

# SCAM ALERT

Retailer  
Awareness



**NYPD**  
New York City Police Department

## Scammers are convincing New Yorkers to send them GIFT CARDS for fraudulent reasons.



### Signs that someone might be a victim of gift card fraud:



- Customer buys multiple gift cards, especially with high dollar values
- Customer seems distressed while purchasing gift cards
- Customer says they are purchasing gift cards to help a family member or pay their bills
- Customer takes pictures of the serial number immediately after purchase



### Tips to protect your customers:



- Prominently post signs warning consumers about fraud near cash registers and gift card stands
- Limit the number/value of gift cards that may be purchased at one time
- Check that the PIN is not revealed – if it is, don't sell it
- Don't sell gift cards at self-checkout stands
- Encourage payments for gift cards via credit card, which can help with tracking

Reach out to your customers. If you think someone might be a victim of gift card fraud, share the number below.

**For more information, call the NYPD at (646) 610-SCAM**