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MEDIA ADVISORY

"Utah Consumer Alert: Phony Rocky Mountain Power call rings Bountiful Salon, scammer's plot falls flat due to electrical service from local utility"

"Division of Consumer Protection reports spoofed phone calls from Rocky Mountain Power continue to target Utah businesses with phony threats for overdue payments"

(For immediate release...)

SALT LAKE CITY, Utah - Francine A. Giani, Executive Director of the Department of Commerce, announced today that the Utah Division of Consumer Protection has received a report that a Bountiful hair salon received a spoofed call allegedly from Rocky Mountain Power claiming their bill was overdue and they had 24 hours to pay before their power was shut off. The business owner ignored the phony ploy immediately because their business is located in Bountiful, Utah and receives electricity through Bountiful City Power. Even though quick thinking helped this business owner avoid becoming an imposter's next target, state regulators remind businesses to remain alert.

"These spoofed imposter scams keep ringing Utah phones because somewhere someone paid a scammer and they will keep calling until they find the next victim. Don't fall for the bait even if your caller I.D. says it is a utility calling you. Hang up and call confirmed phone numbers to find out the real story," advised Francine A. Giani.

A Utah Division of Consumer Protection investigator called the Rocky Mountain Power phone number listed on the Bountiful salon's caller I.D. and received no answer. Rocky Mountain Power customers in Utah have reported this scam to the company previously. This automated call with the company's spoofed phone number may be a new version of a current recorded scam call. Rocky Mountain Power advises if you have questions, hang up and phone the company directly at 1-888-221-7070.

What Consumers Need to Know about Imposter Scams

1) Imposters will pose as people, companies or government entities that you are familiar with to set the trap via text, email or phone calls.

- 2) Imposters will try to create an emergency to make their targets emotionally react to a request, such as confirm personal account or identity information.
- 3) Imposters will ask for information known entities would not normally ask you to confirm over the phone such as your Social Security Number.
- 4) Imposters will ask you to pay for fines, bills or fees through nontraditional financial means such as gift cards or wiring money.

What Consumers should do about Imposter Scams

- 1) Don't ever give out personal information or bank account details to anyone over the phone. This also goes for your Social Security if someone asks you to confirm the last 4 digits of your number.
- 2) Anyone who tells you to wire money, pay with a gift card, or send cash is a scammer. Always. No matter whom they say they are.
- 3) If you're worried about a text or call from someone who claims to be from a known business or government agency, hang up the phone and call the established contact numbers published for the real company or government agency to find out more information.

For more information on how to protect yourself from scams or to file a complaint, log on to the Utah Division of Consumer Protection website at: www.consumerprotection.utah.gov

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