

---

10.11.2022

[Italia](#)

Consob warns investors of the risks associated with investment proposals that, by unduly leveraging the reputation of the Amazon brand, pose unrealistic profit opportunities related to the alleged purchase of shares in the Amazon company.

These proposals, the subject of advertising campaigns promoted by unidentified subjects through the Internet and telephone, are scams, as they are not really attributable to Amazon and are aimed at the acquisition of personal data and/or sums of money from users.

Amazon itself, on its website, in the "Security and Privacy" section, has specified that "Communications by email, SMS or telephone by Amazon never include requests for personal information and/or proposals for financial investments aimed at profit opportunities".

In the past, with the Investor Protection Warnings of 18 May 2020 and 5 February 2021, Consob has already warned investors of the risks of similar advertising initiatives that, illegitimately using the image of celebrities, suggest unrealistic earning opportunities linked to unspecified financial investments.