Welcome to BBB Institute's Inaugural Newsletter!

BBB Institute is thrilled to present its inaugural newsletter. Each quarter, we will provide a program update for our strategic partners, valued supporters, and others who are working to foster a trustworthy marketplace. Each issue will feature the latest on our research, a spotlight on the innovative work local BBBs are doing in communities throughout North America, and the latest from our blog.

In this issue, we provide:
- Highlights from the 2018 BBB Scam Tracker Risk Report
- The latest issue of BBB Saluting Trust
- A video of BBB Serving Connecticut's engagement with America Saves Week
- And much more!

Visit Our Website

Program Updates

BBB SCAM TRACKER

BBB Institute recently released the 2018 BBB Scam Tracker Risk Report. Employment scams and online purchase scams were the top riskiest scams in 2018.

Read the Report

DIGITAL IQ

BBB Institute and the FINRA Foundation are continuing their partnership to provide educational resources about cryptocurrencies and blockchain technology for consumers.

Explore BBB.org/Crypto
BBB Saluting Trust is our military consumer newsletter, which provides service members, veterans and military families with articles that promote financial readiness and warn them of recent scam alerts. Subscribe to receive the newsletter in your inbox monthly.

View April’s Newsletter

In March, BBB Institute launched the International BBB Spark Award, which recognizes young entrepreneurs and new business that demonstrate the three Cs—a higher level of character, a culture that is authentic about its mission, and a deep connection with their community.

Learn More

From Our Blog

• Military Consumers Lose 33% More to Scammers in 2018
  According to the recently published 2018 BBB Scam Tracker Risk Report, military consumers lost significantly more money ($200) than non-military consumers ($150)—a 33% difference. Read more.

• Identifying a Secure Website, Part I
  As part of our article series on secure websites, we highlight how to determine if a website is secure. Read more.

• Fraud-fighting Tips from BBB Scam Tracker Heroes: Hear Their Stories
  Experiencing a scam can be a frightful and lonely experience. It’s natural to feel betrayed, embarrassed and want to keep the experience to ourselves. This is exactly what scammers want—to isolate you from your loved ones so they can continue to victimize your neighbors, friends and family. Read more.

• Read more posts from the BBB Institute blog.

News from the Field

Every year, Better Business Bureaus participate in nation-wide consumer education campaigns, including America Saves Week. BBB Serving Connecticut partnered with several local
organizations to spread awareness about scam prevention, investing, smart online shopping, cybersecurity and much more for Connecticut Saves! BBB Serving Connecticut focused this year’s efforts on young consumers ages 18-24, who are more likely to lose money to scammers.

**Coming Soon**

**June**

**New Report: Algorithmic Bias** *(BBB Institute, Brookings Institution and Facebook)*

This summer, BBB Institute will release with its partners a joint paper discussing biases in the use of algorithms, focusing on the marketplace imperative to balance innovation with consumer protection in this evolving area.

**July / August**

**New Research Report: Military Risk Report** *(BBB Institute & Association of Military Banks of America)*

Utilizing data from BBB Scam Tracker and BBB complaints submitted by military consumers, we will release a new report that highlights the riskiest military scams and the types of industries and business practices most concerning the military community.

*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 informs how we develop and deliver our programs.*