

Looking
for work?

**Beware
of deceitful
employers!**



Why should mass marketing fraud concern you? Because many illegitimate marketing companies could be looking for your services. Beware! Your career depends on it!

WHAT IS MASS MARKETING?

Mass marketing refers to the sale of goods and services of all types, or the solicitation of charitable donations. Mass marketing can be done by telephone, by mail or by Internet.

WHAT IS MASS MARKETING FRAUD?

Mass marketing fraud refers to making a false sales pitch using the telephone, a letter, an e-mail or Internet, and requiring payment for the goods or services before they are delivered. It is fraud when:

- The message becomes a lie;
- The information given to the clients is false, misleading, or deliberately incomplete;
- The company has no intention of fulfilling its part of the deal.

Each year, millions of people fall prey to mass marketing fraud, and millions of dollars are lost to criminals.

HOW TO RECOGNIZE ILLEGAL MASS MARKETING ACTIVITY?

Here are some signs that a business could be involved in fraudulent activity:

- No product in stock;
- No customer service;
- Contact number is a cell phone or a pager;
- No company name at the door;
- Company changes name very often;
- Difficulties getting paid or receiving commissions;
- Surveillance cameras and presence of intimidating people (fortified office);
- A minimum of furniture available.

LEGAL RESPONSIBILITY AND LIABILITY

It's easy to think: "Wow, this is great money requiring very little effort on my part", but working for a fraudulent mass marketing company puts you at risk of facing serious consequences.

Under the *Criminal Code* and the *Competition Act*, the law foresees imprisonment and/or fines against administrators and/or their employees found guilty of illegal marketing activity. Working part-time does not make you any less accountable for your actions.

If you work for an illegal marketing company, you expose yourself to:

- A criminal record;
- Travel restrictions for instance denial of entry to the United States;
- Difficulty finding rewarding employment;
- Possible jail time.

Think twice before you decide to be part of a fraudulent marketing company. You will lose more than you stand to gain, and your actions will not only affect the lives of thousands of people, but yours as well.

WHO TO CONTACT?

If you suspect any wrongdoing or have doubts, contact any of the following:

- The Canadian Anti-Fraud Call Centre (PhoneBusters) at 1 888 495-8501 or visit their website at www.phonebusters.com.
- The Centre of Operations Linked to Telemarketing Fraud (COLT) at 514 939-8304 / 1 800 771-5401 or visit their website at www.rcmp-grc.gc.ca/qc/home_e.htm.
- The Competition Bureau Canada at 1 800 348-5358 or visit their website at www.competitionbureau.gc.ca.
- Your school's student services office.

