

Facebook TF Report Submission #1 [07/5/2025]

Case Number: 15019753

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The posts in question are sponsored advertisements claiming that the user posting them is a former employee of a clothing store who worked under poor conditions and, after being fired, is now sharing a discount tip. Specifically, the posts allege that customers can purchase a North Face sports bag for just 2 euros by posting a review on the website of the clothing store in question (Decathlon).

We examined the link provided in the comment section of these posts, which supposedly directs users to the Decathlon website to leave a review and receive the discount. However, the link actually redirects users to an unknown website that is not affiliated with Decathlon. The URL (https://cutt.ly/decathlon_gr_tnf) differs significantly from the official Decathlon website (<https://www.decathlon.com.gr/>).

As shown in the attached screenshots, we used a sandbox environment to securely access the fraudulent URL and follow all steps presented. The structure of the site follows a familiar pattern commonly seen in phishing scams, featuring either pre-programmed quizzes that always result in the user "winning," or, in this case, a series of survey questions about how users found the website.

Additionally, on the homepage of the fraudulent website, there is a section displaying supposed comments from Facebook users, along with an account that is presented as Decathlon's customer service. However, attempts to access any of these accounts from the site were unsuccessful. Furthermore, the original Decathlon website contains no such section. This is another common aspect of phishing scams, where fake or programmatically generated comments and reviews are used to deceive visitors into believing that other users have successfully purchased the advertised product or service.

Please attach the valid document related to your report:

[Attached PDF]

Please submit the URLs below (max 20):

1. https://www.facebook.com/permalink.php?story_fbid=pfbid032D1mmdZUuoYorT4PKvXTMYrXxAWHbAzXLqo2G5gHD9t5Syxr39eSYMB9gRUqpJF8l&id=61575329683385
2. https://www.facebook.com/permalink.php?story_fbid=pfbid0rZXmhMK8U3zV986XkhioM4WZ6wZGSsZTUvAdpirYnhGpM8Z8Kfyd5tzDZRBPBUN9l&id=61575918360556
3. https://www.facebook.com/permalink.php?story_fbid=pfbid026E4z9M4hUvtANM3tYBcbMxCddWAWDj8NQL7SGYrLZ64ofVu9QeB85PCATrZP1oiwl&id=61575899722302
4. https://www.facebook.com/permalink.php?story_fbid=pfbid05WThL7mdNBSAw9Q1Ek2q6x7FbRoTcZF45aeq75Fc1P4C9HTLgXaX5SimT85YUJaDI&id=61575854184679
5. https://www.facebook.com/permalink.php?story_fbid=pfbid02KwzWb9w5bkudMcm4faPQ5xsLrhAoU3y9AE74vY2diRZRUBkXiFPbqzknHjE84ku5l&id=100016744891543
6. <https://www.facebook.com/emilia.nikolaou/posts/pfbid0GHuaeo8v97btfEn4uT3LBhVHaNMXDt6GGaDb4M81qsXUK9Wcb6T41GHac54eacol>
7. <https://www.facebook.com/anastasianou/posts/pfbid02wFu9WM5nYnTCx3BPyyKxJ3Cx4uYd42HVfFprmdDh2NE8no2DTSR3J2hCwoTh7zRjl>
8. <https://www.facebook.com/ads/library/?id=703453992051178>

Country:

Greece

Check here if you are reporting a beneficiary and/or payer of an advertisement under Digital Services Act

There is an applicable legal order for this request

Are you reporting unlawful content?

Yes

No

If you regard the reported content as unlawful, please detail what specific laws (i.e relevant legislative provisions) had allegedly been violated:

A] Greek Law 4619/2019 (Article 386 - Fraud)

Paragraph 1:

Whoever knowingly misrepresents false facts as true, or unlawfully conceals or withholds true facts, thereby causing damage to another person's property by convincing someone into an act, omission, or tolerance with the intent of gaining unlawful financial benefit for themselves or another from that damage, shall be punished with imprisonment; if the damage caused is particularly significant, imprisonment of at least three (3) months and a monetary penalty shall apply. If the total damage exceeds one hundred twenty thousand (120,000) euros, incarceration of up to ten (10) years and a monetary penalty shall be imposed.

(As amended by Article 92, Law 4855/2021, effective from 12/11/2021.)

Paragraph 2:

If the fraud is committed directly against the legal person of the Greek State, public-law legal entities, or local government organizations, and the total damage exceeds one hundred twenty thousand (120,000) euros, incarceration of at least ten (10) years and a monetary penalty of up to one thousand (1,000) daily units shall be imposed. The limitation period for this offense is twenty (20) years.

(As amended by Article 92, Law 4855/2021, effective from 12/11/2021.)

B] Greek Law 2251/1994 (Article 9d - Misleading Actions)

(Article 6 of Directive 2005/29/EC)

(Amended by Article 6, Law 4933/2022, effective from 20/5/2022.)

Paragraph 1:

A commercial practice is considered misleading when it contains false information and is thus untruthful, or when, in any way including its overall presentation, it deceives or may deceive the average consumer, even if the information is objectively correct, in relation to one or more of the following elements, and consequently causes or may cause the consumer to take a transactional decision they otherwise would not have taken:

- a) the existence or nature of the product;
- b) the main characteristics of the product, such as availability, benefits, risks, execution, composition, accessories, after-sales support, complaint handling, method and date of manufacture or supply, delivery, fitness, usage, quantity, specifications, geographical or commercial origin, expected results, or outcomes and essential characteristics of tests or checks performed on the product;
- c) the extent of the supplier's commitments, motivations behind the commercial practice, nature of the sales procedure, or any statement or symbol concerning direct or indirect sponsorship or approval of the supplier or product;
- d) the price, its calculation method, or the existence of a special advantageous price;
- e) the need for a service, spare part, replacement, or repair;
- f) the nature, characteristics, and rights of the supplier or its representative, such as identity, assets, qualifications, status, approval, partnership, connection, intellectual property rights ownership, or awards and distinctions;
- g) consumer rights, including replacement or refund rights under Article 5.

Paragraph 2:

A commercial practice is also misleading when, given its actual context and considering all its features and circumstances, it causes or is likely to cause the average consumer to take a transactional decision they otherwise would not have taken, and includes:

a) marketing or comparative advertising creating confusion with a competitor's products, trademarks, trade names, or other distinctive features;

b) non-compliance by the supplier with explicit, ascertainable commitments included in codes of conduct the supplier claims adherence to;

c) marketing goods as identical to products sold in other EU member states, while those goods clearly have a different composition or characteristics, unless justified by legitimate and objective factors.

C] Greek Law 2251/1994 (Article 9e - Misleading Omissions - Fake user reviews)

(Article 7 of Directive 2005/29/EC)

(Amended by Article 7, Law 4933/2022, effective from 20/5/2022.)

Paragraph 6:

When suppliers provide consumer product reviews, they must disclose whether and how they verify the authenticity of those reviews.

D] Greek Law 2251/1994 (Article 9f - Misleading Commercial Practices - Fake user reviews)

(Annex I of Directive 2005/29/EC)

The following commercial practices are always prohibited as misleading:

λγ) Claiming product reviews are submitted by consumers who have actually used or purchased the product, without taking reasonable and proportionate steps to verify that the reviews originate from such consumers.

λδ) Submitting, or commissioning another person or legal entity to submit, false consumer reviews or endorsements, or distorting consumer reviews or endorsements to promote products.

E] Greek Law 2121/1993 (Article 66 – Criminal Sanctions for copyright infringement)

Short description of relevance:

Defines criminal liability for copyright infringement, specifying penalties (imprisonment and monetary fines) for intentional infringement, especially when done for commercial purposes or on a large scale.

Paragraph 1:

Whoever, without authorization and in violation of the provisions of this law or of multilateral international conventions on the protection of intellectual property ratified by law, records works or copies, reproduces them directly or indirectly, temporarily or permanently, in any form, in whole or in part, translates, adapts, arranges or transforms them, distributes them to the public by sale or other means or possesses them with the intent of distribution, rents them, publicly performs, broadcasts them in any manner, presents works or copies to the public by any means, imports copies of works produced illegally abroad without the author's consent, and generally exploits works, copies or material subject to intellectual property, or violates the author's moral right to decide on the publication of the work to the public and to present it unaltered without additions or cuts, shall be punished with imprisonment of at least one year and a monetary fine of 2,900 to 15,000 euros. (Article 8(1) of Directive 2001/29)

Paragraph 2:

The same penalty shall apply to anyone who, in violation of this law or international conventions on the protection of related rights ratified by law, carries out the following acts:

A) Without the permission of performers:

a) records on a material medium their performance,

b) reproduces directly or indirectly, temporarily or permanently, by any means and in any form, in whole or in part, the recording of their performance on a material medium,

c) distributes to the public the material medium containing the recording of the performance or possesses it with intent of distribution,

d) rents the material medium with the recording of the performance,

e) broadcasts the live performance in any manner, unless such transmission constitutes a retransmission of a lawful transmission,

f) presents the live performance to the public by any means other than broadcasting,

g) makes available to the public, wired or wireless, in such a way that anyone may access it at a time and place of their choosing, the recording of their performance on a material medium.

B) Without the permission of phonogram producers (producers of sound carriers):

a) reproduces directly or indirectly, temporarily or permanently, by any means and in any form, in whole or in part, their phonograms,

b) distributes to the public the aforementioned sound carriers or possesses them with intent of distribution,

c) rents the aforementioned sound carriers,

d) makes available to the public, wired or wireless, in such a way that anyone may access them at a time and place of their choosing, their phonograms,

e) imports the aforementioned sound carriers produced abroad without the producer's consent.

C) Without the permission of audiovisual work producers (producers of visual or audiovisual carriers):

a) reproduces directly or indirectly, temporarily or permanently, by any means and in any form, in whole or in part, the original and copies of their films,

b) distributes to the public the aforementioned visual carriers, including their copies, or possesses them with intent of distribution,

c) rents the aforementioned visual carriers,

d) makes available to the public, wired or wireless, in such a way that anyone may access the original and copies of their films at a time and place of their choosing,

e) imports the aforementioned visual carriers produced abroad without the producer's consent,

f) broadcasts the aforementioned visual carriers by any means, including satellite transmission or cable retransmission, as well as public presentation.

D) Without the permission of broadcasting organizations:

a) retransmits their broadcasts by any means,

b) presents their broadcasts to the public in venues with paid entry,

c) records their broadcasts on audio or visual or audiovisual material carriers, whether transmitted wired or wireless, including cable or satellite transmission,

d) reproduces directly or indirectly, temporarily or permanently, by any means and in any form, in whole or in part, the physical embodiment of their broadcasts,

e) distributes to the public the material carriers containing the recordings of their broadcasts,

f) rents the material carrier with the recording of their broadcasts,

g) makes available to the public, wired or wireless, in such a way that anyone may access the physical embodiment of their broadcasts at a time and place of their choosing. (Article 8(1) of Directive 2001/29)

Paragraph 5:

Whoever:

a) uses or puts into circulation or possesses with the intent of circulation systems or means designed solely to facilitate the unauthorized

removal or deactivation of a technical system protecting computer programs,

b) manufactures or imports or uses or puts into circulation or possesses with intent of circulation devices or other material for reproducing works that do not meet the specifications set out under Article 59 of this law,

c) manufactures, imports, uses, puts into circulation, or possesses with the intent of circulation objects or performs acts that may defeat the outcome of the aforementioned specifications,

d) reproduces or uses works without using the devices or without applying the systems defined under Article 60 of this law,

e) puts into circulation or possesses with intent of circulation sound, visual, or audiovisual carriers without the special seal or control tape provided under Article 61 of this law, shall be punished with the penalty of paragraph 1.

Paragraph 8:

Whoever, without authorization, carries out temporary or permanent reproduction of a database, translation, adaptation, arrangement, or any other transformation of the database, distribution of the database or its copies, or communication, display, or presentation of the database to the public, shall be punished with imprisonment of at least one year and a monetary fine of 3,000 to 15,000 euros.