

# Fighting Fraud:

## How to Detect Fake Yellow Pages™ Invoices or Solicitations

Hundreds of thousands of Canada's small businesses use Yellow Pages Group (YPG) online, mobile and print products to advertise their goods and services.

For this reason, there are a number of companies who masquerade as YPG or its various brands in order to dupe small businesses into paying fake invoices or signing contracts for unrelated advertising.

Yellow Pages Group urges businesses to always thoroughly read and examine any solicitation or invoice and offers the following guidelines to help determine the legitimacy of communications.

- Beware of variations on the Yellow Pages Group name or logo.
- Always check the address of the company for a Canadian location as YPG is a Canadian company.
- Be wary of fax communications. YPG never conducts business through unsolicited faxes.
- Never sign a document you have not properly read.
- When in person, ask to see the representative's business card and a copy of the current year's directory.
- Never pay any invoice immediately. Check your files for contracts to ensure you ordered the advertising.
- Never pay an invoice for advertising you did not order or sign for.
- Contact your YPG sales consultant to ensure your advertising program and invoice are correct.
- If you are unsure of the legitimacy of an invoice or solicitation, contact YPG Client Services at 1 877 909-9356
- When a scam is detected, ensure all your accounts payable staff are made aware.



### Report suspicious businesses to:

- Competition Bureau of Canada  
1 800 348-5358
- Canadian Anti-Fraud Centre  
1 888 495-8501

If you suspect a scam, contact your local Better Business Bureau chapter for information on your legal rights at [www.bbb.org](http://www.bbb.org).

For more fraud fighting tips for small businesses, visit:  
[yellowpages360solution.ca/fraud](http://yellowpages360solution.ca/fraud)

# Guide to detecting fake invoices or solicitations

Here are some of the most common elements generally included in a fraudulent communication:

A misused “Walking Fingers” logo or variations on the name “Yellow Pages”.

Only Yellow Pages Group can use these trademarks in Canada.

Our logo has a unique pebble shape.

A fictitious reference or account number.

Yellow Pages Group never solicits by fax.

**YELLOW-PAGE-CANADA**  
6128296 - YELLOW-PAGE-CANADA  
2689, WOODBRIDGE STREET, SUITE 2, DUBAI, 120 508 / UNITED ARAB EMIRATES

**BUSINESS LISTING PROFILE SOLICITATION**

BUSINESS NAME/ADDRESS	CLASSIFICATION	TELEPHONE
Your company to be listed as follows with your approval.		
HANLON & MAJEWSKI, INC 100 ACE BLVD CORNWALL, ON L9A 1C2	COMMUNICATIONS	555/555-5555

Our records indicate your company is classified as shown below:  
Please verify classification(s) required with ✓

Classification	Classification No.	Annual Rate per classification
COMMUNICATIONS	990000	\$255.00

REF. NO. 2847369 PAY THIS AMOUNT \$255.00

YOUR FREE LISTING WILL BE INCLUDED WITH EACH YELLOW-PAGE LISTING OF \$255.00 BILLED ANNUALLY. TERMS ON THE REVERSE SIDE OF THIS COPY. THIS IS A NATIONAL CLASSIFIED YELLOW PAGE DIRECTORY ADVERTISEMENT SOLICITATION.

**NOTICE** RETURN BOTTOM PORTION BY 9/25/09 TO RECEIVE YOUR DIRECTORY LISTING

Check here to be removed from our fax list. **THIS IS NOT A BILL**

**DIRECT DEPOSIT INFORMATION** - A voided check/sharedraft may be attached in lieu of completing this section

**ATTACH** Routing Transit Number: \_\_\_\_\_

**VOIDED** Account Number: \_\_\_\_\_

**CHECK**  
**HERE:** Financial Institution Name: \_\_\_\_\_

Please quote a personal voided check number in here if you cannot attach a check here  
\_\_\_\_\_

PRINT NAME: \_\_\_\_\_ X ADVERTISER'S SIGNATURE \_\_\_\_\_

We have to receive a payment within 21 days, otherwise your advertisement will be deleted.  
A deposit slip **Cannot Be Used** for this purpose

## Authentic vs. fraudulent logos

Yellow Pages Group logos:



Examples of fraudulent logos posing as Yellow Pages Group:

