CYBERINSIGHTS | BLACK FRIDAY SAFETY

The Deal Can Wait. Your Data Can't: A Black Friday Cybersecurity Survival Guide

Practical preparation and response. No checklist guarantees safety.

1 SECURE YOUR ACCOUNTS

Protect email first. Use unique passwords or passkeys where supported, enable strong sign-in protection and keep recovery options current.

2 OPEN THE STORE DIRECTLY

Use a known address or official app. Independently check unfamiliar sellers. A search advertisement, padlock or review score is not proof.

3 READ THE WHOLE DEAL

Confirm the exact product, total price, delivery, return terms and subscription conditions before paying.

4 PROTECT THE PAYMENT

Use a payment method with suitable protections. Do not move off-platform under pressure. Confirm rights and deadlines with your provider.

5 REFUSE EXTRA ACCESS

Do not share unexpected codes, approve unexplained sign-ins, install deal software or grant remote access for a refund.

6 VERIFY AFTER BUYING

Keep receipts privately. Check delivery and refund requests in the original order or through a trusted contact. Monitor transactions.

7 RESPOND EARLY

Stop contact. Contact the payment provider through its official channel; secure exposed accounts from a trusted device and preserve evidence.

Evidence: scope / owner / expected result / observation / gaps / reviewer / recheck

Sources: Canadian Centre for Cyber Security: Shopping online safely (October 2026); FTC: Online shopping and payment precautions; Canadian Centre for Cyber Security: Passphrase and password practices; Canadian Centre for Cyber Security: Passkey considerations; FTC: Recognize and avoid phishing scams; FTC: Scammers hiding links in QR codes; FTC: Tech support and refund scams; FTC: What to do if you were scammed; Canadian Anti-Fraud Centre: What to do if you are a victim of fraud; Canadian Centre for Cyber Security: Baseline controls for small and medium organizations; PCI Security Standards Council: Payment-page security and e-skimming guidance; Office of the Privacy Commissioner of Canada: Mandatory breach reporting guidance. Full links and limitations are in the companion guide. Examples are hypothetical; no customer environment was tested.