

The Fraud & Scam Bulletin

NOVEMBER 2025

Your monthly update direct from West Mercia Police on the latest
scams and frauds

BLACK FRIDAY

Are they bargains or scams?



Whilst Black Friday is nominally a one day event and one of the busiest shopping days of the year, Black Friday “deals” appear in abundance throughout the month of November.

So once again, it does not take long for criminals to seize another opportunity to defraud unsuspecting members of the public of their hard-earned cash. Therefore, just holding back, taking a few minutes to double check the Black Friday bargain is a genuine offer from a genuine retailer, can protect you from joining the increasing number of people who fall victim to these scams

- In the heat of the moment, it can be hard to tell if it is a bargain or a scam, especially in the run up to Black Friday!
- Criminals may try to trick you into purchasing goods/services that do not exist by advertising them at too good to be true prices.
- Protect your money and information by only using retailers you trust, or authorised sellers named on official websites when shopping for deals online.
- Beware of Phishing emails that *appear* to come from reputable retailers with “too good to miss” offers, never click on links in emails from unrecognised senders

- Check out the security of the Website by looking for the <https://> in the website address and the padlock symbol which should be in the address bar, and not in the body of the site, as confirmation of a website's security
- Fake websites can copy mainstream online retailers and enticing buyers with unbeatable prices, so always stick with well-known, reputable retailers online and check the URL is for the genuine retailer.
- Some online sellers may be selling counterfeit products at Black Friday prices
- Beware of limited time offers which create a false sense of urgency to get you to act quickly - Take Five before you buy.
- Criminals are making use of Artificial Intelligence – (AI) – more and more , to present much more convincing emails, adverts and fake websites, so check, check and check again



- Does the offer sound too good to be true? Are they refusing to provide you with additional photos? Do they want you to pay up front by bank transfer?
- Only use the secure payment method recommended by retailers and auction sites, where possible, use a credit card for purchases over £100 and up to £30,000 as you receive protection under Section 75 of the Consumer Credit Act.

Please feel free to share these messages with any vulnerable friends, relatives or neighbours.

If you have been a victim of fraud

Report it to **Action Fraud** on **0300 123 2040** or via actionfraud.police.uk

Scam Text messages can be forwarded to 7726 to help phone providers take prompt action and block numbers that generate spam on their networks.

You can also report fraudulent mobile calls by texting **7726** with the word **“Call”** followed by the **fraudster’s phone number**.

Scam calls received on WhatsApp can be blocked by opening the chat with the suspect phone number and tap on “Block”.

Forward **Fake Emails** received to **report@phishing.gov.uk**

If you think your bank account or personal banking details have been used fraudulently, then use the short phone number - **159** - to contact the Fraud Prevention Department of most major UK banks.

