



**Weld County
District Attorney's Office
Nineteenth Judicial District**

Kenneth R. Buck – District Attorney

PRESS RELEASE

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Date: 3/9/10
Contact: Jennifer Finch, (970) 356-4010 ext. 4702
Re: Fraud Alert

THEY'RE BACK... AUTOMATED PHONE CALLS TARGET WELD COUNTY RESIDENTS IN HOPES OF OBTAINING FINANCIAL INFORMATION

GREELEY, Colo. – Late yesterday afternoon, Weld County residents started receiving automated phone calls to both cell phones and land lines stating there was a problem with their credit/debit card. The automated call then prompts the individual to follow a few simple steps to verify their account and reactivate their card. The steps include entering your 16 digit card number, the expiration date, the security code on the back of the card and the PIN number for the card. If someone completes all of those steps, the automated voice informs the individual that their card has been verified and reactivated. In reality, what the individual has done is provide all the needed information for a con artist to fraudulently access funds on the card.

If you receive such a call, do not enter any of your personal information. If you believe that there may actually be an issue with your account, call your financial institution directly – from a phone number you have in your own records. Never rely on a phone number provided on a voice message or by a cold caller. “A con artist can easily purchase a prepaid cell phone and leave that number for potential victims to call. When that cell phone rings, the con artist knows to answer it in a manner which helps further the fraud. For example, if the con artist calls a potential victim and states they are with ABC Bank and then senses that the individual may not be ‘falling’ for the scam, they may try to reassure the individual that the call is legitimate by leaving a number for the individual to call if they have any questions. When the individual calls the number, the con artist answers the phone ‘Thank you for calling ABC Bank...’ The individual may then feel that there is legitimacy to the original call,” explained Jennifer Finch, Community Relations Director for the Weld County DA’s Office.

The District Attorney’s Office would like to remind residents that all scams essentially follow the same pattern:

- 1) Establish a relationship (by the caller saying that they are with a bank, credit union, government agency or even a family member)
- 2) Create a sense of urgency (your account has been compromised, there is a warrant out for your arrest or a family member is in need of help)

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S E R V I C E

- 3) Offer a solution (just provide the caller with some personal information and the problem will be resolved)

Step back from the emotion of a situation and see if it follows this pattern. Do some work on your end such as calling your financial institution directly and asking if there is a problem with your account, or call family members and ask if a relative is truly in need of help. Taking a few minutes to analyze before reacting can save you hours of headache trying to reclaim your identity and recover from the financial havoc it can cause.

If you have a group that would like to learn more about protecting your identity and how scams work, please consider scheduling a presentation by the DA's Office on either Identity Theft or Senior Fraud. Contact Jennifer Finch at 970-356-4010 ext. 4702.

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