

# Think you have ever bought something fake?

**1 in 10**  
**Europeans**

 have been tricked into buying counterfeit goods

**€ 121 billion**  
of fake goods are making their way into the EU every year



COVID-19 has shown us  
**fakes and piracy are everywhere**

Millions of fake face masks and other personal protection equipment **have been seized across the EU**



If you buy a  
**fake product online or access pirated digital content:**



You're **risking your health and safety**



You're **funding organised crime**



You're **putting your money and personal details at risk**

Is it worth it?

## When you buy online, remember to:



Always use trusted sites



Look for http 's' to check the site is secure



Check for recent and authentic reviews



Look for reliable payment methods



Beware of anything that looks suspicious  
*If the price is too good to be true - it probably is*

*Remember, genuine COVID-19 vaccines are **not** sold online*

**Watch out and protect yourself from fakes and pirated content!**

[www.euipo.europa.eu](http://www.euipo.europa.eu)