

CONFIDENTIAL. Merchant use only – do not distribute to customers

Fraud Prevention

Fraud is a serious crime that can occur at any time. An educated, well-informed sales team is essential in reducing the likelihood of identity theft and fraudulent practices. Awareness of the following behaviors can help you identify possible fraudulent credit card purchases.

Be aware:

- Observe the person's actions while they are filling out the application. Do they act nervous? Do they make eye contact with you?
 - Be cautious if the customer seems to make intentional distractions while you review the application or personal identification. Such distractions include small talk or excessive questions.
 - Please exercise caution in your observations as ECOA and Regulation B prohibit discrimination based on race, color, religion, national origin, sex, marital status, age, or use of public aid in any aspect of a credit transaction. Regulation B also outlines the rules that lenders must follow when obtaining and processing credit.
- Watch for other obvious errors. Do the phone number and area code coincide with the home address? Do the age, name, and address on the application match the government-issued photo identification?
- Is the customer strongly focused only on items that are in-stock and can be taken with them that day, rather than considering the convenience of having them delivered?
- Does the customer appear completely unconcerned about the price/quality of the merchandise or appear to be randomly ordering expensive items?
- Watch for purchases made by a group of people, all of whom are selecting merchandise, but charging all items to your customer's credit card.
- Is the customer unable to provide billing information correctly without looking at identification?
- Are purchased items being picked up in a rented truck? This is especially suspicious when the store offers free delivery.
- Does the customer request that the merchandise be delivered to an address other than his or her home address?

How Wells Fargo helps to prevent fraud:

- We provide tips with each customer's credit card carrier on how to avoid identity theft and steps to take if a customer becomes a victim.
- The previous day's approved applications are reviewed for discrepancies and indicators of potential fraud.

- Our fraud and credit teams utilize multiple tools to aid in the monitoring of transactions, payments, and insufficient funds on accounts to help identify fraudulent behavior.
- Change of address on all newly opened accounts are reviewed and verified.

Carefully review customer identification:

- Customers should present two forms of current identification, one of which must be a government-issued photo identification. This is especially important in stores with more concerns for fraud or if you are in an industry where fraud is more prevalent.
- Check the picture identification of the person completing the credit application or making a purchase on a credit account. Be certain the picture matches the applicant.
- Recognize the physical characteristics of the various forms of customer identification (the most common being the state-issued driver's license):
 - Know the official name of your state's driver's license.
 - Be aware of driver's licenses issued in the surrounding states.
 - Check to be sure that the driver's license has not been altered.
 - If any part of the identification is supposed to have raised lettering, feel the identification to confirm it is raised.
 - Check to see if the state seal or logo on the license matches the real license format.
 - Know how long a driver's license is valid in your state.
 - Verify that the identification is current and not expired. Do not accept any expired driver's license as proper identification.

Contact us

Please contact our **Client Processing Department** at **1-800-551-5111**, Monday through Saturday, from 8:00 a.m. to 10:00 p.m., or Sunday, from 10:00 a.m. to 10:00 p.m. Central Time, if you have other questions about the at-home application.

We accommodate telecommunications relay service calls.