Staying Safe at Christmas

ONLINE MARKETS

Get the Real Deal

The Real Deal Online programme has been developed by the National Markets Group for IP Protection in conjunction with the National Trading Standards eCrime Team to increase awareness and protect consumers and small businesses from the harm caused by the growing trade in fake goods on social media ‘buy-and-sell’ groups.

View their advice at: www.realdealmarkets.co.uk/market-shoppers/

- 76% of UK adults use online marketplaces
- 500 online marketplaces have signed up to the Real Deal Charter
- 460k members across the the largest 25 buying-and-selling Facebook Groups - all in the Real Deal scheme
- 13k people reported issues with online marketplaces to Citizens Advice last year alone.
- 76% more complaints to Citizens Advice about online marketplaces over the last 4 years
- 47% of brands and retailers say being able to discover and buy products from social media channels is becoming more important to shoppers.

Look out for more Christmas safety advice at: www.jtsgmag.uk/christmas-safety