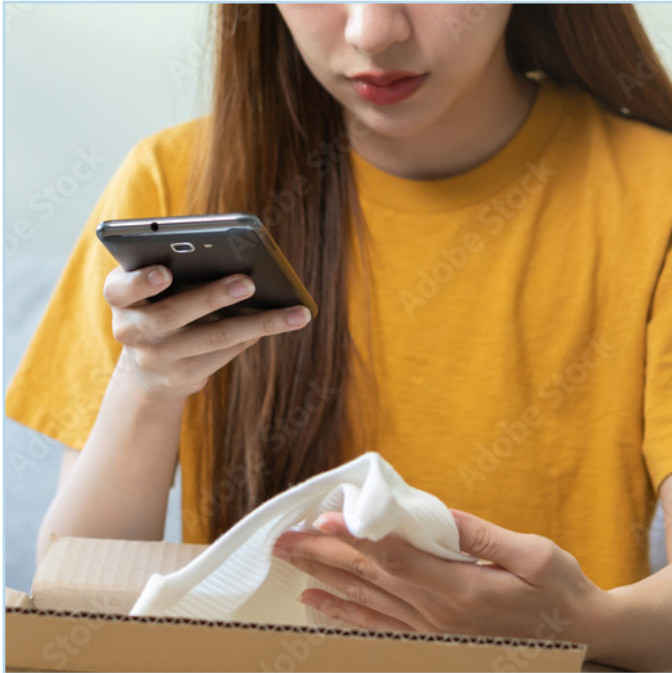


# Counterfeit Products: Fraud ID



## TYPICAL TRAITS

**Suspiciously low prices:** Significantly discounted items are a common tactic scammers use to trick you into a purchase.

**Spelling errors:** Spelling mistakes can be a sign that a website or advertisement is fake.

**Questionable quality:** Poor quality stitching on clothing or accessories can be a red flag for example.

## HOW TO PROTECT YOURSELF

Steps you can take to verify if an item is legitimate:

- If you are purchasing from an unfamiliar individual or business, read reviews and research the vendor. Companies often post lists of authorized resellers on their website.
- Big discounts are a common tactic to sell counterfeit items. Consider contacting the brand or manufacturer to confirm if the sale and item is legitimate.
- Counterfeit sellers often use unsecured websites. Secure websites will begin with <https://> (the “s” stands for secure) and have a lock symbol at the bottom of your browser.

## WHAT TO DO

If you unknowingly purchased a counterfeit item:

1. Contact the FCAA Consumer Protection Division at [branch.consumerprotection@gov.sk.ca](mailto:branch.consumerprotection@gov.sk.ca) or 306-787-5550
2. Report the fake item to your local authorities and the [Canadian Anti-Fraud Centre](#)