

Online shoppers in East Sussex are being warned to watch out for cyber scams in the run up to Christmas.

East Sussex County Council is giving out the warning as forecasters predict that pre-Christmas web sales will peak on 'Mega Monday', 5 December.

With over half the adult UK population now shopping online, millions are set to be spent via web sales in the run up to the yuletide period and County Council Trading Standards Officers are warning residents to watch out for scams.

The cyber scams include websites that look legitimate but sell fake goods, with smart phones, digital cameras, designer goods, laptops and video game consoles amongst the most popular on the fraudsters list.

Councillor Carl Maynard, Lead Member for Economy, Transport & Environment, said: "Last Christmas we had several complaints in East Sussex from people who had been conned into buying counterfeit goods online. Criminals will do anything in their power to take your money and this includes building flashy websites that look like the real thing.

"Always purchase from legitimate retailers and if you are in any doubt don't buy the goods – contact Trading Standards or Consumer Direct for advice."

Residents who would like further information about avoiding scams should visit our section [Getting consumer advice and making a complaint](#). Further advice is also available from the [Consumer Direct website](#).

Hollie Farley

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