REVERSE IMAGE LOOKUP

South Dakota CONSUMER PROTECTION — OFFICE OF ATTORNEY GENERAL
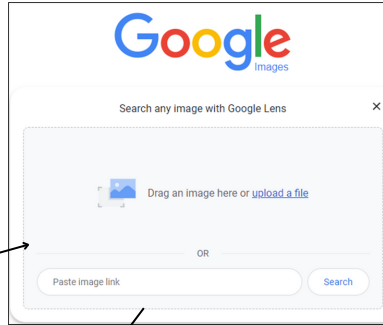
1 Google Lens

Type **images.google.com** into the search bar of your browser. You can also find this from the main Google search page (**www.google.com**) and clicking on "Images" at the top right corner of the page. You will get the below image. Click on the "camera" icon to get the screen to the right.
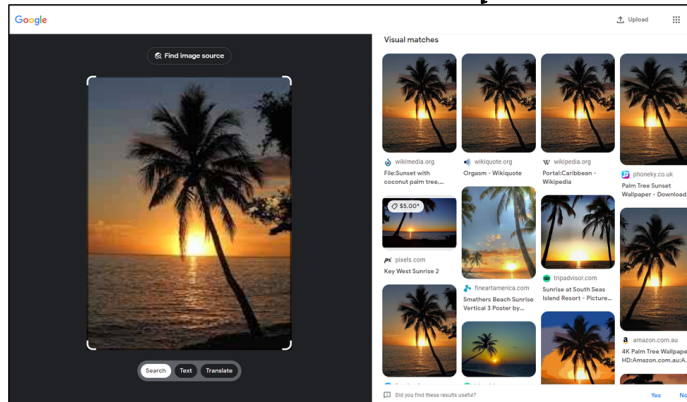
You can then upload an image from your computer, drag and drop it from your computer, or paste a link you've copied from an image found on a website, social media post, or other online source.

To upload from your computer, click "upload a file" on the screen. This will open your file explorer. Then find to the image you want to lookup.

To drag and drop open your file explorer, find the file, and drag it onto the screen.

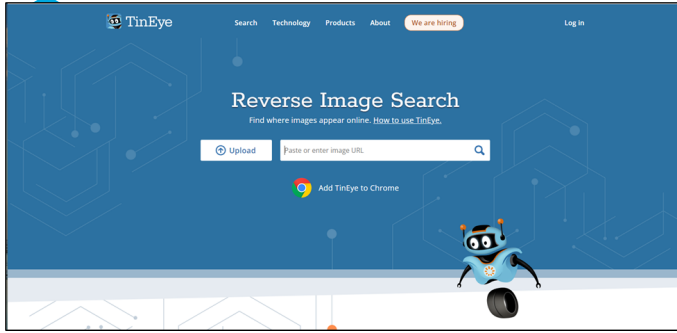Once uploaded, you will see other locations on the internet where a similar image appears.

In this example, a reverse search on an image returned results from Google that appear similar to the sample photo.
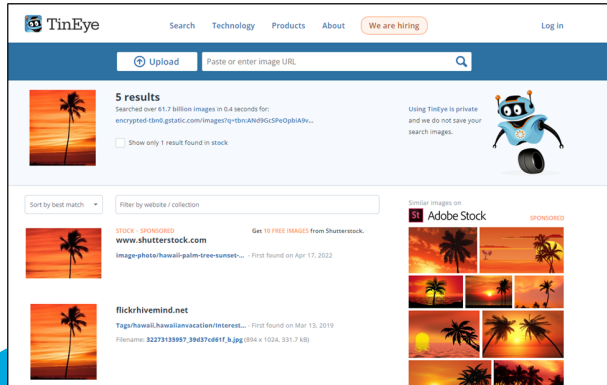
2 TinEye

Tin Eye is another site to search images. Type TinEye.com into your browser. You should see the image below.

Here, you are able to upload an image, or paste a link you've copied from an image found on a website, social media post, or other online source.

After adding your image you will see the below screen, indicating locations the image you searched has been found on the internet.

Caution for purchasing online:

- **Authenticity**: if a unique item is listed on multiple websites, it might not be as exclusive as it appears. It could be a replica, counterfeit, or misrepresented.
- **Price Discrepancy**: Significant price differences for the same unique item across different websites could indicate a scam, particularly if one appears too good to be true.
- **Quality and Condition**: If it is being sold on multiple sites have a clear understanding of the quality and condition of the item **before** purchasing.
- **Item Description**: Be sure the item description matches the image you are being shown.
- **Return Policy**: Review the return policy carefully. If you receive an item that doesn't match the description, know your options for return or refund.
- **Secure Payment**: Always use a secure form of payment. *Do not* use gift cards, pre-paid debit cards, crypto currency, cash or wire money from your bank.
- **Trust your instincts**: If it seems too good to be true, it probably is.