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HSBC UK creates new Black Friday campaign to protect customers from scams

HSBC UK has launched a campaign which aims to drive awareness to the risks of scams on consumers this Black Friday.

The biggest shopping event of the year is just around the corner - Black Friday is the perfect time for consumers to grab a bargain. But the dangers of falling victim to a purchase scam grows year-on-year.

Over 173,000 deals turned out to be scams last year. The aim of HSBC UK's campaign is to help raise awareness so customers protect themselves from purchase scams.

The campaign is made up of a series of adverts, featuring products such as a TV, Laptop, Hot Tub and Headphones at 'Unbelievable' prices. The series of adverts, which will appear on YouTube and digital display, with supporting activity on social media, aims to help shoppers navigate Black Friday deals with confidence.

Arif Khan, Head of UK Fraud Management at HSBC UK, said: "We all think fraud is something that happens to other people, until it happens to us. With many of us turning to online shopping – some for the first time - it's important to stay alert to the tricks used by criminals to scam people. If a deal looks too good to be true - that's because it probably is. Use secure payment methods and only buy from sites you trust.

"At HSBC UK, we're working hard to protect customers against fraud – but there are lots of ways you can help to protect yourself too. If we work together and follow a few simple steps, we can all be better protected and keep our money safe - and that's good for everyone."

¹ <https://www.ukfinance.org.uk/policy-and-guidance/reports-publications/fraud-facts-2020>

Unbelievable Deals is part of HSBC UK's wider fraud campaign, *Together Against Fraud*, which aims to create a partnership between the bank and its customers to work together to combat fraud.

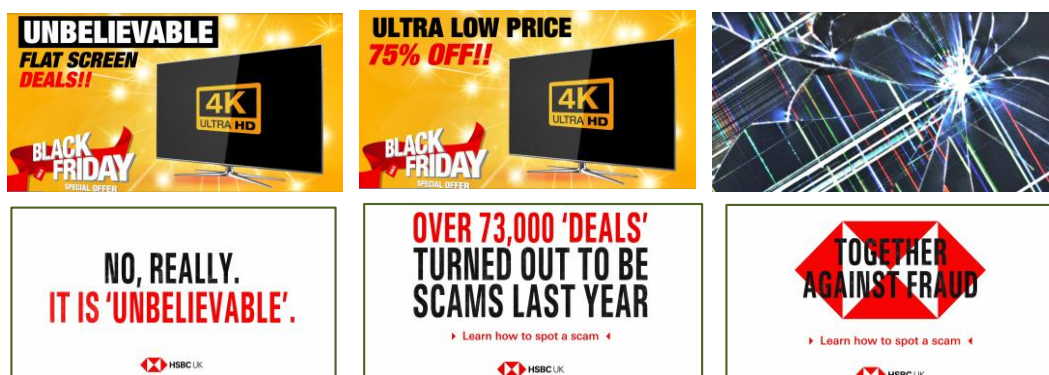
How to stay safe from purchase scams:

- Use safe sites when shopping online – research the retailer online, check for reviews and that the website address is spelt correctly.
- Use safe ways to pay, such as your debit/credit card and be wary of requests to pay by bank transfer.
- Check the returns and cancellations policy.
- Avoid any arrangements with a stranger asking for an upfront payment and agree a payment plan with final payment on completion of services.
- Remember, if the advertised price of what you're buying looks too good to be true, it's probably a scam.

To learn more about how HSBC UK is helping to protect customers and their money, visit: <https://www.hsbc.co.uk/help/security-centre/>

Ends

Images of the Black Friday Unbelievable Deals asset:



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<https://www.about.hsbc.co.uk/news-and-media>

HSBC UK

HSBC UK serves around 14.5 million customers across the UK, supported by 32,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,956bn at 30 September 2020, HSBC is one of the world's largest banking and financial services organisations.

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