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OFFICE OF THE  
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## Florida Attorney General's Office News Release

### VIDEO: AG Moody Releases Holiday Consumer Protection Guide Ahead of Trillion-Dollar Shopping Season



TALLAHASSEE, Fla.—Today in Miami, standing with local law enforcement leaders, members of the Florida Retail Federation and representatives from the Better Business Bureau, Attorney General Ashley Moody released the 2024 Holiday Consumer Protection Guide. Attorney General Moody is issuing the guide to help Floridians navigate the busy holiday shopping season. Last year, holiday sales surpassed \$964 billion, and 2024 sales are [expected to pass \\$1.1 trillion](#). This year, there are five fewer days between Black Friday and Christmas, meaning there is less time to find that perfect gift for a loved one. The combination of a potentially record spending season and increased urgency creates the perfect storm for scammers who may be looking to exploit consumers — making it more important than ever for Floridians to be cautious.

**Attorney General Ashley Moody** said, “As we enter the busy holiday season, scammers may try to exploit the excitement and target consumers. This year, with five fewer shopping days and a projected \$1 trillion in holiday sales, bad actors may use the increased urgency to take advantage of consumers. Our 2024 Holiday Consumer Protection Guide is packed with useful

tips and a list of recalled items to help shoppers navigate the holiday shopping season.”

Attorney General Moody’s 2024 Holiday Consumer Protection Guide includes information on how to avoid fraudulent schemes when shopping for loved ones or donating to charities. The guide also includes a list of dangerous recalled items to avoid purchasing this holiday season and information to protect gifts from porch pirates.

Online purchases generate nearly [22 billion packages each year](#). Packages are often left on front doorsteps and the amount of porch-pirate thefts increase each year. In 2023, 58 million Americans became victim to porch pirates and lost [\\$12 billion](#) in packages. In the last legislative session, Attorney General Moody backed legislation to strengthen penalties against porch pirates, making it a [third-degree felony](#) for any theft of property valued at \$40 or more. Anyone who suspects an encounter with a porch pirate should call local law enforcement.

Some tips from the guide include:

- **Shop from Trusted Sources:** Whether shopping online or in person, make sure to buy from reputable retailers. Be cautious of deals that seem too good to be true and avoid clicking on suspicious links in unsolicited emails or ads.
- **Use Secure Payment Methods:** Pay with credit cards when shopping online because they often offer fraud protection. Avoid paying for purchases using wire transfers or gift cards, as these are difficult to recover if lost to scammers.
- **Watch Out for Fake Charities:** Verify charitable organizations before donating, especially in response to urgent holiday appeals. Use trusted websites to ensure donations go to legitimate causes.
- **Gift Card Caution:** Only buy gift cards directly from retailers and inspect the packaging for tampering. Avoid buying [cards from third-party sellers or unverified websites](#), as the cards may be used or fraudulent.
- **Beware of Recalled Items:** Every year, the U.S. Consumer Product Safety Commission recalls dangerous items. Remain cognizant when shopping to avoid purchasing unsafe products.

To view the 2024 Holiday Consumer Protection Guide, click [here](#).

For a complete list of all product recalls, please visit [CPSC.gov](#).

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