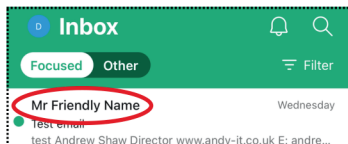




HOW TO SPOT EMAIL FRAUD

With the rise of artificial intelligence (AI), fake emails are getting more convincing all the time. But there can be some signs that an email isn't genuine, so look out for:

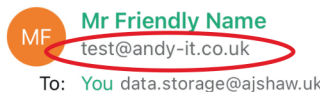
- Urgent offers or prompts to "click here/now" for quick responses.
- Lack of personalized address, indicating unfamiliarity with the recipient.
- Spelling and grammar errors, although phishing emails are becoming more refined.
- Familiar-looking imagery or design that feels off.
- Encouragement to click on unknown links; instead, visit the organization's website directly.
- Requests for personal data.
- Suspicious email address or false 'Display Name' resembling but not matching the official company's address.



This 'Display Name' can be easily changed to anything the scammer wants. e.g. NHS, Royal Mail, Gas Utility.



If you have opened a suspicious email, clicking on the display name will normally reveal the true full email address. This could be a compromised or fake account.



Be aware, these points can also apply to genuine senders, it is possible that a friend has had their email compromised and their account is being used to send fraudulent emails. Be aware of unsolicited requests for money, and personal details, they may include an emotional story referencing an illness or bereavement in an attempt to convince the victim. A common example at the moment is for a scammer to request a victim purchase Amazon vouchers and send them to the email address. Once this is done and the vouchers have been sent it is difficult or impossible to get money back from Amazon or the Banks. If in doubt delete the email or ask a trusted friend or family member to review the email with you.

More information & help can be found here

www.actionfraud.police.uk stopthinkfraud.campaign.gov.uk



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