BLACK FRIDAY

"Black Friday" is a commercial event held annually on the last Friday of November, after Thanksgiving Day in the U.S. This day is known for offering great discounts on various products, marking the beginning of Christmas shopping. Although it started in the U.S., the phenomenon has expanded worldwide, reaching countries such as Colombia, where it has become an important date for commerce. Black Friday has a strong impact on online sales, as the offers attract more consumers, which generates a significant increase in traffic on e-commerce sites.

Companies take advantage of this day to carry out intensive marketing campaigns, which not only improves their revenues, but also strengthens their market presence.

In 2023, online sales reached **$62.1 trillion.**

12.58% Sales growth compared to the previous year.

In addition to boosting sales, Black Friday also generates temporary jobs and contributes to the stability of the labor market in an uncertain economic context.

For these reasons, **cybercriminals take advantage to try to defraud shoppers, steal personal data or carry out cyber attacks.**

RECOMMENDATIONS

3+

Buy from trusted sites: Make sure the URL is secure (https://) and that the merchant has clear privacy and security policies.

Use secure payment methods: Opt for credit cards or platforms such as PayPal, which offer protection against fraud.

Review offers with caution: Be wary of excessive discounts and verify that the site is legitimate before making a purchase.

Keep your software up to date: Make sure you have updated antivirus and operating systems to prevent vulnerabilities.

Avoid sending personal data by e-mail and only do so on secure sites.

Monitor your bank accounts: Activate alerts to quickly detect unauthorized transactions.

Avoid public Wi-Fi networks: Make purchases on secure networks or use a VPN to protect your connection.

Verify shipping and return policies: Review terms and conditions before finalizing your purchase.