

## CONTENTS

# Warning Signs

### *User beware*

It may not be easy to know what online information to trust. Even some reputable websites may fall short in certain areas. A helpful way to assess a website is to look closely at what's there and what isn't.

The U.S. Federal Trade Commission has developed a list of claims that should make you suspicious of a website:

- > Claims of a “scientific breakthrough,” “miraculous cure,” “secret ingredient,” or “ancient remedy.”
- > Claims that a product can cure a wide range of illnesses. No single product can do this.
- > Case histories of people who have had amazing results but no clear scientific data are available.
- > Claims that a product is available only from one source, especially if payment is required in advance.
- > Claims of a “money-back” guarantee.
- > Websites that do not list the company's name, physical address, phone number, or other important contact information.

Problems in any of these areas should raise a red flag to the user that the website may have scientifically inaccurate information. This may be especially important when looking at sites promoting complementary or alternative cancer treatments.

*Adapted with permission of the American Cancer Society*