



FREESCORESANDMORE REMINDS CONSUMERS THAT WEBSITES OFFERING FREE SHIPPING MIGHT BE GUNNING FOR YOUR WALLET

Survey Results Show That Cyber Monday Could Lead to Identity Theft

Stamford, CT- November 26, 2013- In a recent survey conducted on behalf of *FreeScoresAndMore*™, a provider of [credit scores](#), [credit monitoring](#) and [identity theft protection](#), a majority of consumers admitted to making purchases on websites with which they had no familiarity. Roughly 60% of consumers acknowledged having made this type of purchase.

By and large, price points were the biggest reason consumers made purchases on unfamiliar sites, with three quarters of consumers who had made these purchase identifying “best price” as the reason they had done so. Additionally, almost half of consumers who purchased on non-reputable sites did so because they were offered free shipping.

“While Cyber Monday is one of the biggest eCommerce days of the year, it’s important to realize that deals sounding too good to be true are probably just that,” said Vin Torcasio, Director of Product for *FreeScoresAndMore*. “Consumers must be diligent in protecting themselves this holiday shopping season, to prevent their personal information from ending up in the hands of an identity thief.”

For consumers who can’t resist the lure of Cyber Monday shopping, *FreeScoresAndMore* offers the following tips:

- Only give your payment information over secure connections. These can be identified if your browser’s address bar has “https” as opposed to “http.”
- Go directly to websites as opposed to clicking on ads (either in e-mail or online).
- Try to stick with reputable companies you’ve done business with before. If you’re trying a new company for the first time, do your homework before buying.

For further information on identity theft, or to learn more about your credit scores and the benefits of credit monitoring, visit FreeScoresAndMore.com.

About FreeScoresAndMore

FreeScoresAndMore is a provider of 3 bureau credit scores and identity theft protection services. We help consumers nationwide manage and protect their credit and identity by providing a full range of tools and services as part of the *FreeScoresAndMore* offering. Members can access their 3 bureau credit scores, receive 24/7 credit alerts via 3 bureau credit file monitoring, and also have access to identity

theft protection and resolution services. The scores provided with *FreeScoresAndMore*, as developed by CreditXpert®, Inc., are designed to help consumers understand their credit.

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