

California American Water Provides Tips for Spotting Scammers on Utility Scam Awareness Day

SAN DIEGO – NOV. 15, 2023 – Today is Utility Scam Awareness Day, and [California American Water](#) is arming customers with information to protect themselves from common utility scams. According to the [Better Business Bureau](#), impersonation is a very common tactic used by scammers. Whether it be a suspicious individual knocking on the door, or a phone call from an unfamiliar number, it is important to remain calm and ask questions.

“Safety is at the forefront of everything we do at California American Water,” said Kevin Tilden, President of California American Water. “Customer can be particularly vulnerable to utility scams during the distractions of a busy holiday season. So, it is important to stay alert and speak up if something doesn’t seem quite right.”

Utility company imposters typically attempt to scam individuals by one of two ways: they may pose as a utility worker in an attempt to gain access to an individual’s home, or they may call or send another type of urgent communication asking for immediate payment to avoid termination of services. California American Water encourages customers to be mindful in these situations and take the following tips into consideration when approached by someone who claims they are a utility worker:

- Always verify. When in doubt about an incoming phone call or email, stop the communication and contact the utility company through its customer service number to verify that the outreach was genuine.
- Be skeptical. Whether it’s a phone call, text message, email, or person standing at your door, continue to ask probing questions and safeguard your information. Don’t provide any information, whether financial or personal, until you verify who you are talking to.
- Remain calm. Scammers feed off panic. If you are worried, hang up the phone or close and lock your door, and call your utility company to verify.
- Never give cash. Our employees and contractors never collect money or credit card information from customers in the field.

“We want to help protect our customers against fraud,” Tilden said. “By providing these tips, we hope to not only help customers avoid scammers, but also bolster their sense of security throughout the holiday season.”

For more information about utility and other scams, or to report a scam, visit the Better Business Bureau’s [website](#).

About California American Water

California American Water, a subsidiary of American Water (NYSE: AWK), provides high-quality and reliable water and wastewater services to more than 725,000 people. Information regarding California American Water’s service areas can be found on the company’s website www.californiaamwater.com.

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