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CONSUMER
PROTECTION
DIVISION

MONTHLY NEWSLETTER

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National Consumer Protection Week: Protect Your Business and Your Customers

Every year, during the first full week of March, the Federal Trade Commission (FTC) leads National Consumer Protection Week (NCPW)—a time dedicated to raising awareness about consumer rights and business responsibilities.





NEWS & SCAM ALERTS



As a business owner, protecting your company and customers from fraud, scams, and deceptive practices is essential for maintaining trust and long-term success. Why Consumer Protection Matters for Businesses In today's digital and global marketplace, businesses must stay informed about fair business practices, data security, and compliance with consumer protection laws. The FTC's Bureau of Consumer Protection works to prevent fraud and unfair practices, ensuring a level playing field for ethical businesses.

Businesses must safeguard customer and employee data to prevent breaches and identity theft. Truth in advertising ensures marketing is transparent and accurate. Understanding fair debt collection practices helps businesses comply with legal guidelines. Protecting online privacy and mitigating social media risks is crucial for maintaining trust. Staying alert to scams, such as phishing and fraudulent invoices, helps prevent financial losses.

Finally, Do Not Call Registry compliance ensures telemarketing practices align with regulations, avoiding penalties and maintaining consumer confidence. Proactive consumer protection strengthens business integrity and fosters long-term customer relationships.

The FTC's website (ftc.gov/ncpw) offers free resources for both businesses and consumers, including multilingual materials, guides on data security, and information on reporting fraud.

How Your Business Can Participate in #ConsumerProtectionWeek

- ◆ Educate Your Customers – Share consumer protection tips through your website, social media, or in-store materials.
- ◆ Host a Workshop or Webinar – Provide valuable insights on identity theft prevention, scam awareness, or financial literacy.
- ◆ Train Your Employees – Ensure your team understands compliance regulations, fraud prevention, and ethical business practices.
- ◆ Stay Informed – Review FTC guidelines and implement best practices to protect your business and customers.
- ◆ Join the Conversation – Use #ConsumerProtectionWeek to engage with your audience and reinforce your commitment to ethical business practices.

This National Consumer Protection Week, take the time to strengthen your business's security, educate your customers, and contribute to a safer marketplace for everyone. A well-informed business is a strong business! For more resources, visit ftc.gov/ncpw.

SOURCES:
[HTTPS://WWW.ACAINTERNATIONAL.ORG/NEWS/GET-READY-FOR-NATIONAL-CONSUMER-PROTECTION-WEEK2025/#:~:text=THE%20FEDERAL%20TRADE%20COMMISSION'S%20NATIONAL,SSIST%20CONSUMERS%20ON%20FINANCIAL%20DECISIONS.](https://www.acainternational.org/news/get-ready-for-national-consumer-protection-week2025/#:~:text=THE%20FEDERAL%20TRADE%20COMMISSION'S%20NATIONAL,SSIST%20CONSUMERS%20ON%20FINANCIAL%20DECISIONS.)
[HTTPS://WWW.NATIONALDAYCALENDAR.COM/HEALTH-AWARENESS/NATIONAL-CONSUMER-PROTECTION-WEEK-FIRST-FULL-WEEK-OF-MARCH](https://www.nationaldaycalendar.com/health-awareness/national-consumer-protection-week-first-full-week-of-march)

FEDERAL TRADE COMMISSION

If you get an unexpected call or message that tells you to quickly **move your money** because it isn't safe, that's a scam. **Don't do it.**

National Consumer Protection Week 2025
March 2 - 8 | ftc.gov/ncpw



Avoid Scams After a Weather-Related Disaster

Severe weather can cause significant damage, leaving homeowners and businesses in urgent need of repairs. Unfortunately, scammers take advantage of these situations, offering quick fixes that often lead to financial loss. Staying vigilant can help you avoid falling victim to fraudulent schemes.

One common scam involves utility imposters who claim they need to repair or replace damaged equipment. Always ask for identification and verify their legitimacy before making any payments. Similarly, when hiring contractors for repairs, ensure they are licensed and insured by checking with state or local agencies. Request proof of insurance and always get a written contract.

When paying for services, avoid cash payments and use a credit card instead. This offers added protection if something goes wrong. Never pay in full upfront—wait until the work is completed to your satisfaction.

Staying informed is your best defense against scams. Visit ftc.gov/WeatherEmergencies for more consumer protection tips.

If you suspect fraud, report it at [ReportFraud.ftc.gov](https://reportfraud.ftc.gov).

By sharing this information with friends and family, you can help prevent scams and protect your community in times of crisis.

SOURCES:
[HTTPS://CONSUMER.FTC.GOV/FEATURES/IDENTITY-THEFT-AWARENESS-WEEK](https://consumer.ftc.gov/features/identity-theft-awareness-week)
[HTTPS://WWW.IDENTITYTHEFT.GOV/WARNING-SIGNS-OF-IDENTITY-THEFT](https://www.identitytheft.gov/warning-signs-of-identity-theft)

Police Impersonation Calls The Fayetteville Police Department

Scammers are targeting citizens by impersonating law enforcement officers, claiming ranks such as Sergeant, Detective, or Major, and even using the names of actual officers to seem credible.

It's important to note that the Fayetteville Police Department will never ask for money or gift cards in connection with any legal matter. If you receive a suspicious call, do not engage and instead verify the caller's identity by contacting the police department directly at 910-433-1530.

This scam is just one example of the many fraudulent schemes today. Be cautious of scams related to identity theft, debt collection, credit card fraud, and online threats. The Federal Trade Commission (FTC) offers resources to help protect yourself from these dangers.

Key tips to protect yourself:

- **Verify Calls and Emails:** Confirm legitimacy before making decisions.
- **Use FTC Resources:** Visit ftc.gov to stay informed and report scams.
- **Don't Share Personal Info:** Avoid sharing sensitive details unless you're sure of the recipient's identity.

Stay vigilant, share this information with your community, and report any suspicious activities to the authorities.

Together, we can help reduce the risk of falling victim to scams and protect our hard-earned money.

SOURCES:
[HTTPS://FAYCPD.COM/SCAM-ALERT-ISSUED-BY-FAYCPD/](https://faycpd.com/scam-alert-issued-by-faycpd/)



**OVER 100 BUSINESSES
HAVE COMMITTED TO PUTTING CONSUMER'S FIRST.**



**SCAN TO ACCESS
THE FULL DIRECTORY OF
TRUSTED BUSINESSES.**

TELL US YOUR STORY

You work hard to be consumer-centric,
we work hard to send consumers your way.

1. Have your photo taken
2. Tell us how you put consumers first
3. Get free digital promotions

**CONTACT ASELITTO@FAYBIZ.COM TO
SCHEDULE A TIME TODAY.**

**Consumer
Protection
Division**



BUSINESSES YOU CAN TRUST