# West Virginia
# State Privacy Office

## Privacy Tips

### *November: Safe Shopping & "Dark Patterns"*



During the holiday shopping rush, scammers send millions of fake "Package Delivery" texts. They also create "copycat" websites that look like major retailers but exist only to steal your credit card info.

Furthermore, many sites use "Dark Patterns", manipulative designs that trick you into signing up for recurring subscriptions or sharing your contact list just to get a discount.

**Your Action:**

- Never click a link in a text message about a package.
- If you get a text from "USPS," go to the official USPS website and type in your tracking number.
- When shopping, use a Credit Card instead of a Debit Card; credit cards have much stronger legal protections that make it easier to get your money back if a site is a scam.

***Note:** Your agency/bureau/department/division may have specific requirements – always check your policies and procedures. If you have questions, contact your Privacy Officer.*