



## When “Helpful” Messages Aren’t Harmless

Not every scam looks like a threat at first glance.

Some arrive as polite, friendly text messages that use your name, offer help, or even sound like excellent customer service.

***That is INTENTIONAL!***

**Scam messages are designed to start a conversation and earn your trust before asking for anything more.**

- “Hi [NAME], just checking in...”
- “Can I send you updated pricing?”
- “Did you need assistance?”

*\*If you don’t recognize the sender or didn’t request information, these messages should raise concern.*

**Why does it work?** Friendly, low-pressure messages *feel* safe. They don’t trigger alarm bells. Once you respond, scammers and shady marketers know they’ve found someone willing to engage. From there, they might:

- Ask for personal, financial, or insurance information
- Send links to fake websites
- Sell your information to other scammers

### **Red Flags to Watch For:**

- Unexpected “service” offers by text
- Unknown numbers using your name
- Vague company details
- Repeated follow-ups

### **How to Protect Yourself:**

- Don’t reply to unsolicited sales texts – even to “opt out”
- Block and delete unknown senders
- Look up companies independently
- Never share personal or financial details via text
- When unsure, pause and verify first

**If you didn’t start the conversation, be cautious about continuing it.**