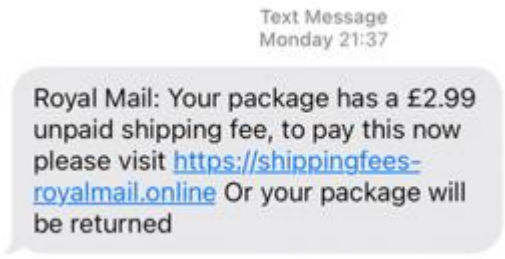
West Yorkshire Police Neighbourhood Watch Guide: Avoiding Scams During Black Friday & Cyber Monday

Black Friday and Cyber Monday in the UK are prime targets for scammers, with fraud peaking during this high-volume shopping period. Here's a breakdown of the **most common scams** and **official advice** from UK authorities to help you stay safe:

Top Scams to Watch Out For (2025)

Fake Delivery Notifications

- SMS or email alerts claiming your parcel is delayed or needs a fee to be released.
- Often includes a link to a phishing site.
- **Tip: Always check delivery status directly on the courier's official website.**



Flash Sale Scams on Social Media

- Ads offering 70–90% off big brands (e.g., Currys, Amazon, The Perfume Shop).
- Redirects to fake websites that steal payment info.
- **Tip: Verify the seller and domain name. Use credit cards for added protection.**

Fake Online Stores

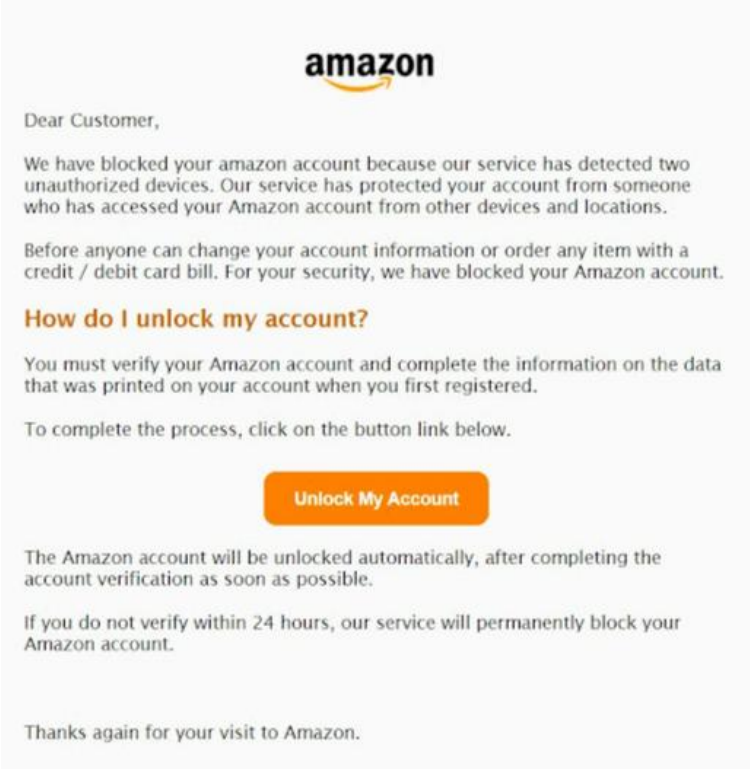
- Cloned websites with realistic branding and product listings.
- Often lack HTTPS or have recently registered domains.
- **Tip: Look for spelling errors in URLs and check reviews before purchasing.**



West Yorkshire Police Neighbourhood Watch Guide: Avoiding Scams During Black Friday & Cyber Monday

Phishing Emails, messages & Chatbots

- Emails or pop-up chats pretending to be customer service, asking for card details.
- **Tip: Never share sensitive info unless you initiated the contact on a verified site.**



amazon

Dear Customer,

We have blocked your amazon account because our service has detected two unauthorized devices. Our service has protected your account from someone who has accessed your Amazon account from other devices and locations.

Before anyone can change your account information or order any item with a credit / debit card bill. For your security, we have blocked your Amazon account.

How do I unlock my account?

You must verify your Amazon account and complete the information on the data that was printed on your account when you first registered.

To complete the process, click on the button link below.

Unlock My Account

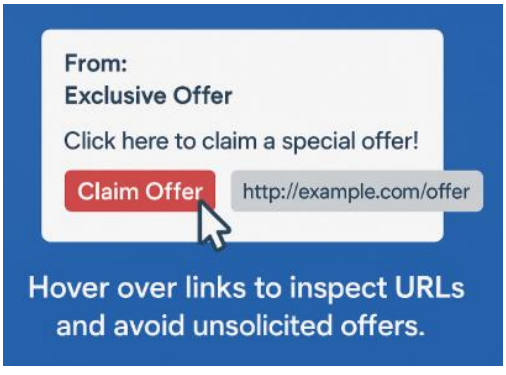
The Amazon account will be unlocked automatically, after completing the account verification as soon as possible.

If you do not verify within 24 hours, our service will permanently block your Amazon account.

Thanks again for your visit to Amazon.

"Exclusive VIP Access" Offers

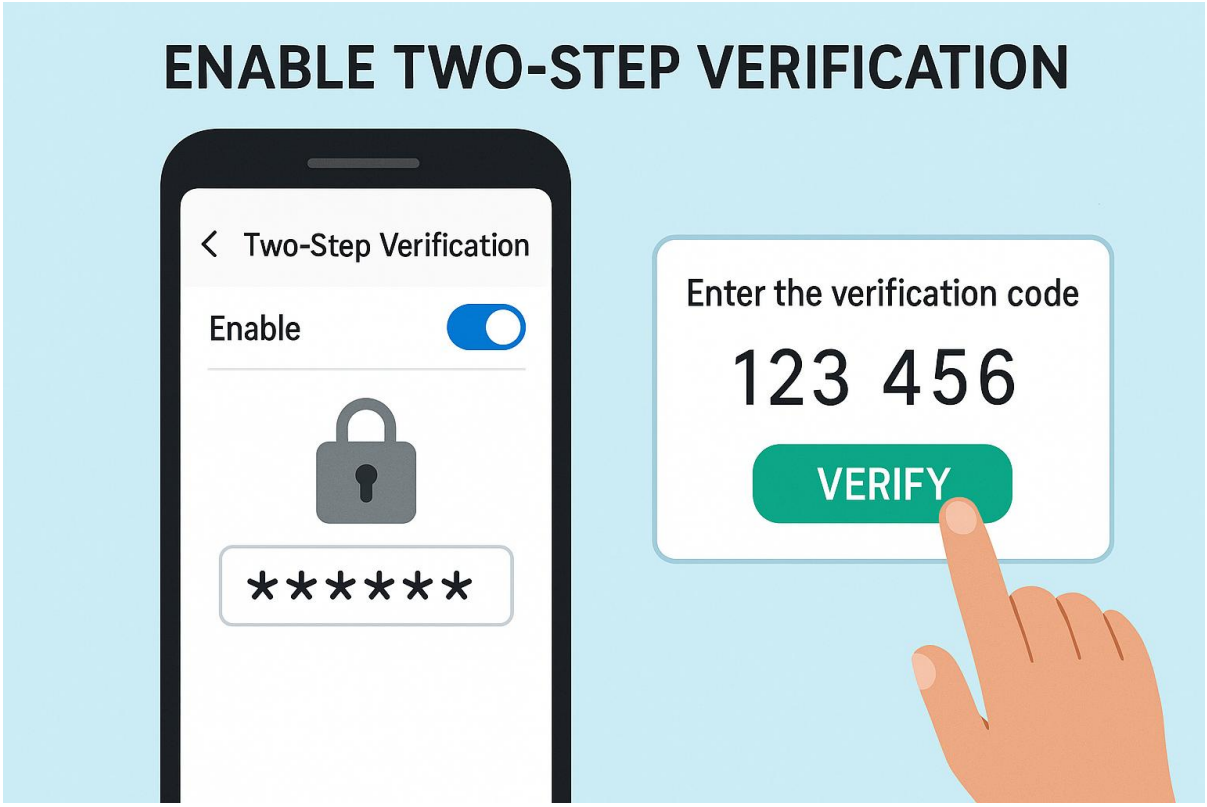
- Emails promising early access to secret sales.
- Clicking links may install malware or steal credentials.
- **Tip: Hover over links to inspect URLs and avoid unsolicited offers.**



Advice from UK authorities

The National Cyber Security Centre (NCSC) and Action Fraud have issued strong guidance:

- **Enable Two-Step Verification (2SV)** on important accounts to prevent unauthorised access.
- **Avoid clicking on suspicious links** in emails, texts, or social media ads.
- **Report scams** to Action Fraud and your bank immediately if you suspect fraud.
- **Use secure payment methods** like credit cards or PayPal — avoid bank transfers.
- **Check for urgency or scarcity tactics** in messages — scammers often push you to act fast.



West Yorkshire Police Neighbourhood Watch Guide: Avoiding Scams During Black Friday & Cyber Monday

Quick safety checklist

Checklist

- 🔒 Shop only on secure websites (look for HTTPS & padlock icon).
- 🧠 Think before clicking — if it feels off, stop.
- 🛍️ Stick to trusted retailers and marketplaces.
- 📱 Be cautious with mobile shopping — scammers target mobile users.
- 💳 Use credit cards or PayPal — avoid bank transfers.
- 🔐 Enable Two-Step Verification (2SV) on key accounts.
- 🧾 Keep receipts and track your purchases

Ask Silver

Not sure if it's safe? Ask Silver.

It's a free online tool that helps you quickly check if a phone number, email, or message might be linked to a scam. Just enter the details, and it tells you if others have reported it as suspicious.

To sign up - Go to the official website: ask-silver.com.

1. Enter your mobile number on the sign-up page. This is needed because ASK SILVER works through WhatsApp.
2. Receive a one-time email with a QR code. Scan the QR code to open the WhatsApp chat with ASK SILVER.
3. Start using the service: Send a photo or screenshot of any suspicious email, text, or website to ASK SILVER via WhatsApp.
4. The AI will check if it's a scam and give you guidance.

It's completely free, no hidden costs, and you don't need to provide personal details beyond your phone number for WhatsApp access.

"Think of it as a safety filter—before you trust a message or call, run it through ASK SILVER to see if it's a scam."

Reporting & Support

If you think you may have been a victim of fraud or cybercrime you should report to Action Fraud by calling 0300 123 2040 or online via the link below -

- Action Fraud – www.actionfraud.police.uk

Advice and help can also be found at -

- National Cyber Security Centre - www.ncsc.gov.uk
- Age UK - www.ageuk.org.uk
- West Yorkshire Police – www.westyorkshire.police.uk
- Neighbourhood Watch - www.ourwatch.org.uk/passwords
- Victim Support - www.victimsupport.org.uk/west-yorkshire/
- Get Safe ONLINE - www.getsafeonline.org
- Take Five to stop fraud - www.takefive-stopfraud.org.uk

If you have received an email which you're not quite sure about, forward it to the Suspicious Email Reporting Service (SERS): report@phishing.gov.uk

Suspicious text messages should be forwarded to 7726. This free-of-charge short code enables your provider to investigate the origin of the text and take action, if found to be malicious.

If you have visited a **website** you think is trying to scam you report to the National Cyber Security Centre to investigate. www.ncsc.gov.uk

If you come across an **advert** online that you think might be a scam, report to the Advertising standards Authority - www.asa.org.uk . This allows ASA to provide online service providers with the details they need to (if appropriate) remove these from websites.

Telephone preference service - www.tpsonline.org.uk

West Yorkshire Police Neighbourhood Watch Guide: Avoiding Scams During Black Friday & Cyber Monday

The little book of big scams - [The Little Book of Big Scams – 5th Edition]

Please scan the QR code to access a copy of the book

Avast -
avast_toolkit_content_for_cyberhood_watch_campaign_what_is_two_factor_authentication.pdf

Please scan the QR code to access a copy of the toolkit