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ThisIsMe
VERIFYING IDENTITIES ONLINE

PRESS RELEASE

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Are 50% of online classified adverts still scam?

Carte Blanche on M-net recently featured an investigation into online personal identity theft as well as false advertising and scams on classified websites in South Africa.

Operations Head of OLX, Sharon Knowles, stated that 2,000-3,000 adverts are deleted per day on the classified website www.olx.co.za because they are suspected as scam – quite an alarming figure for just one of South Africa’s classified online websites. Africa Business Review and Business Day Live recently reported that 50% of online classified adverts are scam.

“The Carte Blanche website offers advice on how to avoid online scams,

<http://carteblanche.dstv.com/online-ad-scams/> but the real solution is to ensure that when a person is using a classified website, they KNOW exactly who they are dealing with. So how do users of websites know who to trust? Personal identity ownership is fast becoming not only a trend but a necessity in the online world to protect oneself and to prove who you say you are,” says Mark Chirnside, CEO of ThisIsMe.

ThisIsMe, a third party online identification and verification authority does just that, quickly. By distinguishing legitimate users from false personas, having a ThisIsMe verification is a must and dealing only with other users who have one, is a necessity.

ThisIsMe authenticates and verifies the following for individuals: their real online identity, enabling the individual to transact online in the knowledge that others interacting with them are confident in their online persona. Equally, they will know that the individual they are buying from is real and can be traced.

Consumers and website alike will then be confident that the person they are buying from or selling to, is in fact the person who they purport to be. Knowing that they can be traced in the event of a problem (subject to law).

For more information, contact Nadeem Shahid, Marketing & Sales Director at ThisIsMe on nad@thisisme.com or +27 (0) 21 422 3995.

About ThisIsMe Inc.

ThisIsMe is made up of a team of passionate Internet professionals who share a vision of a more accountable and mature online environment, in which users interact with trust and security.
www.thisisme.com

For the Carte Blanche insert, go to: <http://carteblanche.dstv.com/player/604364/>

