

Protecting yourself from scams

Digital TV switchover is coming to x {borough/region] in x [month/year] and will affect everyone living, working and studying here.

Buying equipment will bring you into contact with retailers, digital service providers and aerial installers. Most will be legitimate but some very persuasive rogue traders may try to take advantage of consumers buying new equipment for switchover.

To find out more about switching to digital, visit the Digital UK website at digitaluk.co.uk. Digital UK is the not-for-profit company responsible for leading switchover. Many older and disabled residents will be eligible for practical help with switchover through the Switchover Help Scheme – to find out more visit their website at helpscheme.co.uk.

Some tips to help protect yourself from scams:

- Only buy goods and services you need for switchover from reputable retailers and traders that carry the 'digital tick' logo. This has been developed as a certification mark to help consumers identify which products are designed to work through switchover.
- Remember that no one from Digital UK (the not-for-profit company leading switchover or the Switchover Help Scheme (which is run by the BBC for the Government to help older and disabled people make the change to digital TV) will call without an appointment.
- Demand identification from uninvited callers – and call the company to check they are who they claim to be.
- Don't agree to any work on the spot. Take time to think about what work (if any) you want done.
- If an offer seems too good to be true – in a leaflet, advert, by phone, e-mail or personal approach – it probably is. Be wary and read the details of the deal carefully.

If you think you've been ripped off, or paid a deposit to a trader you're now worried about, or suspect there's a rogue trader working door-to-door in your area, call the council's Trading Standards Team on xxxxxx, ring the Consumer Direct helpline (08454 04 05 06) or visit your local Citizens Advice Bureau.

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