



#### **Protect Your Investments**

Investing for Older Americans

Paid for by the United States Securities and Exchange Commission

## Free Tools and Resources: Investor.gov

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## **Take Steps to Avoid Fraud**



**Investment Opportunity** 

**Educational Video** 

- If it sounds too good to be true, it is
- Be careful if you are asked to pay for an investment with gift cards, cryptocurrency, or wires overseas
- Don't be pressured to buy quickly
- Take your time to do research with unbiased resources
- Testimonials are easy to fake and influencers are often paid to endorse

#### **Research Professionals**

## Do a free background check on any broker or investment adviser on Investor.gov - find out:

- Are they registered or licensed?
- Do they have customer complaints or disciplinary history?
- Read the firm's Client/Customer Relationship Form (CRS) to understand what services the investment firm and professional can offer and what you will pay for them.



## Information on Crypto Assets





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#### Crypto Assets

You should know that those who are offering crypto asset investments or services may not be in compliance with applicable law, including federal securities laws. These investments also can be speculative, risky, and volatile. If you are considering an investment opportunity involving crypto assets, you may be wondering if it is legal, if it is right for you, or even whether it might be a scam. We urge you to be cautious in considering whether crypto asset investments are appropriate for you.

Here are some resources to help you better understand these complex topics:

#### **Investor Alert: Exercise Caution with Crypto Asset Securities**



Cryptocurrency or Token?

investing in crypto assets.



Celebrity Endorsements d

Be cautious with celebrity endorsements of investment products. Watch this video to learn more. SEC's Division of Enforcement has brought.



**SEC Crypto Assets and Cyber Enforcement** 

Learn about actions involving crypto assets that the

## **Investor.gov Alerts**

- Exercise Caution With Crypto Asset Securities
- Identity Theft, Data Breaches and Your Investment Accounts
- Self-Directed IRAs and the Risk of Fraud
- Social Media and Investment Fraud

View Alerts Related To:

Digital Asset and "Crypto" Investment Scams

# Investment Fraud and Scams Enforcement Mutual Funds, ETFs, and Registered Investment Advisers Investment Advisers Investment Management Memory Trading and Markets News Type All Any - Apply

#### Report Suspected Elder Abuse

Involving brokers or investment advisers:

- The SEC: 800-732-0330
- FINRA Seniors Helpline: 844-574-3577
- State securities regulators: <u>ServeOurSeniors.org</u>

For elder abuse in general:

 Contact Eldercare Locator (Adult Protective Services) at 800-677-1116 or <u>Eldercare.acl.gov</u>

Before You Invest, Investor.gov

#### **Other Resources for Seniors**

- U.S. Dept. of Justice: <u>www.StopFraud.Gov</u>
- Federal Trade Commission: <u>www.ftc.gov</u>
- Do Not Call Registry: <u>www.donotcall.gov</u>
- Consumer Financial Protection Bureau: <u>www.consumerfinance.gov/older-americans</u>
- Area Agencies on Aging (N4A): <a href="www.n4a.org">www.n4a.org</a>

## Let's Stay In Touch...

#### **Investor Assistance:**

- 800-732-0330
- help@sec.gov



- facebook.com/SECInvestorEducation
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- Outreach@SEC.gov

#### Your local office:

#### **SEC San Francisco Regional Office**

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