



BBB INSTITUTE QUARTERLY NEWSLETTER

Fall 2023

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**VISIT OUR WEBSITE**

**BBB Institute and Zelle<sup>®</sup> launch red flags awareness campaign**

**Your bank texts you to verify your account details.**

**SLOW DOWN.  
STAY AWARE.  
WATCH OUT  
FOR RED FLAGS.**

**LEARN MORE**

INSTITUTE for MARKETPLACE TRUST™ | zelle®

The BBB Institute has partnered with Zelle® to deliver an educational campaign aimed at helping people spot the signs of scams. Learning the "Red Flags of Scams" can help people avoid losing money or personal information to scammers. The co-branded consumer education campaign will run through the fall.

The campaign highlights some of the tactics commonly used by scammers and recommends that people "Slow down. Stay smart. Watch out for red flags." Learn more about the red flags and view our helpful videos:

**LEARN MORE**

## **BBB Welcomes PayPal® to Corporate Trust Council**

BBB Institute is pleased to welcome PayPal®, a BBB Accredited Business, as a new member of its Corporate Trust Council. The Council is a coalition of select companies that partner with BBB Institute to foster a trustworthy marketplace by providing expertise, resources, and funding support.

**READ MORE**

# Free webinar: Protect Yourself from Romance Scams

Anyone can be defrauded by a romance scam. The information covered in this 30-minute webinar, presented in partnership with Advocating Against Romance Scammers and the District Attorney's Office of Santa Clara County, CA, will illuminate a crime the Federal Trade Commission estimates to have resulted in losses of \$1.3B in 2022. With data shared from the [2022 BBB Scam Tracker Risk Report](#), viewers will better understand how these scams are perpetrated, who is being targeted, and the behaviors and other factors that may influence a person's susceptibility.

A first-hand account of a romance scam is told to convey the strategies used by perpetrators to gain trust and lower defenses. Valuable guidance is provided by Advocating Against Romance Scammers, a leading nonprofit in this space, and Erin West, a key prosecutor in the fight against "pig butchering," explains this new element of a romance scam and the red flags to watch for.

Watch this informative conversation to understand how anyone can be targeted, and remember to visit [BBB Scam Tracker](#)<sup>sm</sup> to report scams and help avoid them with an online search.

[WATCH THE WEBINAR](#)

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## BBB Institute to present at 2023 Global Anti-Scam Summit

The 2023 Global Anti-Scam Summit (GASS) will be held October 18th and 19th in Lisbon, Portugal and online via Zoom. The goal of the GASS is to bring governments, consumer and financial authorities, law enforcement, brand protection agencies, and cybersecurity companies together to share knowledge and define joint actions to protect consumers from getting scammed.

We are pleased to announce that Melissa "Mel" Trumpower, BBB Institute's Executive Director, will present at this year's summit.

To view a schedule of events and reserve your spot, click the link below.

[REGISTER HERE](#)

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## BBB Institute releases 2022 annual report



## 2022 Annual Report

BBB Institute's 2022 annual report spotlights the organization's research and consumer education initiatives. Read the report below:

[READ THE REPORT](#)

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## Free event: BBB® Forum on Corporate Responsibility

Thursday, September 28, 2023. 12:30pm – 2:30pm EDT

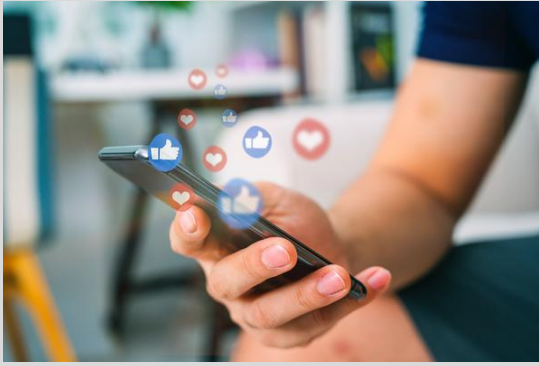
This free webinar will explore current business responsibility challenges and discuss how these issues can present important new opportunities. Topics are expected to include:

- Meeting corporate responsibility challenges and proactively seeking new impact possibilities (keynote)
- Generative AI: risks and responsibilities (panel)
- Managing climate risk: transitioning for resilience and sustainability (interview)

Click below to learn more about the speakers, topics, and how to register:

[RESERVE YOUR SPOT](#)

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## Connect with us

Follow BBB Institute on [LinkedIn](#) and [Twitter](#) and keep up to date on what's happening. We'd love to hear from you.

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## Upcoming

**October:** BBB Institute, Amazon and FlexJobs will present a free on-demand webinar, Opportunity Knocks: How to spot and avoid employment scams. During this webinar, an employment scam survivor will share a first-hand account of her experience.

BBB Institute will launch a new Scam Prevention Guide, aimed at empowering people to avoid losing money and personal information when they are targeted by scams.

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### Special thanks to our Corporate Trust Council members

The Corporate Trust Council is a coalition of select companies that have joined with BBB Institute to foster a marketplace that is trustworthy and accessible for all by providing their expertise, resources, and funding support.

[LEARN MORE](#)

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Thank you to our program partner:

**FINRA**<sup>®</sup>  
Investor Education  
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Brought to you by BBB Institute for Marketplace Trust

We work with local BBBs across the U.S. and Canada to deliver programs that build a trusted marketplace by:

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.
- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public and our partners, and informs how we develop and deliver our programs.

BBB Institute | 4250 North Fairfax Drive, Suite 600, Arlington, VA 22203

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