



FOR IMMEDIATE RELEASE
City of Duluth Police Department

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DATE: 02/01/2010
NATURE OF INCIDENT: Debit/ATM Scam
CASE NO.:
INCIDENT DATE :02/01/2010
INCIDENT TIME:
INCIDENT LOCATION: Duluth and Surrounding Area
SUBJECT: Police advise of Debit/ATM card reactivation scam
BY: Officer Brad Wick, Information Coordinator

The Duluth Police Department would like to alert the public of a scam involving Debit and ATM Cards.

Debit and ATM card holders are receiving a computer generated call claiming to be from a financial institution, not necessarily their own. The call states that their account has been locked, frozen, or deactivated. Card holders are then instructed that in order to reactivate the account, they need to press the 1 key and then enter their card number, expiration date, Personal Identification Number (PIN) and three digit card security code (CVV2/CVC2).

In other parts of the United States, card holders have been instructed to call back a toll-free number which then has a recorded message asking them to key in their account number, card expiration date, PIN, and card security code for the reactivation of the card. Both types of requests have also come in as a text message on the card holders cell phone.

Police would like to remind you to never give out your account or card number, expiration date, PIN, security code, or any other personal information to anyone who initiates a call to you. Contact your financial institution using a trusted phone number you have to verify if there is a problem with your account.