

ADVERTISING SCAM

EFFECTING BUSINESSES

Staffordshire Trading Standards are warning local businesses to be vigilant following reports that some have received unsolicited approaches from companies requesting payment for their services.

These services usually relate to advertising, and local businesses have reported receiving invoices, letters or emails requesting payment within 25 days.

The invoices are in fact invitations to purchase advertising space, but are worded in such a way that leads businesses to believe that they have already received a service.

If contacted in this way, businesses are advised to:

- Ask for proof that the advertisement was agreed to
- Verify the booking of any such advertisement with colleagues
- Inform the company in writing that the advertisement concerned has not been authorised by them and will not be paid for

If businesses receive any unsolicited communication from advertising companies asking for payment, they are advised to contact Staffordshire Trading Standards Business Advice Line on 08453 303 313.

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All our alerts are available in a range of formats and languages, including large print. Please contact Community Development if this would be helpful to you, or to someone you know. Address: 14 Martin Street, Stafford, ST16 2LG. community.development@staffordshire.gov.uk

