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Colorado Attorney General  
and the AARP Foundation



Colorado Attorney General  
John W. Suthers



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# Don't Fall for the "Bait"- Avoid Rebate Scams

In these challenging economic times consumers are looking to save money in any way that they can. Manufacturers are aware of this and often use the rebate as a tactic to lure in those that would typically be more cautious, on the basis that they are getting a discount.

Rebates are one of the all time most successful marketing ploys due to the fact that consumers assume that they are legitimate. Often rebates are intended to be a hassle to discourage customers from redeeming them. The more customers who forget or give up on rebates the more dollars the manufacturer retains. To this end, they often make it increasingly difficult (or impossible) to claim the refunds that they offer.

## Tips To Protect Yourself from Rebate Fraud

- Read the entire offer, especially the FINE PRINT before purchasing a product based on the rebate.
- Make a note of these important dates: when the form must be submitted, how long the claim takes to process, and the date you mail it.
- Make a copy of all paperwork that you have mailed. This is the only record that you have of the transaction should something go wrong.
- If the rebate is substantial, consider buying delivery confirmation with your mailing.
- Contact the company if the rebate doesn't arrive within the time promised. The FTC defines a "reasonable" time as 30 days.
- If you have taken these steps and are still unable to get your refund, file a complaint with the FTC (1-877-FTC-HELP) or the state Attorney General's office (1-800-222-4444).

### **Health Skeptic Question of the Month:**

Do you shred all of your papers that contain personal information?

# 1-800-222-4444

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[www.aarpelderwatch.org](http://www.aarpelderwatch.org)