



Oakland Police Department

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For Immediate Release

WARNING!

Beware of door-to-door ALARM SCAMS this summer!

Beware of alarm company representatives using deceptive sale tactics and/or alarm company representative impersonators. Alarm scams are usually on the rise during the summer months. Many of these representatives or impersonators target homes with existing security systems . . . homes with signs in the yard and/or stickers in the windows.

Please be alert and aware of these commonly used tactics:

- Representatives may say they are at your home to “upgrade” your system.
- Representatives may misrepresent that your alarm company is “out of business” and that they have come to your home to assure your continued protection.
- Representatives may imply that they work for a security equipment manufacturer
- Representatives may even be wearing shirts & hats with the logo of one of these manufacturers. The fact is, manufacturing companies **DO NOT** sell directly to the public.
- Representatives may state that they work for your alarm company and have arrived at your home without an appointment. Most likely your alarm company will not send a representative to your home without contacting you to make an appointment.
- Representatives may say that your alarm company has “merged” or been purchased by the company they represent.

If you believe you have been solicited by one of these representatives, please gather as much information as possible and make an immediate report it to the California Department of Consumer Affairs.

Here is how you can help:

- Ask for an ID badge. (The ID badge, by law, should have a license number printed on it.)
- Get the name and phone number of the security alarm company for whom the representative works.
- Find out the representative's name.

Please don't let one of these representatives tamper with your alarm system!

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