



PACIFICA POLICE DEPARTMENT
2075 Coast Highway • Pacifica, CA 94044
Phone (650) 738-7314 Fax (650) 355-1172
www.pacificapolice.org

PRESS RELEASE

April 17, 2013

BUSINESS FRAUD ALERT

The Pacifica Police Department is currently investigating a report by a local business regarding a potential business fraud. The business owner received a call from an individual claiming they were part of an ad agency, and claimed they were hired by the City of Pacifica to conduct a poll of business owners regarding the revitalization of the Palmetto Avenue business district. Further calls led to the offer of ad services available and the request for the business owner's credit card number.

The investigation is continuing into the validity of the advertising service, however, business owners should be aware that the City of Pacifica **HAS NOT** contracted with any agency to conduct polls of local businesses.

If contacted by someone offering services, please keep the following in mind:

- Criminals operating fraudulent operations can easily create web pages to direct you to that make them appear to be legitimate businesses offering legitimate services.
- If a solicitor of services makes claims regarding providing services for any city entity, please do not hesitate to contact City Hall or the Pacifica Police Department to verify such claims.
- Do **not** provide identifying information about yourself or credit card/banking information to anyone soliciting services until you can verify their legitimacy. Often times fraud suspects will offer you discounts that are 'only available right now' to prevent you from conducting research prior to providing them with your credit card information. Any legitimate business will allow you to verify their validity prior to providing payment.
- Utilize internet resources such as search engines and the Better Business Bureau to research businesses that are unfamiliar to you.

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The Pacifica Police Department is mindful of the importance of successful business in our community, and is available to assist local businesses if they believe they have been the victims of fraud. Please contact the Pacifica Police Department to report any suspected incidences of fraud.

Jim Tasa
Chief of Police

By: Daniel Steidle
Captain

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