



Uttar Pradesh Police, Amazon India Join Hands to Fight Fraud, Protect Online Shoppers from Bad Actors

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- *UP Police, Amazon India to jointly spread awareness and educate consumers about safe online shopping practices, identify bad actors*
- *Proposed joint projects include social media campaign, interactive workshops, awareness activities to prevent frauds and focused-initiatives aimed at enhancing online safety of women*

Lucknow/ New Delhi, May 30, 2023: The Uttar Pradesh Police and Amazon India are coming together to tackle the menace of online shopping scams with a consumer education and awareness campaign, #MissionGraHAQ. The two partners are collaborating to explore several joint initiatives aimed at empowering consumers to shop online with greater confidence.

The UP Police and Amazon India have agreed to join forces to educate online consumers about their rights as well as raise awareness about safe shopping practices and protecting online shoppers from bad actors. These joint projects will also include special initiatives aimed at enhancing online safety of women by creating awareness about identity theft, impersonation and online financial frauds.

"Amazon is a strong partner and our alliance will help us not just fight, but also prevent online scams. Our initiatives, especially social media campaigns, will be an important enabler to help consumers shop online with confidence. Our partnership comes at a time when we are witnessing a significant surge in online transactions post-Covid, courtesy convenience of online shopping and UPI payment infrastructure. There's an increased need for consumers to be vigilant and our joint initiatives will help us do just that," **said Prashant Kumar, Special DG Law & Order, Uttar Pradesh.**

"Amazon is excited to join forces with the Uttar Pradesh Police to promote awareness on online scams and frauds. This association will help us deliver on our shared mission of enhancing online safety and promote a trustworthy digital space. Internet is now seamlessly integrated into our everyday lives and, it is imperative to forge such private-public partnerships to build defence against bad actors. This collaboration will not only educate a large consumer base and but also enable us to identify to foster a secure digital experience," **said Chetan Krishnaswamy, Vice President, Public Policy at Amazon India.**

The partnership with the UP Police will complement Amazon India's consumer education recent initiative, '[Mission GraHAQ](#)', that is spreading awareness about safe online shopping practices, consumer rights and more. Amazon endeavors to dial-up efforts against online scams through collaborations with law enforcement agencies, government agencies, consumer groups, small businesses and industry associations among others.

As part of this collaboration, Amazon and UP Police have agreed to explore several joint projects, including consumer awareness campaigns and educating women about identifying online bad actors, safe use of ecommerce and social media, preventing online scams and frauds; industry dialogues with representation from diverse set of stakeholders to identify issues impacting online consumer safety and find actionable solutions to address them, capacity building / training programmes of law enforcement agencies and stakeholders in cyber security and consumer protection .

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