

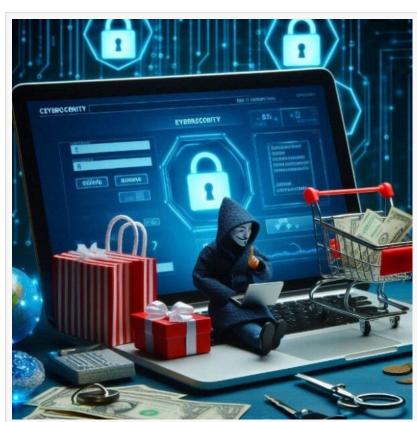
AV-Comparatives Reveals How to Outsmart Fraudsters this Holiday Season - Tips to avoid FakeShops - a Protection Test

AV-Comparatives, has released a report and tips on fraudulent online shop / fakeshop detection, revealing cybersecurity products' ability to protect consumers.

INNSBRUCK, TIROL, AUSTRIA,
November 29, 2024 /
EINPresswire.com/ -- With online
shopping at an all-time high,
consumers face increasing threats
from sophisticated fake websites
designed to scam users. Besides the
critical threat of data theft, an equally
concerning risk is the potential to make
purchases under the pretence of
genuine transactions, only to find that
ordered goods are never delivered. The
study tested 38 cybersecurity solutions
against over 500 fake shop URLs.

Full report: https://www.av-comparatives.org/tests/fake-shops-detection-test-november-2024/

"Scammers are becoming increasingly sophisticated, often using stolen logos, manipulated reviews, and expired domains with good Google reputations to create seemingly legitimate online shops," said the security researcher Stefan Haselwanter at AV-Comparatives.



AV-Comparatives Fakeshop Certification Report



Logo AV-Comparatives



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Stefan Haselwanter, Security Analyst, AV-Comparatives Only a small number of tested cybersecurity products offer robust protection against fake online shops
Top-performing products include Avast, AVG, Fake-Shop
Detector, McAfee, NordVPN, Norton, and Webroot
Fake shops often have an online lifespan of only a few weeks or months

Staying Safe on the Internet: Your Ultimate Online Shopping Protection Strategy

Protecting yourself online requires a multi-layered approach that combines technological tools with personal vigilance. When browsing online stores, always verify the

website's authenticity by carefully examining the reputation and correctness of the web address. Legitimate websites typically have consistent branding, clear contact information and policies, and professional design. Be extremely cautious of websites with numerous spelling errors, low-quality images, or URLs that slightly misspell well-known brand names.

When a deal seems too good to be true, it's a glaring red flag that you might be dealing with a fraudulent website designed to steal your money or personal information, e.g., if an online store offers luxury goods like designer handbags, high-end electronics, or premium brand clothing at 70-90% off their typical market price.

Check your financial statements regularly and set up transaction alerts with your bank. Many financial institutions offer real-time notifications for online purchases, allowing you to quickly identify and report any suspicious activity. The faster you detect potential fraud, the easier it becomes to protect yourself and minimize potential financial damage.

Products included in the test:

Dedicated Solutions: Fake-Shop Detector Netcraft Extension ScamAdviser

Trusted Shops Extension WOT: Website Security & Safety Checker

Non-dedicated Solutions: Adaware Privacy Standard Avast Premium Security AVG Internet Security Avira Internet Security

Bitdefender Total Security

Comodo Internet Security Pro

Dr.Web Security Space

Emsisoft Anti-Malware Home

eScan Total Security Suite

ESET Home Security Essential

F-Secure Total

G Data Total Security

Google Chrome

K7 Total Security

Kaspersky Standard

Malwarebytes Premium

McAfee Total Protection

MetaCert Internet Security

Microsoft Defender Browser Protection

NordVPN Threat Protection Pro

Norton 360 Deluxe

Norton Ultra VPN

Panda Dome Essential

Quick Heal Internet Security

SafeDNS Home

Sophos Home Premium

Total Defense Premium Internet Security

TotalAV Antivirus Pro

Trend Micro Internet Security

VIPRE Advanced Security

Webroot Internet Security Plus

ZoneAlarm Extreme Security NextGen

Vendors seeking a Fake-Shop Detection Certification Seal are encouraged to reach out to us at contact@av-comparatives.org for more details.

The full detailed report is available on the AV-Comparatives website.

https://www.av-comparatives.org/tests/fake-shops-detection-test-november-2024/

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