



WRITE TO YOUR MP

REPORT A ROGUE LOCKSMITH

To	Person Person Person
Cc	Person
Bcc	Person
Subject	Action Needed to Address Fake Locksmith Listings and Rogue Locksmith Search Engine ads in the UK



**Copy & Paste
Our Template**

I am writing to share my personal experience as a victim of a rogue locksmith and to urge immediate action to address the growing problem of fraudulent locksmiths exploiting paid advertising and fake listings on major search engines, particularly Google UK.

On [insert date], I contacted what I believed to be a local locksmith after a quick search online during an emergency situation. The company I reached out to, [insert locksmith name], which appeared at the top of the search results, turned out to be a rogue operator. I was misled by a false address and a professional-looking advert that gave the impression of a legitimate local business.

Unfortunately, I was charged an extortionate fee of £ [insert amount] for a service that was rushed, unprofessional, and far below acceptable standards. I now understand that this is a widespread issue affecting many people, particularly those in vulnerable situations.

After my experience, I reached out to the Master Locksmiths Association (MLA) and learned that over 1,000 similar complaints have been recorded, and the actual number of cases is likely much higher. Rogue locksmiths are gaming the system through fake map listings and paid ads, crowding out honest professionals and deceiving the public.

I was shocked to learn that despite repeated appeals from the MLA, Google UK and other search engines have not taken effective steps to prevent these abuses. I understand that other countries such as Germany, Belgium, the Netherlands, and Sweden have already implemented bans or strict regulations on locksmith advertising online, which have significantly reduced fraud.

I respectfully ask that you:

1. Engage with the Master Locksmiths Association to better understand the scope of the problem and the solutions they are advocating;
2. Raise this issue with the Government and relevant regulators as a matter of consumer protection and public safety;
3. Call for search engines to be held accountable for enabling these scams through paid ads and false listings;
4. Support the implementation of advertising bans or strict verification standards for locksmith services, as successfully adopted in other European countries.

This experience has caused me significant financial and emotional stress, and I do not want others to go through the same. Urgent action is needed to stop these predatory practices and protect both consumers and legitimate businesses.

Thank you for taking the time to consider this matter. I am happy to provide further details of my experience if it would assist your efforts.

Yours sincerely,

FIND YOUR LOCAL MP

<https://www.asa.org.uk/make-a-complaint/report-an-online-scam-ad.html>

WHY REPORT TO YOUR MP

We strongly recommend you contact your local MP to let them know about your experience with the locksmith and to express your concerns regarding the lack of regulation and monitoring in the industry and misuse of search engine advertising.

Useful Information

If you think you have been overcharged by a locksmith, our below guides should help, or prevent overcharging in the future:

How to Spot a Rogue Locksmith

**CLICK HERE FOR
ADVICE**



**Make a Complaint
Against a Locksmith**

**FILL IN OUR
COMPLAINT FORM**



**Find your local MLA
Approved Locksmiths**

**FIND A LOCKSMITH
IN YOUR AREA**



Get in touch.

Advice & Complaints



enquiries@locksmiths.co.uk

Press & Marketing



marketing@locksmiths.co.uk

1 Prospect Park, Valley Drive,
Rugby, Warwickshire, CV21 1TF



www.locksmiths.co.uk

