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## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **Idaho Department of Finance Marks National Consumer Protection Week**

**Boise, Idaho...** In recognition of National Consumer Protection Week, March 1–7, 2026, the Idaho Department of Finance (IDOF) is reaffirming its commitment to protecting Idaho consumers by helping them avoid scams, understand their financial rights, and safely navigate today’s rapidly changing financial marketplace, while ensuring fair and transparent financial practices across the state.

“Empowering Idahoans with clear, trustworthy information is essential to helping them make confident financial decisions,” said Salvador Cruz, Director of the Idaho Department of Finance. “Whether someone is choosing a financial service provider, managing personal finances, or considering an investment opportunity, our goal is to help Idahoans stay informed, avoid scams, and protect their hard-earned money.”

National Consumer Protection Week is an annual initiative led by the Federal Trade Commission that brings together federal, state, and local agencies, as well as nonprofit and private partners, to provide tools and resources to help consumers safeguard their financial well-being. Throughout the week, IDOF is sharing daily consumer-protection posts on its social media channels to help Idahoans recognize scams, understand their rights, and know where to report suspicious activity.

As financial products, digital services, and online platforms continue to evolve, IDOF remains focused on ensuring that Idahoans have access to clear, transparent information and that financial service providers operate responsibly. The Department conducts investigations, brings enforcement actions against bad actors, and works to return funds to harmed consumers whenever possible.

During National Consumer Protection Week 2026, IDOF encourages Idahoans to take steps to protect their finances, including:

**Verify** the registration and background of financial professionals and financial service providers before engaging in services or investments.

**Be cautious** of unsolicited offers, especially those involving cryptocurrency, digital assets, or “guaranteed returns.”

**Protect** personal and financial information by watching for phishing attempts, fake websites, and unexpected or unreasonable requests for sensitive data.

**Recognize** common scam tactics, such as pressure to act immediately, requests for payment via gift cards or cryptocurrency.

**Know how to report and recover from scams**, including stopping payments when possible, contacting your financial institution, securing compromised accounts, and reporting:

- [ReportFraud.ftc.gov](https://reportfraud.ftc.gov) (FTC– general scams and fraud)
- [IdentityTheft.gov](https://identitytheft.gov) (FTC– identity theft recovery plans)
- [IC3.gov](https://ic3.gov) (FBI– online and cybercrime)
- [Finance.idaho.gov/complaint-guidance](https://finance.idaho.gov/complaint-guidance) (IDOF– financial service or provider complaints)

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### **About the Idaho Department of Finance**

The Idaho Department of Finance has regulated financial services in Idaho since 1905. Its mission is to safeguard the financial health of Idahoans through the appropriate oversight of diverse financial institutions, the education and protection of consumers, and by fostering sensible innovation in the financial services market. For more information, please visit [finance.idaho.gov](https://finance.idaho.gov) or email [finance@finance.idaho.gov](mailto:finance@finance.idaho.gov).