

CONFIDENTIAL. Merchant use only – do not distribute to customers

Fraud Prevention

A well-informed sales team is essential to help reduce identity theft and credit card fraud.

Watch for these warning signs:

- Customer behavior
 - Is the customer nervous as they fill out the application?
 - Does the customer avoid eye contact?
 - Does the customer try to distract you?
- Customer signature
 - Does the signature on the customer's ID match the documents they sign?
 - Is the signature misspelled?
 - Are the names in the signature reversed?
- Personal information
 - Does the customer's area code match their address?
 - Do the name, age, and address on the application match the customer's ID?
 - Is the customer unable to provide billing information without looking at their ID?
- Product selection
 - Is the customer only focused on in-stock items they can take today?
 - Does the customer seem unconcerned about price or quality, randomly choosing expensive items?
- Suspicious transactions
 - Is a group of people charging items to the customer's account?
 - Does the customer immediately request a credit limit increase before selecting merchandise?
 - Does the customer want merchandise shipped to an address other than their home address?

- Only allow the cardholder to use the account.
- Always check the photo ID of the person completing an application or making a credit purchase.
- Recognize the characteristics of various forms of ID; know the official format of your state's driver's license.
- Be aware of the format of driver's licenses from surrounding states.
- Check that the license has not been altered.
- If any part of the license is supposed to have raised lettering, feel it to confirm.
- Check to see if the state seal or logo on the license is correct.
- Know how long a driver's license is valid in your state.
- Verify that the license is not expired; do not accept an expired license as ID.

How we help prevent fraud:

- Wells Fargo offers third party fraud prevention tools to validate customer identity.
- The customer's welcome packet includes tips on avoiding identity theft and steps to take if they become a victim.
- Our fraud and credit teams use multiple tools to monitor transactions, payments, and insufficient funds to help identify fraud.
- We review and verify change of address on all newly opened accounts.

Carefully review customer identification:

- Customers should present two forms of ID, including a government-issued photo ID.
- Use caution with IDs from outside your state or market area.

Post in a conspicuous internal sales area, away from customers.

Red flags of potential fraud

What to watch for:

- **Credit purchases over \$6,000** that can be taken from the store immediately (for example, non-custom items like watches or bracelets).
- Customers from **out of state** or **outside your market area**.
- **Quick, high-dollar credit purchases** with no regard for price or size.
- Purchasing **multiple items in a short time** to use the majority of the credit limit.
- Purchases where the **cardholder is not present**.
- Accounts opened at **other locations**.

How to proceed:

- Ask for **two forms of ID**.
- Sign up for our **fraud prevention tools** to help validate customer IDs.
- Create a **24- to 48-hour hold policy** for all purchases over \$6,000 by out-of-state customers to allow for additional research.
- **Call our Fraud Department** at 1-800-257-7799 from 8:00 a.m. – 6:00 p.m. Central Time and let them know you have concerns about fraud. This team has additional tools to validate the customer.
- If you suspect fraud, **hold the merchandise** until you can contact our Fraud Department.

Contact us

Thank you for choosing Wells Fargo. If you observe fraudulent behavior, or if you have any questions about credit card fraud, please call our fraud department **and** reach out to your dedicated relationship manager.

Fraud Department

1-800-257-7799 | Monday - Friday

8:00 a.m. - 6:00 p.m. Central Time | Email: frauddept@wellsfargo.com

If there is a fraud concern, you are encouraged to hold merchandise until speaking with our fraud department.

We accommodate telecommunications relay service calls.