



# HOMETOWN HIGHLIGHTS

## JACKASSERY (FRAUD) SPECIAL EDITION



Member newsletter of the best kept secrets (unintentionally) and updates.

### CEO Update.

Hello members!

Fraud is everywhere! Maybe this topic was more appropriate for Halloween because it is **scary** how prevalent fraud is.

In 2023, nationwide fraud losses topped **\$10 billion** (yes, nine 0's!) across 2.6 million people!

Whether it's the advanced training our staff receive, or the digital tools that we invest in to protect your identity and hard-earned money, it should come as no surprise that Shoreline continually invests in your security.

Here are a couple real-world stories of fraud that we have recently prevented.

- A member shared their online banking username and password with someone posing as an IRS Employee. Thankfully, two-factor authentication (the code you now enter when signing into online banking) prevented any losses from occurring!
- A member received a "Sweepstakes Winner" check for over \$50,000. To get their funds, they needed to wire \$10,000 back to the company for "taxes and fees." Thankfully, our staff caught that it was a scam immediately!
- A member received a phone call from someone posing as their grandson, claiming to be locked in jail in a foreign country. The member needed to wire \$15,000 to pay the legal fees and fines to set him free. Thankfully, our staff caught this common scam before any funds were sent out!

Fraudsters are very good at what they do. They are polished, knowledgeable, and can be very persuasive. If you suspect you are a victim of fraud, please contact us as soon as possible. We have a 24/7 support team that can help lock down your account, even in the middle of the night. It doesn't hurt to be too careful!

*Nathan Grossenbach*

### Staff:

We welcome Alayna Holdorf and Jessica Gallagher to the team. Alayna and Jessica come to us with Credit Union backgrounds. Alayna is joining us as a Member Service Representative at Manitowoc. Jessica is joining us as our Business Loan Processor.

Anniversaries:

Erica Doubek, Branch Supervisor – 5 Years

Devin Kumbalek, Senior Financial Consultant – 4 Years

### Did you know?

Our debit and credit cards add security with contactless pay.

Our tap-to-pay cards use a transaction-specific, one-time code, that is extremely effective in reducing counterfeit fraud. Contactless pay also limits contact during cold and flu season.

### Jackassery (Fraud) update by COO Lisa Sment:

Here are some of the common scams that we encounter at this time of the year:

#### Black Friday Jackassery:

Black Friday is one of the biggest shopping days of the year. Shoppers anticipate the excitement of getting the best deals and strive to get everything on their list. Don't add being a victim to a scam to your shopping list!

#### Fake Order or Website Scam:

Fake shopping websites pop up everywhere to take advantage of eager shoppers. Make sure to research websites and look for reviews before you enter your personal information and payment method. A red flag is the payment method as well. If the so-called store only accepts money orders, pre-loaded money cards or wire transfers, it is most likely a scam. Only make payments using a secure payment service. If a deal seems too good to be true, trust your gut!

#### Order Confirmation Scam:

Scammers target busy shoppers by sending emails and text messages that contain fake order confirmations and receipts. Typically, there is a link attached that could install malware on your device. Slow down and control your shopping excitement so you give yourself time to read any message you receive before you click on a link or open an attachment. Make sure you recognize the merchant!

#### Package Delivery Scam:

Scammers count on shoppers eagerly awaiting to receive their many packages. It is normal to receive info about your delivery via text, email, voicemail or even a missed delivery tag on your front door. Don't let the anticipation get the best of you! Scammers are hoping you will quickly follow any prompts to update personal and payment information. Make sure you go to the delivery carrier or retailer's website to update any information!

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