

June 2008

## **Nokia comments on recent e-mail and text message (SMS) hoaxes**

Nokia is aware that recently there have been several hoax messages on different Nokia promotions and lottery campaigns, sent via email or SMS, purporting to originate from Nokia. Nokia has not initiated any such campaigns and has nothing to do with them - the messages have been sent via parties that are not associated with Nokia in any way.

Please do not reply to these messages or pass them on, as it is possible that by replying to such e-mails or taking the requested actions your personal information could be misused by the originators of the message or others.

Where possible, Nokia works with the relevant authorities to try and suppress this activity. However, given the open nature of the Internet, the most effective action is to delete the messages without responding to the sender.

Nokia Communications

### **Examples of hoax e-mails circulating:**

#### **Hoax claim: Free Nokia mobiles**

"Nokia Is Giving Away Phones For "FREE"!! Nokia is trying word-of-mouth advertising to introduce its products. And the reward you receive for advertising for them is a phone free of cost!"

#### **Hoax claim: Nokia mobile promo**

"In line with the commemorating event marking our 142nd anniversary we rolled out over £16,000,000.00 (Two Million Great Britain Pounds) for our 142nd Anniversary Draws. All participants were selected through a computer ballot system drawn from 25,000 company mobile numbers, and 30,000,000 individual mobile numbers from the 45 mobile networks from Australia, New Zealand, North America, South America, Europe, Asia and Africa as part of International Promotions Program, which is conducted annually in Britain, London.

This promo is approved by the British Gaming Board and also licensed by the International Association of Gaming Regulators (IAGR). This promo is the 1st of its kind and we intend to sensitize the public. To begin the verification process of your prize, you are required to fill and send the claims form below."

### **Example of hoax SMS circulating:**

#### **Hoax claim: Nokia/UK promo**

Congratulations! Your cell phone has won you 60,000 (GBP) pounds in the ongoing NOKIA/UK PROMO. For claims call: 44xxxxxxx or email: [hoax.example@fakelottery.com](mailto:hoax.example@fakelottery.com)