



MEDIA RELEASE
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DON'T GET SCAMMED BY FAKE RETAIL SURVEYS

Retail NZ is warning consumers not to get sucked in by scam surveys offering great prizes in return for a small postage fee.

“Retailers are reporting that some customers are receiving fake texts or social media messages asking them to complete a survey, following which they are able to claim a great prize in exchange only for a postage fee. However, these messages are scams, and any customer providing credit card details to scammers is likely to find themselves out of pocket,” Greg Harford, Retail NZ’s General Manager Public Affairs said today.

“While retailers do sometimes offer prizes and incentives to participate in research, a reputable retailer will never ask a customer to pay to receive a prize. Any consumer receiving an invitation to participate in such a survey should immediately delete the text or email. Many retailers will list known scams on their websites - so it’s a good idea to check with the retailer if there’s any doubt.

“If an offer sounds too good to be true, it probably is,” Mr Harford continued. “Customers need to be very careful about who they provide information to, and it’s never a good idea to give your credit card details to any website, unless you are actually buying something from a reputable and recognised retailer.”

For further information, please contact:

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