



# BRENNA BOYCE

ATTORNEYS AT LAW  
**(585) 454-2000**

Today's seniors face an ever-increasing threat from scammers. Scammers lurk everywhere and are relentless in their pursuit of your money, your identity, and the money and identities of the ones you love. The tactics used to scam seniors evolve over time, but some tricks have been in use for decades. You can protect yourself and your loved ones from falling prey to these criminals, or at least minimize the damage, with planning and knowledge.

The first step is to be aware of the risks posed by social media fishing, hacking, public records, surveys, contests, warranty cards, questionnaires, and unsolicited credit offers. Through no fault of your own, your personal data can be put at risk of interception by scammers. It may seem like an overwhelming challenge, but you can act now to keep your data secure.

Keeping your data secure means taking precautions with your data. Start by shredding any unwanted mail and avoiding giving out your address. On the phone, do not discuss personal information with anyone you don't know who initiates a call with you. One of the most common scams of late is to pose as the IRS or other agencies, debt collectors, or companies you have business with to obtain sensitive information. These scams have grown because they are effective. All seniors should immediately register their phone number with the Do Not Call List by calling (888)-382-1222.

Also, get to know the resources that are available to seniors today, before you find yourself in need of assistance. Lifespan is a local organization that offers information, support services, and guidance for seniors *and* caregivers. Lifespan can be reached at (585) 244-8400 or online at [www.lifespan-roch.org](http://www.lifespan-roch.org). This organization offers a myriad of services and is a great first step for many issues, including finances, health, and data safety tips.

If you suspect that someone has tried to scam you, there are official agencies and organizations that can help. The New York State Attorney General's Office can be reached at (800) 771-7755, or online at [www.ag.ny.gov](http://www.ag.ny.gov). The Monroe County District Attorney can be reached at (585) 753-4300. For a list of other New York agencies that may have more specific assistance, visit [www.health.ny.gov/health\\_care/consumer\\_information](http://www.health.ny.gov/health_care/consumer_information). These organizations can not only help you by investigating and prosecuting scammers or abuse, but also raise awareness about common operations of scammers to be on the lookout for.

In cases where precautions and prosecution cannot prevent harm, seniors and their loved ones can also turn to private law firms such as ours. You can reach Brenna Boyce by calling (585) 454-2000, stopping in at 31 East Main St., Rochester, NY 14614, or online at [www.brennalaw.com](http://www.brennalaw.com). We are experienced attorneys ready to assist those who have been victimized by scams, theft, unfair billing practices, and elder abuse.

Knowing where to turn can be difficult when a crisis strikes you or your family. Planning ahead and understanding the resources available to you *before* a crisis can be the difference between a minor inconvenience and a devastating impact on your finances.