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(54) Title: COMPUTER IMPLEMENTED SYSTEM AND METHOD FOR PROTECTING INDIVIDUALS FROM FALSE ADVERTISING AND DECEPTIVE CONDUCT IN AN ONLINE ENVIRONMENT

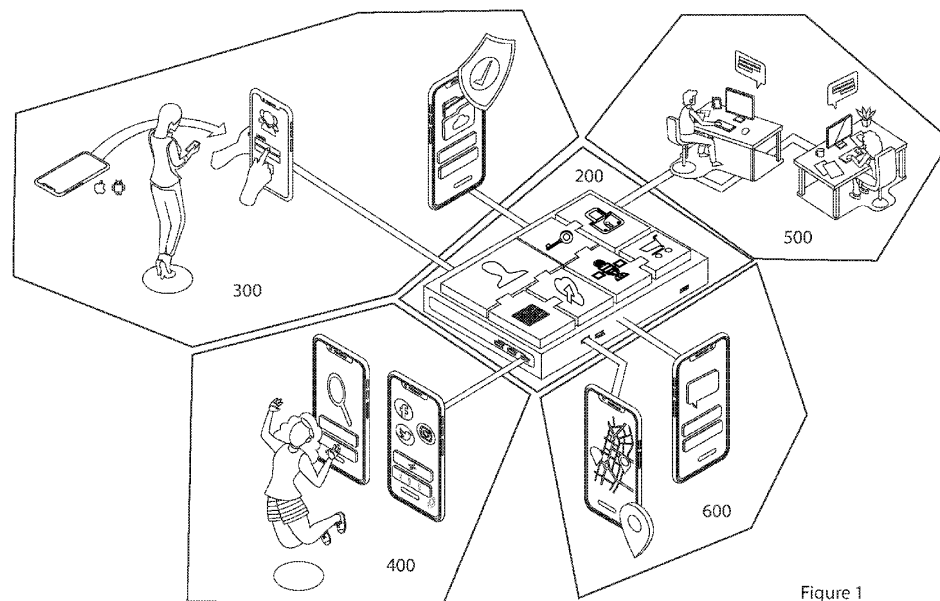


Figure 1

(57) Abstract: The present invention relates to a system and method for providing protection to online users with respect to third parties who issue false advertisements in respect of goods and/or services and who seek to obtain payment from users with no intention of providing the advertised goods. The present invention finds particular application in protecting users of social media, and assists to protect online users from any type of deceptive conduct across social media channels such that users may utilise the services of social media whilst having confidence that they are substantially protected from the false advertising of third parties.

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