



As the busy shopping season approaches, stay informed with these tips to help recognize impersonation scams - when a scammer pretends to be a trusted company and reaches out to try to get access to sensitive information like personal or financial information, or Amazon account details.

Tips to help stay safe:

- Always use the Amazon mobile app or website for all your shopping needs, including customer service, account changes, delivery tracking, and refund status.
- Remember, Amazon will never ask you to make payments or to provide payment information (including gift cards or wire transfers) for products or services over the phone.
- Consider setting up 2-step verification when available to your online accounts to help prevent unauthorised account access. You can set up 2-step verification at amazon.co.uk/2SV.
- Save time and stay secure using a passkey. It's a safer way to sign in than using passwords and it works with the same face, fingerprint, or PIN you

already use to unlock your device. Set up a passkey at amazon.co.uk/passkey.

- Scammers might try to create a sense of urgency to persuade you to do what they're asking. Be careful any time someone tries to convince you that you must act now.

Example impersonation scam tactics that you could receive:

- Fake messages claiming to be about delivery or account issues.
 - Third-party social media posts and ads with deals that seem too good to be true. Shop directly on our website or mobile app for authentic offers.
 - Messages through unofficial channels asking for your password or payment information.
 - Unfamiliar links asking you to verify your account credentials through fake or phishing websites. Amazon will never send emails asking customers to verify their account credentials.
 - Unsolicited phone calls claiming to be from tech support or other agencies.
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Amazon is a member of Stop Scams UK and we are supporting BBC Scam Safe Week

To learn more about how to identify, report and protect yourself from scams, visit www.amazon.co.uk/scams.



Working with 



Did you find this information helpful?

Yes

No

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