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Learn About Your Consumer Rights During National Consumer Protection Week March 1 - 7

SANTA ANA, Calif. – The County of Orange has proclaimed the week of March 1 - 7 as National Consumer Protection Week, and the Orange County Treasurer, Shari L. Freidenrich, is leading the County's effort to educate consumers about available resources to help them better safeguard their personal and financial information.

Chairwoman Michelle Steel presented the proclamation at Tuesday's Board meeting to Treasurer Freidenrich, who will be distributing information about readily available consumer tips and resources during National Consumer Protection Week. This event was created 21 years ago by the Federal Trade Commission to help consumers understand their rights and make well-informed decisions about their money.

"We live in an electronic age where every type of financial transaction is available and often conducted through the Internet," Chairwoman Steel said. "It's my hope that the public will educate themselves in order to avoid become a victim of deceptive and fraudulent practices."

The FTC reported more than 3.2 million reports of fraud pertaining to identity theft and attempted identity theft in 2019 with losses exceeding \$667 million.

"As more Americans conduct their personal and business on the internet using PC's and mobile phones, this online activity creates opportunities for scammers, hackers and identify thieves to commit cybercrime. Helping consumers obtain and learn basic consumer knowledge is critical to their financial wellbeing," Treasurer Freidenrich said.

To promote consumer education of fraud during National Consumer Protection Week, the OC Treasurer and the County Service Center staff will be distributing free pamphlets and flyers with website links on consumer protection information. The information materials include resources on identity theft, small business scams, other common scams and internet safety for children.

The County Service Center is located at 601 Ross St., Santa Ana. Parking information and parking costs are available at ocparkingadmin.ocpublicworks.com. We encourage residents to stop by and pick up a flyer or pamphlet!

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