

**Consob warns against the numerous advertising initiatives on the web that generically propose fictitious investments and that could be functional to the acquisition of sums of money or personal data**

As part of its supervisory activity, Consob has seen an increase in advertising campaigns, relating to alleged investments, implemented through banners, advertisements, pop-ups and/or similar advertising tools variously present on websites and social networks or, sometimes, through email or telephone messages, through which the possibility of obtaining significant (often unlikely) financial returns is generically prefigured, also through the undue combination of the investment advertised with well-known figures, in the face of the proposed purchase of shares of well-known international companies in the technological and commercial sector, of renowned football clubs and/or cryptocurrencies.

As part of these advertising campaigns, users are invited to request information about the investment advertised by filling out a form within which to enter their personal details and their telephone and/or email addresses to be contacted again.

Therefore, savers are warned against the risks associated with such advertising initiatives that generically envisage fictitious investments and that could, in reality, be functional in acquiring sums of money or personal data.