

Telemarketing Fraud



Lemuel L. Martinez

13th Judicial District Attorney

Serving: Cibola, Sandoval Valencia Counties

About Telemarketing Fraud

- ◆ It can be difficult to tell the difference between a legitimate business that uses the telephone for marketing purposes and fraudulent telemarketers who scam their victims out of their identity, money and time. It is important to understand the warning signs of fraudulent telemarketers to avoid becoming a victim of this crime.

How Telemarketers Contact You*

- ◆ **Cold Calls.** Operators may get your number from a telephone directory, a mailing list or what fraudsters call a “sucker list.” Sucker lists contain information about people who have responded to previous telemarketing solicitations, like their name, phone number and how much money they spent. The lists are bought and sold by promoters. They are invaluable to scam artists who believe that consumers who have been deceived once are vulnerable to additional scams.
- ◆ **Direct Mail.** You may get a letter or postcard saying you’ve won a prize or a contest. This

often is a front for a scam. The instructions tell you to respond to the promoter with certain information.

Should you respond, you will be contacted by someone who may use persuasive sales pitches, scare tactics and false claims to deceive you and take your money.

- ◆ **Broadcast and Print Advertisements.** You may place a call in response to a television, newspaper or magazine advertisement. The fact that you initiate the call doesn't mean the business is legitimate or that you should be less cautious about buying or investing over the phone.

* Source: Federal Trade Commission

Immediate Red Flags

Fraudulent telemarketers attempt such as: trying to convince their victim they won have won a prize or contest the victim cannot remember entering, posing as a member of a charity to entice their victim to donate a sum of money or claiming to be a representative selling products ranging from lottery tickets to vacations or magazine subscriptions. The following checklist should be run through before giving any telemarketer any information.

- ◆ Does the offer sound too good to be true?
- ◆ Does the caller refuse to give details or mail you further information?
- ◆ Is the caller continually pressing for credit card information?
- ◆ Do you have to pay to enter a contest or win a prize?
- ◆ Is the caller using high pressure sales techniques and not allowing you to think through your decisions?

If a call forces you to answer "yes" to any of these questions, that is a red flag warning to hang up the phone and to be sure not to give the caller any personal information.

Tips

- ◆ Do not pay for goods and services in advance
- ◆ Should a business name seem unfamiliar, check the legitimacy of the business with the better business bureau, state attorney general or another watchdog group.
- ◆ If you are unsure of a business transaction or investment talk to a trusted friend before going through with it.
- ◆ Before donating to a charity or making an investment, research how much of your contribution will go to the charity and how much goes toward commission payments.

Resources:

Cibola County Law Enforcement:

Cibola County Sheriff Office (505)876-2040

Acoma Pueblo Police Department (505)552-6601

Grants Police Department (505)287-5144

Laguna Pueblo Police Department (505)552-6685

Milan Police Department (505)287-4491

Pine Hill – Ramah Navajo Police Department (505)775-3226
New Mexico State Police (505)287-4377

Sandoval County Law Enforcement:

Sandoval County Sheriff Office (505)867-7526
Bernalillo Police Department (505)867-2304
Cochiti Pueblo Police Department (505)465-3136
Corrales Police Department (505)898-7585
Cuba Police Department (505)289-9157
Jemez Pueblo Police Department (575)834-0468
Jemez Springs Police Department (575)829-3345
Kewa Pueblo - B.I.A. Police (505)346-2868/2869
Rio Rancho Police Department (505)891-5900
Sandia Pueblo Police Department (505)890-1428
San Felipe Pueblo – B.I.A. Police (505)346-2868/2869
Santa Ana Pueblo Police Department (505)891-7226
San Ysidro Police Department (575)834-7581
New Mexico State Police (505)841-9256

Valencia County Law Enforcement:

Valencia County Sheriff Department (505)865-9603
Belen Police Department (505)864-6288
Bosque Farms Police Department (505)869-2358
Isleta Pueblo Police Department (505)869-6511
Los Lunas Police Department (505)865-9130
New Mexico State Police (505)841-9256

New Mexico State Law Enforcement

New Mexico State Police: (505)-827-9300

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700 E. Roosevelt # 30
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(505) 285-4627

Sandoval County:

711 Camino del Pueblo Sur
Bernalillo, New Mexico 87004
(505) 867-2386

Valencia County:

101 S. Main Street #201
Belen, New Mexico 87002
(505) 861-031