



# Michigan Army National Guard

## Office of Emergency Management

### Online Shopping Safety and Awareness



#### Online Sales

- US online holiday sales will reach \$138 billion in 2019, representing 12.7% growth over 2019  
<https://www.forrester.com/report/Forrester+Analytics+Online+Holiday+Retail+Sales+Forecast+2019+US/-/E-RES158337>).
- *Cyber Monday [2018]* was the biggest sales day of the year with online revenues of \$7.9 billion, an increase of 19.3 percent over 2017. Mobile transactions soared. **Over half of visits — 54.3 percent — came from mobile devices**, a year-over-year increase of 55.6 percent (<https://www.practicalecommerce.com/sales-report-2018-thanksgiving-black-friday-cyber-monday>).



#### Plan and Prepare

As online shopping increases, theft of delivered packages will increase.

- Consider an alternate delivery location; carriers will often deliver to a business, secondary address, or neighbor.
- Ask the carrier to not leave the package if no one is home.
- Consider picking the package up from the carrier's local distribution point.
- Identify a hidden location the carrier can leave the package out of plain sight.
- Consider adding a camera or other device that can not only capture image and video, it allows you to speak through it warning the criminal he or she is being watched.

#### What To Do If Your Package Gets Stolen

If you're a victim of porch pirate theft, report the problem to local law enforcement, supplying the officers with security camera footage, if available. Even if your package is a low-value item, reporting the problem can help police to uncover larger theft operations. Also, be sure to contact the retailer or delivery company to see if you can get a refund – Amazon will often ship a replacement at no charge – or some type of compensation (<https://www.tssbulletproof.com/blog/4-ways-prevent-porch-pirate-theft/>)