**Abstract**

The internet has become a primary resource for the general public who seek information regarding various topics including health, online shopping, beauty tips etc. This particular research is about the large study of ads posted on each website in the internet which diverts us from getting useful information what one is seeking for. Internet has become one of the most popular platforms for the business community to attract customers. Innocent people are misleading due to their curiosity and ignorance unaware of where these types of ads lead them to. Fake ads that pretend to provide benefits like bonuses and sweepstakes that tend to offer new gadgets like the latest phone, offer cash or incentives are actually posted to grab people’s attention towards them and make fake assurances regarding those gifts only to get traffic defame but the consumers are mislead and diverted from their actual motive. Some ads are posted in such attractive ways that consumers don’t even go through the actual information given by blindly believing that those ads are beneficial and follow the procedures as given in those websites. This ignorance by people proves to be a great advantage to the misleading businessmen and people end up in a pool of disappointment. People ignorantly believe those ads and install all unnecessary apps in their smart phones and finally get trapped. Many apps are created with the motive to steal personal information. Thus, people become victims of cyber crime. The motive behind our presentation is to find out the various tactics used by misleading ad makers and also to get awareness about this particular cyber crime. We have also put forth various steps taken by government to avoid these types of unauthorized accessing through various online websites.