping during this busy holiday season.

1. Shop online with companies you are familiar with in your past shopping experiences.
2. Do your research and avoid websites where you feel it may be fake.
3. Check the authenticity of the website by going directly to the company website for a direct link, remember once you enter your card information for your purchase, your information is out and scammers can access it.
4. Do not enter your PIN number online. Once you enter the PIN number scammers and thieves can access your banking information.
5. Make sure your passwords and account numbers are secure, specifically if you are using a public computer for shopping.
6. Online shopping is common nowadays and it is important that you make sure you protect your password via your phone or any banking activity performed online.
7. Pay attention to your surroundings, do not enter your password or card number and security code if people are standing or sitting behind you.
8. Report any suspicious activity on your account or card.

We are dedicated to providing our consumers with assistance on how to make smart and sound consumer decisions because consumer protection is our mission. For more information, visit [askDORA.colorado.gov](http://askDORA.colorado.gov).