CHECKLIST · SCAMS & SECURITY

Spot the scam: the ‘Google’ call about your Business Profile

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digitaladvisors.com.au/journal/spot-the-scam-google-business-profile-call/

- [ ] **Hang up on any "Google" caller who asks for money.** Google never charges to keep, verify or reinstate a Business Profile.
- [ ] **Never read out a code over the phone.** Google never asks for verification codes, one-time passwords or PINs in a call.
- [ ] **Don't press any keys on a "Google" robocall.** Hang up instead, even if the recording tells you to press a button.
- [ ] **Treat any promise of the top spot as a red flag.** Google says it never guarantees top placement in search results.
- [ ] **Check who can manage your profile.** In your Business Profile, select More, then Business Profile settings, then People and access, and remove anyone you don't recognise.
- [ ] **Brief whoever answers the phone.** Make sure staff know a real Google call never sells anything or asks for payment or codes.
- [ ] **Report the caller to Google.** Use the Business Profile third-party complaint form, with the caller's company name, number and anything they sent.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.