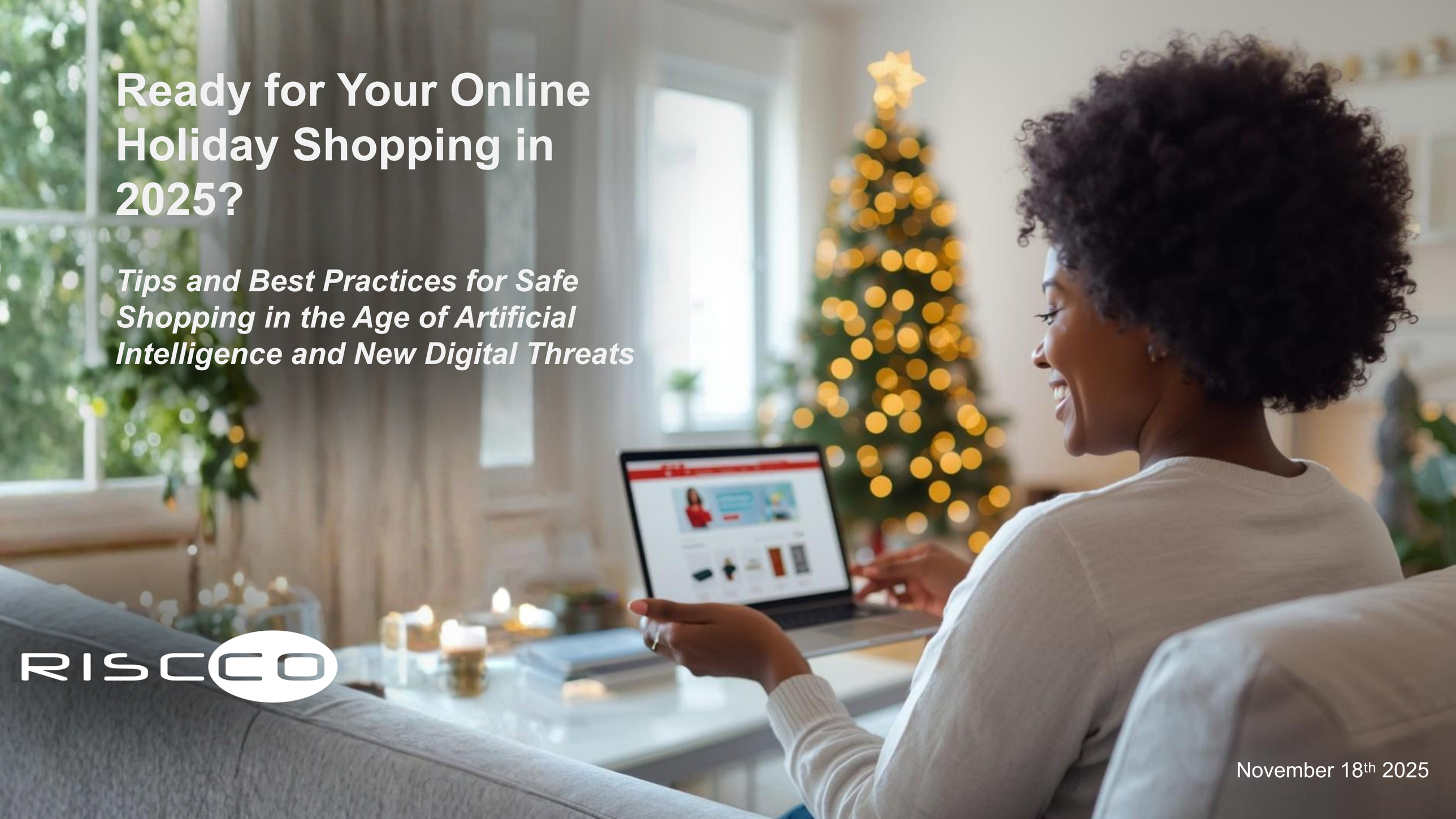
Ready for Your Online Holiday Shopping in 2025?

Tips and Best Practices for Safe Shopping in the Age of Artificial Intelligence and New Digital Threats



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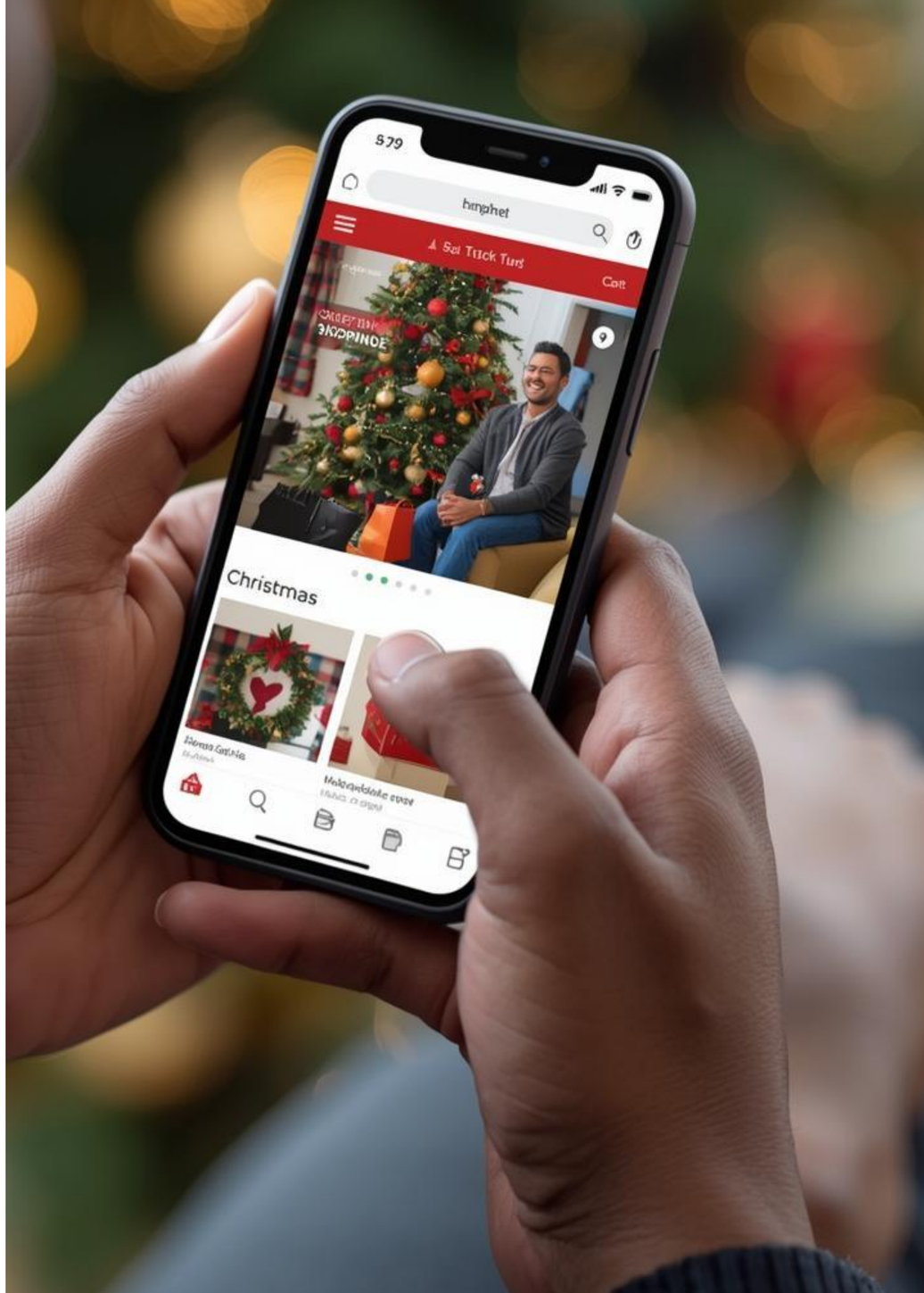
1. Introduction

The 2025 online holiday shopping season brings amazing deals… but also new and more sophisticated digital threats. With global e-commerce surpassing USD6.3 trillion, and cybercriminals increasingly leveraging Artificial Intelligence (AI), staying safe is more important than ever.

This guide will help you understand:

- The main online fraud risks and emerging threats in 2025
- Practical and actionable tips for safe online shopping
- What to do if you become a victim of online fraud



2. Risks and threats

These are the scams regular people face most often when shopping online.

1. **Fake Online Stores**
   Scammers create websites that look real but are designed to steal your money.

2. **Social Media Scams**
   Fake shops, sellers and influencers promoting ads, and posts.

3. **Fake Delivery or Bank Messages**
   Texts or emails pretending to be Amazon, FedEx, UPS, or your bank asking you to click a link.

4. **Dangerous QR Codes**
   Fake QR codes that send you to harmful websites when scanned.

5. **AI-Generated Fake Audio Messages or Videos**
   Scammers use AI to imitate real people to gain your trust.

6. **Unsafe Payment Requests**
   Sellers who demand payment by cryptocurrencies, bank transfer, or strange apps—the money is usually gone forever.

3. Security tips

Protect Your Passwords

- Use long, strong passwords
- Use a safe password manager so you don’t have to remember everything
- Never reuse the same password for important accounts

Use Safe Internet Connections

- Avoid using public Wi-Fi (e.g., at cafes or airports)
- Use your home Wi-Fi or mobile data when buying online
- If needed, use a VPN for extra safety

3. Security tips

Turn On Two-Step Verification (MFA)

- This adds a second layer of protection. Even if someone steals your password, they still cannot enter your account.

Use Safe Payment Methods

- Credit cards (prepaid credit cards)
- Virtual cards
- Trusted payment apps like Apple Pay or Google Pay. These methods offer buyer protection.

3. Security tips

Check the Website Before You Buy

- Make sure the web address starts with https://
- Check for spelling errors in the address in your browser
- Type the store’s website yourself instead of clicking on ads

Watch for Fake Videos or Messages

- AI can now create videos and voices messages that look real. Be careful if:
- Something feels unnatural
- The person sounds robotic
- The message feels urgently pressured

3. Security tips

Keep Your Devices Updated

- Updates fix security problems. Always update your phone, tablets, computer, apps and antivirus.

4. What to do in case you become a victim of an online fraud

a. Immediately contact your bank/credit card issuer: Report fraudulent charge; Request card blocking/cancellation; Request new card issuance.

b. Change compromised passwords: Accounts where you purchased; associated email accounts; any account with same password.

c. Report to Platform: Amazon, eBay, Mercado Libre have reporting processes; social media allow reporting fraudulent sellers; PayPal and similar sites have resolution centers.

d. Report to local authorities in your country.

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