Aviva Canada warning of fraudulent scam involving Publishers Clearing House
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Aviva Canada is warning Canadians about a scam involving Publishers Clearing House.

Several members of the general public have received letters that appear to have been sent by Publishers Clearing House advising them that they have won a grand prize of over one million dollars. The letters ask the recipient to contact Publishers Clearing House at a number provided and speak with an agent who will let them know how to claim their cash prize winnings. An additional note indicates that a cheque has been enclosed to assist the recipient with paying for the taxes and processing fees necessary to claim their prize.

The letters have not been issued by Publishers Clearing House and do not constitute a claim to an actual prize. The cheques have the appearance of legitimate Aviva cheques and include reference, broker and policy numbers, but are in fact fraudulent and have not been issued by Aviva Canada.

Aviva Canada is investigating the matter and upon completion, intends to present their findings to police. Aviva Canada takes fraudulent activity such as this seriously and will vigorously protect the public, and its brand and reputation against those who would seek to misuse it for their own ends.

What should people do if they receive a letter?
1. Do not call the number listed on the letter or give banking information or personal identification information such as your Social Insurance Number.
2. Do not attempt to cash the enclosed cheque.
3. Do not discard the letter and cheque.
4. Report the matter to Aviva Canada’s Fraud Information Centre — open 24/7. Email anti-fraud_management@avivacanada.com or call 1-855-332-5255.