



Fraudulent Coca-Cola Award Winner notifications

Several different emails that falsely claim that the recipient of the email has been randomly selected for a cash prize from The Coca-Cola Company or Coca-Cola Hellenic are now in circulation.

Subject lines for the emails have ranged from "The Coca-Cola Award Notification" to "The Coca-Cola Promo Winning Notification" or other similar headings. The emails include formal language that makes them look "official," and are sometimes designed to look legitimate by including images or photographs, a "secret pin code" or reference/ticket number and contact information for a Coca-Cola representative.

The Coca-Cola Company or Coca-Cola Hellenic is in no way associated with these emails or programmes.

This appears to be a form of fraud known as "phishing," where scam artists attempt to develop relationships with victims in order to obtain personal and financial information. Common signs that a message may be a part of an email scam or "phishing" campaign include:

- Spelling and grammatical errors in the email.
- Improper use of company trademarks.
- Sender's use of free, non-corporate email accounts (such as Yahoo!, AOL and Hotmail).
- Requests for personal information and the promise of quick financial gain.

What to do?

- **Do not reply to these emails with any information.**
- **If you have already responded to this type of email, it's recommend that you immediately discontinue all communications with the source of the email and contact your local and/or federal authorities for advice on how to proceed to protect your personal information and privacy.**