Sentrike

CHECKLIST

Fake store: the first 24 hours

What to do, in order, when a fake website copies your brand and takes your customers' money. Assign an owner to each row before you need it.

FAKE SITE URL _____

FOUND ON (DATE, TIME UTC) _____

INCIDENT OWNER _____

	WHO	ACTION	NOTES
HOUR 0-1			
☐	Security	Confirm the site is fake and live (full URL; what it copies; what it collects)	
☐	Security	Capture evidence: screenshots with date and time (UTC); page source; product and checkout pages; how customers found it	
☐	Security	Report to Google Safe Browsing and Microsoft SmartScreen (browser warnings)	
HOUR 1-4			
☐	Security	Find registrar (RDAP), host (IP owner), CDN, store platform	
☐	Security	Send abuse reports to registrar, host, CDN and store platform at the same time	
☐	Marketing	If it runs ads: report the ads on each ad platform	
SAME DAY			
☐	Finance	Identify the payment method on the fake checkout (card processor, PayPal, other) and report the merchant account	
☐	Support	Add a short notice to your site and support channels; prepare a reply for customers who paid the fake store	
☐	Support	Tell affected customers to contact their bank or card issuer and report to the authorities	
☐	Legal	Report to the authorities (US: ReportFraud.ftc.gov and ic3.gov; elsewhere: national fraud reporting service)	
DAYS 2-7			
☐	Marketing	Report reviews about the fake store on your profiles as off-topic (not about your business)	
☐	Security	Follow up on every report until the site is offline; verify from several locations	
☐	Security	Watch for the same store on new domains; report each copy referencing the first case	
AFTER			
☐	All	Review: how customers found it, what slowed the response, what to monitor next time	