Be Aware of Fraudulent Communications

You may be contacted by unscrupulous people who pretend they work for Gartner to try to get you to provide personal information, money, or payment information. These communications may include Gartner branding, but they are not legitimate.

To help you identify these fraudulent communications, please note:

- We will NEVER ask you to wire money anywhere, send us cash, or provide us with your bank account information.
- We will NEVER send you payment in advance for activities related to employment with Gartner.
- We will NEVER ask you to be a mystery or secret shopper – we don’t conduct that kind of research!
- We will NEVER ask for personal information or payment for Gartner services via LinkedIn, or any other social media platform.

Legitimate emails only come from firstname.lastname@gartner.com email addresses. We have provided an example below of a scam email using a fraudulent Gartner email account, with other red flags of a potentially fraudulent communication.

If you’ve received an email similar to the one below, it is NOT valid. If you are concerned about an email claiming to be from Gartner and want to check if it’s legitimate, please contact us at privacy@gartner.com.

Please don’t reply or otherwise respond to the suspicious email – by doing so, you would confirm your email account is active and you might receive even more spam.

For additional information about recent scams and how to recognize the warning signs, visit the Federal Trade Commission’s website.

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Legitimate emails will be sent from a gartner.com email address.

Scam emails often overuse punctuation or capital letters in the subject line to get your attention.

You will be evaluating any APPLE STORE in your area. The technology market is affected by rapid innovation, regulatory intervention, and overwhelming choice. Therefore differentiation and loyalty are major challenges for brands. We help hardware and software manufacturers by providing a clear understanding of consumer and business needs, behaviors, and perceptions, enabling them to develop and deliver the most relevant positioning, communications, customer management initiatives, products, and services.

This envelope contains a check of $1,900.23. You are required to deposit the check at your bank and wait for funds to be available before you begin your task.

**ASSIGNMENT INSTRUCTION**

You will be evaluating a local APPLE STORE in your city. Our choice an Apple store in your city.

**SPECIFICATIONS TO PURCHASE**

Receiving money unprompted, before completed a requested task, is most likely a scam.
Grammatical errors, or an omission of key words, can help identify a scam email.