

SCAMS REPORT

MILTON TOWNSHIP S.A.L.T. COUNCIL MEETING MARCH 14, 2022

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Life Alert® Telemarketing Scam

Life Alert® is a medical response system that enables elderly and impaired individuals to contact emergency services when they're unable to get to a telephone. You've probably seen the company's TV commercials in which an elderly lady lying on the floor activates the Life Alert system and says: "I've fallen and can't get up."

How the scam works

You receive an unsolicited message on your phone from somebody claiming to represent the Life Alert Emergency Response Company. You're told that a friend or family member who wishes to remain anonymous has purchased a Life Alert system as a gift for you. The caller may tell you that you qualify for a free or a discounted Life Alert system. You're instructed to press "1" on your phone to be connected with a Customer Service representative who will make arrangements to ship the device to you.

Here's what's really happening

These calls are not made by Life Alert personnel. They're made by scammers who use the Life Alert reputation and the promise of a free or discounted device to obtain a victim's personal information. The company does not make "cold" calls or use telemarketers to sell their product. If you press "1" on your phone, a live person will ask you for your credit card information to cover the cost of shipping the device and the monthly charge for the company to monitor the device.

If you fall for the caller's pitch and provide the requested information, you have been scammed. You will not receive a Life Alert system. Your money is gone, and your identity has been stolen.

How to protect yourself

- If you receive a message offering you a free or discounted Life Alert system, delete the message. If you answer the phone and the caller offers the device, hang up the phone.
- Do not press "1" or any other key on your phone to talk to a live person. The individual with whom you'd be speaking is a participant in the scam and will try to trick you into providing your personal information.
- By deleting the message and not pressing "1", your phone number is not designated as one that will be picked up and answered when called. This reduces the chance that your number will be sold to other criminals who would try to scam you.
- To confirm whether a message offering you a Life Alert system is legitimate, contact the company's Customer Service Department at 1-800-338-9090. Do not use a telephone number given to you by someone else.
- A robocall trying to sell you something without your prior written authorization is a violation of FCC regulations. To block illegal robocalls, register your landline and mobile phone numbers on the National Do Not Call Registry (<https://www.donotcall.gov/register.html>).
- Never provide personal information (e.g., name, address, DOB, account numbers, Medicare number, SSN) to anyone over the phone if you did not initiate the call.
- If you remitted payment to a scammer by credit card, notify the institution at which the account is held. They will freeze the account and issue you a new card.
- If you are a victim of this scam, file a report with your local police department and the FTC ([ftc.gov/complaint](https://www.ftc.gov/complaint)).

[Source: Medical Alert Advice]