

News OF OLDER AMERICANS

What Every Senior Needs To Know About Online Safety

(NAPSA)—In the last decade, the U.S. has seen a growing number of Internet-savvy seniors and, as a result, there is an escalating risk for them to be targets of cyber crimes and scams.

According to a recent Pew Internet Research study, 37 percent of seniors over the age of 65 use the Internet regularly. Many participate in a growing selection of services now available on the Web, including bank and credit card transactions, online dating, shopping—even grocery shopping.

With more seniors engaging in these types of online activities, it has become even more important to stay vigilant while online, particularly as online scams become tougher to spot. For example, a recent study by the AARP of people 40+ years of age found that 54 percent were unable to identify a phishing scam.

Consider these safety tips for Web-savvy seniors:

1. Don't be the victim of phishing: Your bank, credit card company and other financial institutions will never ask you for account or personal information via e-mail.

2. Check your online dates: Conduct a background check via Intelius or another consumer background-screening company. It's the perfect way to ensure that potential mates are exactly who they say they are.

3. Don't associate with people you don't know: Don't read, just delete all e-mails from people you don't know—even if the subject line reads "Hello!" or "Remem-



There are ways for seniors to avoid online activities that may jeopardize their personal information.

ber Me?" (Those are some of scammers' favorite tricks.)

4. Subscribe to identity theft protection services: For example, a leading provider of personal safety and information services, Intelius, offers an IDWatch service that monitors all of a person's identity-related information, including phone, address, driver's license profile, credit- and Social Security-related information, proactively preventing ID theft for a low annual fee.

The company's consumer background check service lets you get the inside scoop about people. Internet-savvy seniors say such services can help them have peace of mind on- and off-line.

5. Trust your gut and make the call: If you're not sure that an e-mail or Web site is legitimate—don't use it. You can always pick up the phone to check out anything suspicious.

More Information

You can learn more online at www.intelius.com or by calling (425) 974-6100.