

13 November 2007

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Not all the toys are as friendly as they look

## **Warning! Dangerous Toys Online!**

### *Online shoppers planning to sell dangerous toys*

With the holiday shopping season about to start, the online merchants are trying to do anything is possible to obtain higher revenues and sell their products. Web User News today informs about the risk of buying toys which were actually recalled by manufacturers due to some dangerous features which could harm the safety of the children. Moreover, MarkMonitor reports that many of these products are promoted through online adverts and what's more dangerous, through phishing attacks which also aim to steal users' information. "As the holidays approach, buyers should be wary of online scammers and irresponsible vendors who are abusing reputable brands to make a profit," said Irfan Salim, president and chief executive officer of MarkMonitor. "The Internet has introduced a boundless, multi-jurisdictional playing field that regulatory and industry bodies cannot fully control. Ultimately, brandholders are responsible for protecting the consumers who trust their brands and their supply chains from fraudulent and questionable Internet practices." According to MarkMonitor, 30 percent of the websites designed to work with toys continue to sell products which were recalled by the manufacturers. Moreover, no less than 33 percent of the paid search results of major online shops redirect the users to dangerous websites. "The toy recall and gift card findings vividly demonstrate the contrast between how brands are protected in the Internet world vs. the physical," said Frederick Felman, chief marketing officer for MarkMonitor. "Brand holders need to develop comprehensive and aggressive strategies to protect consumers who not only trust their names in stores, but in online venues as well. They also need to recognize the Internet has the potential to contaminate supply chains to brick and mortar vendors. If brand holders don't move aggressively, they put their customers, reputations and revenues at risk." If you want to read all the findings of MarkMonitor's research, you can access the press using this [link](#).