



## Media Release

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### Consumer and Business Affairs

26 September 2005

#### **BUSY SMALL BUSINESS OFFICES TARGETED BY NUMEROUS UNSOLICITED OFFERS.**

The Commissioner of Consumer Affairs Richard O'Sullivan today warns small business operators that they can be easy prey for scamsters trying to wrinkle out money for unsolicited, and unneeded 'services'.

Mr O'Sullivan said "Domain name solicitations, in particular, are a frequent source of complaints". "Domain names are web addresses. The right one is very important to any business that wants to attract customers to its website".

"But scamsters attempt to hoodwink businesses into buying or 'renewing' a service that is superfluous to the businesses' needs.

"Often an office will get a letter offering a new domain name which is very similar to its existing one. For example, instead of [www.yourbusiness.com.au](http://www.yourbusiness.com.au), the letter may offer [www.yourbusiness.net.au](http://www.yourbusiness.net.au). Though the difference is subtle the two domain names cannot be interchanged, as they are completely different domain name levels.

Mr O'Sullivan said "This subtle difference can be missed in a busy office, often in the belief that the letter has come from the original, true registrar.

"After all no-one would expect a membership renewal to come from anywhere but the original trader, so why should domain names be any different?

"Often the business does not realise this has happened until the renewal notice from the original registrar arrives.

"Despite court action having been taken in this area over the last few years, the message is not reaching all small businesses and once the money is paid it is almost impossible to get a refund" he said.

For more information or to make a complaint contact Consumer Affairs 1800 019 319

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