

Bask Warns Members about Cold-Calling Scam

February 17, 2016

Lehi, UTAH – After several members reported suspicious phone calls from agents claiming to represent the company, Bask is taking action to inform and protect its members from unscrupulous scammers.

Unfortunately, phone scams are nothing new in today's online world. Scammers attempt to gain access to users' computers by impersonating trusted tech support companies—including Windows Helpdesk, Microsoft Tech Support, McAfee, and Bask (formerly known as iTOK). Scammers will often claim there is an urgent security update to perform or a harmful virus to remove, and they use intimidating scare tactics to pressure users into paying for expensive, unnecessary "fixes."

Bask wants to send a clear message to its members about how to prevent being scammed and what to do if your computer is compromised. Prevention advice can be summarized in two critical steps:

- **Be skeptical of unexpected calls.** If you have not recently requested help with your computer, be aware—cold calls are rarely trustworthy. When Bask provides computer services or tune-ups, they are requested and scheduled, not pushed as an "urgent" fix.
- **If in doubt, hang up and call Bask.** Scammers who push for credit card information or remote computer access are committing fraud, and the results can be damaging. If anything seems fishy or "off" about the call, do not give them any information. Simply hang up and call 1 (866) 515-4865 to connect with a real Bask Technology Advisor, who can verify any activity on your account.

There is also advice for those who suspect they might have been contacted by scammers:

- **Change your passwords.** Whether you use Windows, Mac, or any other operating system, it's good practice to use strong passwords and change them if you detect any suspicious or unauthorized activity. This could prevent scammers from accessing files and personal information.
- **Call Bask for a virus and malware scan.** If scammers install any harmful software, eliminating it quickly is vital. A Bask membership will keep computers up-to-date, free of unwanted programs, and synced to a backup so no important files are lost. Bask also provides virus removal services and data restoration, the details of which vary by membership.
- **Call your bank or credit card company.** If you gave out your credit card information, you might be able to halt or reverse charges by reporting them quickly. Let the bank know what has happened and emphasize that the charges are fraudulent.

As one of the premier tech support providers in the U.S., Bask is dedicated to protecting its members from online threats. Its mission is to connect, improve, and protect digital lives with a comprehensive set of managed services. For more information about Bask, visit the company's official website at <https://bask.com>.

