

# SIX TIPS

## To Safeguard Your Gift Cards



Gift cards have been the most popular gifts in America for 14 years in a row.<sup>1</sup> People love giving, receiving, and using gift cards in physical or digital ("egift") form, but unfortunately so do fraudsters.

To help you avoid scams and have safe, positive gift card experiences, check out these tips from the Retail Gift Card Association (RGCA):

### TIP #1



Decline ANY unsolicited demands for payment by gift card online or over the phone.

### TIP #2



Check physical gift cards for package tampering before you buy them.

### TIP #3



Buy gift cards directly from retailers, trusted sources and known brands – especially when you buy online.

### TIP #4



Store your gift cards securely.

### TIP #5



Never share gift card account or PIN numbers with people you don't know.

### TIP #6



Send physical gift cards via trackable shipping methods and egifts via a secure email or mobile programs that are password protected.

<sup>1</sup> NRF, Consumers on 2020 Holiday Shopping:  
<https://nrf.com/insights/holiday-and-seasonal-trends/winter-holidays>