

Chicano Latino Affairs Council

UPDATES

Al Día Newsletter

The Better Business Bureau of Minnesota and North Dakota (BBB) helps Consumers Be Smart, Safe in the Marketplace

The Better Business Bureau of Minnesota and North Dakota (BBB) is the preeminent forum for supporting ethics in the marketplace. The organization does this by providing consumers with the information they need to make wise buying decisions and by encouraging businesses to be truthful in their advertising, and fair and honest in their selling practices.

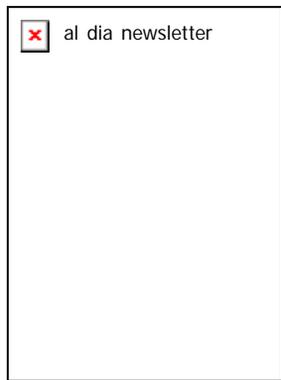
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Director's Corner

Dear Reader,
Education is the key to consumer protection. As a well informed consumer, you will be able to discern if any offers you receive are legitimate and not scams. A good rule of thumb is this: If it sounds too good to be true, it generally is. Be informed and protect your assets and your family.

[More Details see page 2](#)

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*What is Identity Theft?"
... when someone uses
your name, Social
Security number, credit
card number or some
other piece of your
personal information to
apply for a credit card,
make unauthorized
purchases, gain access to
your bank accounts or
obtain loans under your
name."*

Be a Smarter Consumer

Taken with permission from the Better Business Bureau website

There is no shortage of scams out there today. Consumers of all ages and nationalities are targeted by con artists whose primary goal is to part you from your money. The best way to avoid being taken advantage of is to become a smarter consumer. The Better Business Bureau offers the following tips to help improve your consumer skills in 2004....

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