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**BBB Institute Partners with Amazon, Capital One to launch new-and-improved BBB Scam Tracker**

The BBB Institute for Marketplace Trust partnered with Amazon and Capital One to help people learn about scams, report them, and avoid falling victim by enhancing the capabilities of the BBB Scam Tracker online reporting tool. The new features make it easier for consumers to identify scams and report them while arming partners with more robust data on scammers to better protect consumers. The new platform includes a new
BBB Institute releases Start with Trust Online®: the 2022 Online Scams Report

According to recent research by BBB Institute, scams perpetrated online have risen 87% since 2015. So far in 2022, online scams are more prevalent overall (55%) than other delivery methods, with a higher percentage of people losing money when targeted (75%). The report spotlights all scam types that are perpetrated online to provide new information about which tactics have the biggest impact on consumers and to identify how consumers can protect themselves from online fraud. The report also includes new findings on impersonation scams and online purchase scams.
BBBI, Amazon partner to launch impersonation scam awareness campaign

In a recent survey conducted by BBB Institute, 54% of respondents said the scammer claimed to be from a legitimate organization. Of those who were targeted by impersonation scams, 50% said they were targeted by scammers pretending to be a trustworthy business. In response, BBB partnered with Amazon to create an educational campaign aimed at helping consumers spot impersonation scams during the holiday season. Check out our web page for tip sheets, videos, and articles to help you spot and avoid impersonation scams:

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Fighting Financial Fraud program celebrates participants

BBB Institute and the FINRA Invester Education Foundation congratulate the participants who recently completed the Fighting Financial Fraud train-the-trainer program. The cohort, comprised of representatives from BBBS across the United States, gathered in Nashville this September for a final training and a celebration of their accomplishments.
Fighting Financial Fraud is a consumer education program sponsored by the FINRA Foundation aimed at educating the public about how to recognize and avoid financial fraud and scams. The program includes a train-the-trainer curriculum for BBB staff to learn about these types of scams and develop best practices for providing educational workshops to consumers and businesses. Workshops are free and available to any groups interested in learning more about financial fraud.

BBB Institute welcomes new staff member

BBB Institute welcomed Joan Giovanni to its team last quarter. Joan joined the team as the Senior Director of Corporate Partnerships and Development, responsible for the engagement and retention of funders to support our mission. She is excited to support the needs of our network of BBBs, businesses and consumers throughout North America.
Read BBB Institute's 2021 annual report

BBB Institute's 2021 annual report spotlights highlights about the organization's research and consumer education initiatives.

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Upcoming

January: BBB Institute is working with the Small Business Administration and the Federal Trade Commission on a webinar presentation for small businesses, which will be aired on January 31st. Keep an eye on our social media for a link. LinkedIn, Twitter

March: BBB Institute will release the 2022 BBB Scam Tracker Risk Report. The report breaks down the riskiest scams of the past year, based on data submitted by the public to BBB Scam Tracker. You can read the 2021 report here.

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.
Thank you to our foundational partner:

FINRA
Investor Education
FOUNDATION

We work with local BBBs across North America 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.