INSTITUTE for MARKETPLACE TRUST℠

BBB

BBB INSTITUTE QUARTERLY NEWSLETTER

Winter 2024

In this issue:

- 2023 *BBB Scam Tracker℠ Risk Report* is now available
- Scam Tracker voted Scam Fighting Tool of the Year
- BBB Institute welcomes new board members
- New report focuses on scams impacting ages 18-24
- Free webinar about employment scams available
- Spotlight article: Victim blaming harms us all

BBB Institute in the news! CBS Mornings recently featured a segment about the 2023 *BBB Scam Tracker Risk Report* and some of its key findings. You can view the piece at the link below.

Watch the Segment

BBB Scam Tracker℠ Risk Report: Cryptocurrency/Investment scams rose to #1 riskiest in 2023.

Scams related to cryptocurrency/investment scams were the number one riskiest to consumers in 2023, according to the 2023 BBB Scam Tracker Risk Report. The annual report analyzes scams reported to BBB Scam Tracker.

The report includes insights on how scams are perpetrated, who is being targeted, which scams have the greatest impact, and behaviors and factors that may impact an individual's susceptibility. Read the full report and download and share our PDF of highlights.

Read the Report

Scam Tracker℠ named Scam Fighting Tool of the Year!

Better Business Bureau® is proud to announce that BBB Scam Tracker received an award from the Global Anti-Scam Alliance (GASA) and ScamAdviser.com as Best Scam Fighting Tool of the year.

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BBB Institute welcomes two new Board members

BBB Institute is pleased to welcome Matthew Fehling and Steven Lepper to our BBB Institute for Marketplace Trust Board of Directors! As president and CEO of the BBB Serving the Pacific Southwest, Matt leads one of the most active BBBs in the country.

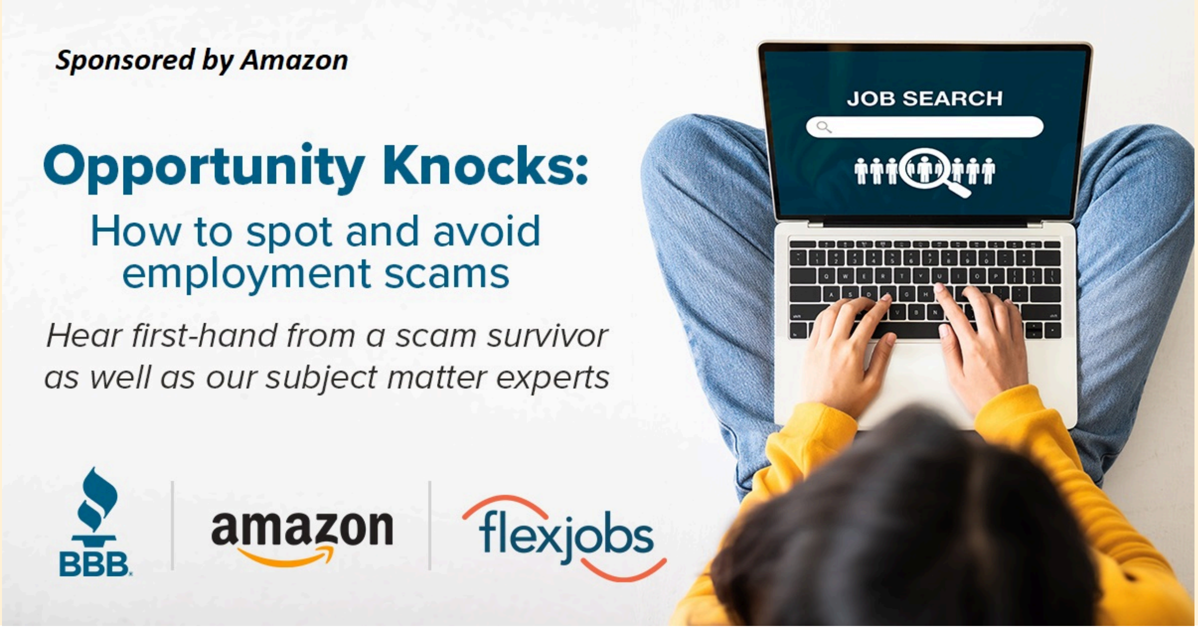
Steven is the president and CEO of the Association of Military Banks of America (AMBA). A retired Major General, Steven has been working for decades to empower military consumers to protect themselves from fraud and build solid economic futures.

Learn More

New BBB Institute report highlights scam types, tactics targeting young people

People ages 18-24 reported losing more money to scams than older age groups, according to a new report published by the BBB. The report, Targeting our youth: How scams are impacting ages 18-24, highlights scam types, tactics, and trends based on data submitted to BBB Scam Tracker between January 1, 2022, and June 24, 2023.

Read the Report



Free webinar
Opportunity knocks: How to spot and avoid employment scams

Anyone can be defrauded by an employment scam. In this informative video, data shared from the 2022 BBB Scam Tracker Risk Report sheds light on how these scams are perpetrated, who is being targeted, and the behaviors and other factors that may influence a person's susceptibility.

A first-hand account of an employment scam is told to demonstrate tactics used by the perpetrators. Valuable guidance is shared by Amazon, a highly-impersonated employer, as well as FlexJobs, a leading employment platform.

We provide resources you can use, including the BBB Scam Tracker prevention and reporting tool. .

View the Webinar

FINRA Investor Education FOUNDATION

Spotlight article: Victim blaming harms us all

BY FINRA INVESTOR EDUCATION FOUNDATION

Last month, financial columnist Charlotte Cowles detailed how she lost $50,000 to a financial scam. Charlotte's story is both alarming and illuminating—and very powerful.

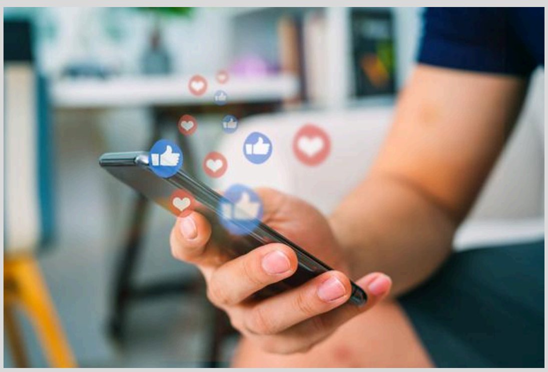
And, sadly, she is not alone.

There likely are millions of scam stories like hers. Sophisticated criminal organizations steal billions of dollars every year by knowing how to turn a fraud target into a fraud victim.

Read More

Upcoming

May: BBB Institute will launch the BBB Scam Survival Toolkit. This microsite will guide users who have experienced a scam through the steps to take to help recover from their incident and strengthen their protections.



Connect with us

Follow BBB Institute on **LinkedIn** and **X/Twitter** and keep up to date on what's happening. We'd love to hear from you.

Special thanks to our Corporate Trust Council members

The Corporate Trust Council is a coalition of select companies that have joined with BBB Institute to foster a marketplace that is trustworthy and accessible for all by providing their expertise, resources, and funding support.

LEARN MORE

Thank you to our program partner:

FINRA Investor Education FOUNDATION

Brought to you by BBB Institute for Marketplace Trust

INSTITUTE for MARKETPLACE BBB TRUST

We work with local BBBs across the U.S. and Canada to deliver programs that build a trusted marketplace by:

- **Empowering consumers to take control of their purchasing decisions and avoid falling prey to scams.**
- **Helping businesses be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.**
- **Publishing research that provides critical insights for the public and our partners, and informs how we develop and deliver our programs.**