

## **Don't Let Empty Promises From Sports Apparel Companies Ruin Your Season**

**September 10, 2019** – As the 2019 NFL Season begins, BBB warns consumers against unofficial websites that sell professional teams' sports apparel. [BBB Scam Tracker](#) reports indicate that consumers are being scammed by fake sports apparel websites. Consumers report that they are making online orders for NFL jackets, jerseys, and other apparel, but not receiving their orders.

BBB investigated the company DiehFans, which was selling sports apparel online through its e-commerce site and Facebook page. The suspicious company Diehfans charged consumers when they ordered their products but failed to deliver customer orders. BBB received over 25 complaints regarding this company from December 2018 to April 2019.

This company was commonly confused with a legitimate apparel company with a similar name. BBB advises consumers to look closely when typing in URL addresses to ensure you are directed to the page you intended to go to. Scammers often create fraudulent companies that sound real or impersonate another company to trick consumers into thinking their company is credible.

Online purchases were the #2 scam of 2018, according to [BBB Scam Tracker Risk Report](#): this scam was in the top three scams for all age groups ranging from 18-54. Fake companies are sometimes hard to spot online because scammers often create convincing websites and advertisements, and may even pay for ad space on reputable websites.

To help ensure you are shopping smart online and finding authentic or licensed replica sports apparel, BBB offers these tips:

- **“Caveat Emptor” (Buyer Beware).** Although scammers can trick you with low-cost sports

apparel, shopping on legitimate websites is the best way to get your gear. If you are looking for sports apparel, shop at the professional sports teams' website, or reputable retailers. Some reputable retailers may offer third-party sellers on their marketplace, so read the fine print to identify who the merchant is or research your retail options by looking up the company at [bbb.org](http://bbb.org).

- **Shop with a credit card.** When you purchase items with a gift card, debit card, or wire transfer, there are no guarantees that you will receive your money back if you are scammed. Shopping with credit cards offers you more protection than debit cards may, because they do not give scammers access to your bank account.
- **Read customer reviews before purchasing.** Doing research is a great way to make sure you will be satisfied with your purchase. Reading about other customers' experiences will help determine if you want to do business with the company. Read previous customers' reviews from the website where you plan to make the purchase, and be sure to check out their business profile at [bbb.org](http://bbb.org).

Report scams to [BBB Scam Tracker](#) to help warn others about fraudulent companies. If you see an advertisement that looks fake, you can report it to [BBB AdTruth](#). If you have an issue with a business, you can file a complaint at [bbb.org](http://bbb.org). To learn more about the top scams of 2018, visit [BBB Scam Tracker Risk Report](#).

### **About BBB**

For more than 100 years, Better Business Bureau has been helping people find businesses, brands, and charities they can trust. In 2018, people turned to BBB more than 190 million times for BBB Business Profiles on more than 5.2 million businesses and Charity Reports on

11,000 charities, all available for free at [bbb.org](http://bbb.org). BBB offers its national and local consumer services online and in person. Through our efforts, BBB helps millions of people each year.

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