





Consumer Protection Division

The Consumer Protection Division protects consumers and the legitimate business community from deceptive trade practices and unfair business practices; mediates disputes between consumers and businesses; and educates the public regarding consumer issues.



Consumer Protection Division

- The Consumer Protection Division enforces Arkansas laws and assists Arkansas consumers when problems arise during consumer transactions.
- Investigators mediate disputes between consumers and businesses and investigate potential violations of consumer-protection and other laws.
- In some instances, attorneys pursue lawsuits against those who violate the **Arkansas Deceptive Trade Practices Act (ADTPA)** and other laws.

Attorney General Financial Fraud Task Force

- April 23, 2025, Attorney General Tim Griffin established the “Financial Fraud Task Force.”
- The Consumer Protection Division leads the “Financial Fraud Task Force.”
- The task force meets quarterly to share information regarding the latest scams.



Fraud Trends Impacting the State

- Government Imposter and Phishing Scams – These scams are creating a sense of urgency to send money immediately.
- Professional Services Scams – fraudsters are contacting constituents by phone or email pretending to be legitimate businesses.
- Social Media Scams – is any fraudulent activity that can be done on any social media platform, such as Facebook or Instagram.
- Elder Exploitation - improper or illegal use of an individual's assets, funds, or property. This can be done without consent, by deception, or coercion.

How Fraud Trends Impacted Constituents

- In the last year, constituents have reported losses of \$1.6 million.
- The average age of constituents falling for these scams is 58.
- These losses are huge because now scammers are using Pig Butchering.
- Pig Butchering – starts off with simple communication through social media or text message. A rapport is built among the scammer and constituents for several months or years. The scammers will start with small amounts and eventually ask for larger amounts until their savings or retirement funds are depleted.

Funds Recovered



Funds Recovered

- On January 6, our office was contacted by one of our bankers on the Financial Fraud Task Force.
- An elderly consumer fell victim to a jury duty scam and withdrew \$16,000 and deposited the funds in a Bitcoin Kiosk.
- The bank assisted the consumer in filing a complaint with our office online. The complaint was immediately pulled and sent over to the owner of the kiosk within 24 hours.
- Our office received a response from the kiosk owner on January 14 that they would be issuing a refund.



Funds Recovered

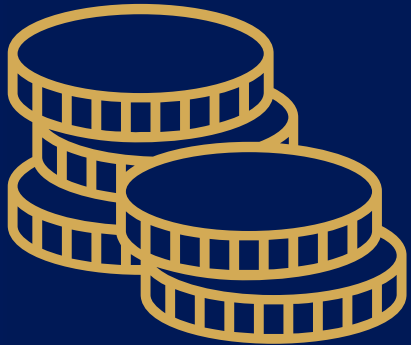
- Consumer received an email from a title company regarding the amount he owed for closing.
- The consumer only had communication with the title company by phone, and he thought the email was legitimate because the email had the correct information.
- The consumer initiated the wire transfer for \$25,000 and contacted the closing agent to verify receipt. That's when he found out it was a scam.
- The consumer contacted the receiving bank. The bank investigated and denied the consumer's claim because the consumer had given consent to authorize the wire.
- Our office received a complaint against the receiving bank of the wire transfer, and the consumer bank requested a recall.
- Thirteen days after we sent the complaint over to the bank, the beneficiary bank granted a return of the funds.

Funds Recovered

- Our office received a complaint from a consumer recently whose elderly father was solicited by a company to purchase silver coins and gold bars.
- In November of 2023 he was contacted by the company and was unsure if he should be making these investments.
- The phone solicitation from this company increased, and the consumer was told there was a 100 percent buyback guarantee. His father felt pressured, and he eventually depleted his retirement of \$365,000.
- Our office reached out to the company, and they structured an agreement to repurchase the metals for \$341,108.61.



Funds Recovered



- A complaint came in from an 80-year-old consumer regarding a gold coin purchase.
- The total investment in the coins was \$132,000, and the consumer was told it would be a yearly gain of 14 percent.
- At the time of the investment the coins were worth about \$35,000, and the consumer was told there was a buyback policy.
- The consumer had difficulty facilitating the buyback.
- Our office contacted the company, and they agreed to repurchase the coins at the original price paid after the consumer mailed the coins back.
- The consumer received a refund for \$132,817.75.

Closing

The fraud trend has shifted over the past 10 years and has led to constituents of all ages being victimized by various schemes. We want to encourage constituents to report financial fraud, whether it's through exploitation or falling victim to scams. It will provide insights on new trends and help in our efforts of educating the community.





TIM GRIFFIN

ATTORNEY GENERAL OF ARKANSAS