

NEED TO READ

ONLINE wnypapers.com

Ahead of Veterans Day, governor reminds veterans & employers about valuable tax credits, exemptions for qualified New Yorkers who have served in military

NYS Department of Agriculture accepting applications for nearly \$26 million New York Food for New York Families

Town of Niagara announces return of holiday favorites: Electric Light Parade, 'Noel at Niagara'

Hochul launches public awareness campaign to protect New Yorkers against respiratory illnesses

Public art is cultivating hope in north end of Niagara Falls

Car accident attorney William Mattar kicks off November with 'Rescue a Shelter Animal,' pet photo contest, partnership with WNY Food 4 Paws

Thomas Rhett to bring 'Home Team Tour 23' to Buffalo

In print and online, we are your No. 1 source for local news Niagara Frontier Publications and www.wnypapers.com

Opinions

EDITORIAL POLICY

Use of all submitted letters and editorial is at the discretion of Niagara Frontier Publications. All entries should include the writer's/organization's name, number and address. Submissions, which may be edited for content/style/accuracy, do not necessarily reflect the opinion of NFP staff.

Department of State's Consumer Protection Division issues warnings for consumers as holiday season approaches

Five-part shopping series to assist cost-conscious consumers during this year's holiday season

Part one: Tips to help consumers shop safely online as holiday season gets an early start

Secretary Robert J. Rodriguez, 'It's a one-two punch for cost-conscious New Yorkers as they battle rising prices and ever-evolving scams'

Submitted by The New York Department of State's Consumer Protection Division

The New York Department of State's Consumer Protection Division (DCP) announced the rollout of a five-part consumer alert series to help cost-conscious New Yorkers navigate the holiday shopping season. In the coming weeks, consumers will receive guidance on charity scams, credit cards, gift cards, refunds, returns and warranties.

In this first consumer alert, DCP wants to empower New Yorkers with actionable fraud prevention tips, so they have greater awareness and control when shopping online.

'This holiday season, it's a one-two punch for cost-conscious New Yorkers as they battle rising prices and ever-evolving scams,' said New York Secretary of State Robert Rodriguez, who oversees the DCP. 'New Yorkers need to know how to spot fake online reviews, fake texts impersonating package delivery companies, and they should never keep their credit cards on file for future purchases. There are laws to protect consumers, but consumers also need to know how to protect themselves from scammers this holiday season.'

The convenience of shopping on-

line creates both opportunities and challenges for consumers. One of the major challenges is figuring out what is real or fake, as scammers find new, more sophisticated ways to trick consumers.

Shop Safely Online with these Tips

Don't rush when buying online: Technology has simplified the way we shop. With a click of a button, we can quickly shop multiple sites, browse hundreds of items, comparison shop, find deals, read consumer reviews and make purchase decisions for a variety of items. Before you click, take the time to carefully read and review what you're buying, and who you're buying it from.

Be careful when shopping on social media: Social media commerce is gaining ground among shoppers and, according to experts, it's growing three times faster than traditional ecommerce. As more consumers browse and shop directly on social media platforms, we urge consumers to pay attention to brand imposters and fake retailers with fake consumer reviews. Avoid placing orders on these copycat sites for products that will never arrive.

Shop on trusted sites with retailers known to you: Consumers are exposed to hundreds of retailer websites, and some promote products that may not meet their expectation by offering a poor-quality version of the advertised item. Some consumers have also reported not receiving any product at all. Use caution on trusted sites that host items for

third-party sellers.

Beware of third-party vendors: If redirected from a trusted site to a third-party site, read the seller's policies, review ratings, read consumer comments and, most importantly, do a broad internet search before making your purchase. Trusted retailers who host third-party sellers do not warranty their sales, thus you could get a substandard product or no product at all when you take the risk and purchase from an unknown third-party vendor.

Do your research if you want to try a new site or retailer: Performing a broad internet search will provide you with important feedback from other customers.

Learn how to spot a fake review: Watch out for fake reviews online. One red flag to look for is one-sided reviews with no specifics. Real reviews often reflect customer experiences that are balanced, descriptive and subjective. Also look for multiple reviews that look very similar and posted during the same timeframe. This is a sign that the reviewers are either copying information or were all written by the same person.

Read product specifications: Online marketing is geared to get you to buy, so it is important to understand the product you are purchasing and the terms of the sale to ensure you are getting what you want.

Don't Be Fooled by Package and Delivery Scams

Keep track of your packages: Package tracking and de-

livery scams are common during the holidays. Review the tracking information for your package and note any issues right away through the retailer's websites.

Beware of phishing attempts: Another common scam this time of year is scammers using phishing emails and text messages to impersonate delivery companies (e.g., UPS, USPS, FedEx), banking and credit card companies, and other large retailers (e.g., Netflix, PayPal, eBay, Amazon), which often include links to sites attempting to steal your information. Always open a browser and type the company's website address yourself, instead of clicking on a link in an email or text message.

Tips for Using Credit Cards Online

Check the website's encryption: It's easier than you think. Before entering your credit card information, make sure that the website's address begins with "https" and that there is a closed lock on the website address bar or unbroken key symbol in the lower portion of your window.

Don't keep the credit card on file for future purchases: Provide your credit card number each time you make a purchase.

Designate one credit card and one email address for online shopping: This will allow for easy review of purchases and provide protection in case of a dispute.

The New York State Division of Consumer Protection provides re- SEE HOLIDAY, continued on Page 5

Piper close to goal

As village historian, I have been working on my newest project, the Lewiston Village Cemetery plaque, to be placed in the Oakwood section of the cemetery in May of 2023, with a dedication ceremony to follow. The text is ready to be cast in bronze and then placed on a boulder near the oak trees lining outlining the cemetery grounds.

Thanks to the generous donations I have received to date, I was informed that I am \$200 short of my goal to place this monument to the memory of the souls who repose in its hallows ground. It will outline the history of the cemetery from 1800 to the present time.

The potter's field monument project was an overwhelming success, as I was able to purchase

the granite monument, but also the memorial bench for visitors to sit and enjoy while remembering loved ones who have passed.

I have once again met with a member of the Lion's Club hoping they will donate a tree to help restore the beauty of the cemetery, as most of the trees have succumbed to the ravages of time. I have been on my continuous quest to oversee

its upkeep, it being the oldest historical cemetery in the county.

Once again, I thank those who have donated to my projects and hope that I will once again raise the remaining funds needed to begin the process.

I remain,

Russ Piper Village of Lewiston historian/cemetery gatekeeper

Niagara County Tribune/Sentinel

Founded February 14, 1987

PUBLISHER Skip Mazenauer GM/MANAGING EDITOR Joshua Maloni EDITOR IN CHIEF/SENTINEL EDITOR Terrence P. Duffy WEBSITE/SOCIAL MEDIA EDITOR Joshua Maloni ACCOUNT EXECUTIVES Colleen Rebmann, Jeff Calarco, Marcy Lombardo ACCOUNTING/OFFICE MANAGER Kim Stacharczyk ADMINISTRATIVE ASSISTANT Jennifer Walowitz

PRODUCTION MANAGER/ GRAPHIC DESIGNER Wendy Juzwicki CLASSIFIED MANAGER Wendy Puffer CIRCULATION Kim Stacharczyk CONTRIBUTING PHOTOGRAPHERS/REPORTERS Michael J. Billoni, Kevin and Dawn Cobello, Michael DePietro, Karen Keefe, Nathan Keefe, Wayne Peters, Mark Williams Jr., David Yarger

©2022 Niagara Frontier Publications 1859 Whitehaven Road Grand Island, N.Y. 14072

Phone 716-773-7676 Fax 716-773-7190

Editorial:

Dispatch@wnypapers.com Sentinel@wnypapers.com

Advertising:

NFPDesign@wnypapers.com

Classifieds:

NFPClassifieds@wnypapers.com

Circulation:

NFPCirculation@wnypapers.com

Legals:

legalnotice@wnypapers.com

Website:

wnypapers.com

Grand Island Publishing Corp. Newspaper is printed in the U.S.A. and all rights reserved. © 2022 by Grand Island Publishing Corp. No part of this publication may be reproduced or transmitted in any form or by any means without written permission of the publisher. Unsolicited manuscripts and photographs will be returned only if accompanied by a stamped, self-addressed envelope.

All letters, news releases and photos received will be treated as unconditionally assigned for publication or brochure and are subject to Grand Island Publishing Corp's. unrestricted right to edit, comment or reject.

All original artwork, layout and design remain sole property of Grand Island Publishing Corp. Reproduction in whole or part of any advertisement is strictly forbidden.

Grand Island Publishing Corp. will not be liable for errors appearing in advertisements beyond replacement of the space occupied by the error. The

publisher reserves the right to reject any advertisement at his sole discretion. Notification must be made in writing within one week of publication. Verbal notifications will not be accepted.

Grand Island Publishing Corp. does not knowingly accept any kind of fraudulent advertising. We suggest you investigate thoroughly any advertisement before you reply.

Verbal cancellations will not be accepted. Written authorization to cancel a display or commercial classified ad must be received by Grand Island Publishing Corp. before deadline for insertion.

The Tribune is published weekly.

Display Ads Deadline: MONDAY 5 PM

New York State Press Association, Niagara County Builders Association, Grand Island Chamber of Commerce, Wheatfield Business Association Inc., Niagara River Region Chamber of Commerce, The Niagara USA Chamber.



NIAGARA FRONTIER PUBLICATIONS

