



KNOW HOW TO IDENTIFY FRAUD AND PROTECT YOURSELF

By Wellington Manjengwa

“ If it sounds too good to be
TRUE then it probably
IS. ”





Fraud happens when a person deliberately lies to you or scams you to gain an advantage.

Criminals are experts at impersonating people, organisations, even authorities like police etc



Fraudsters create situations that manipulate the human tendency to TRUST.



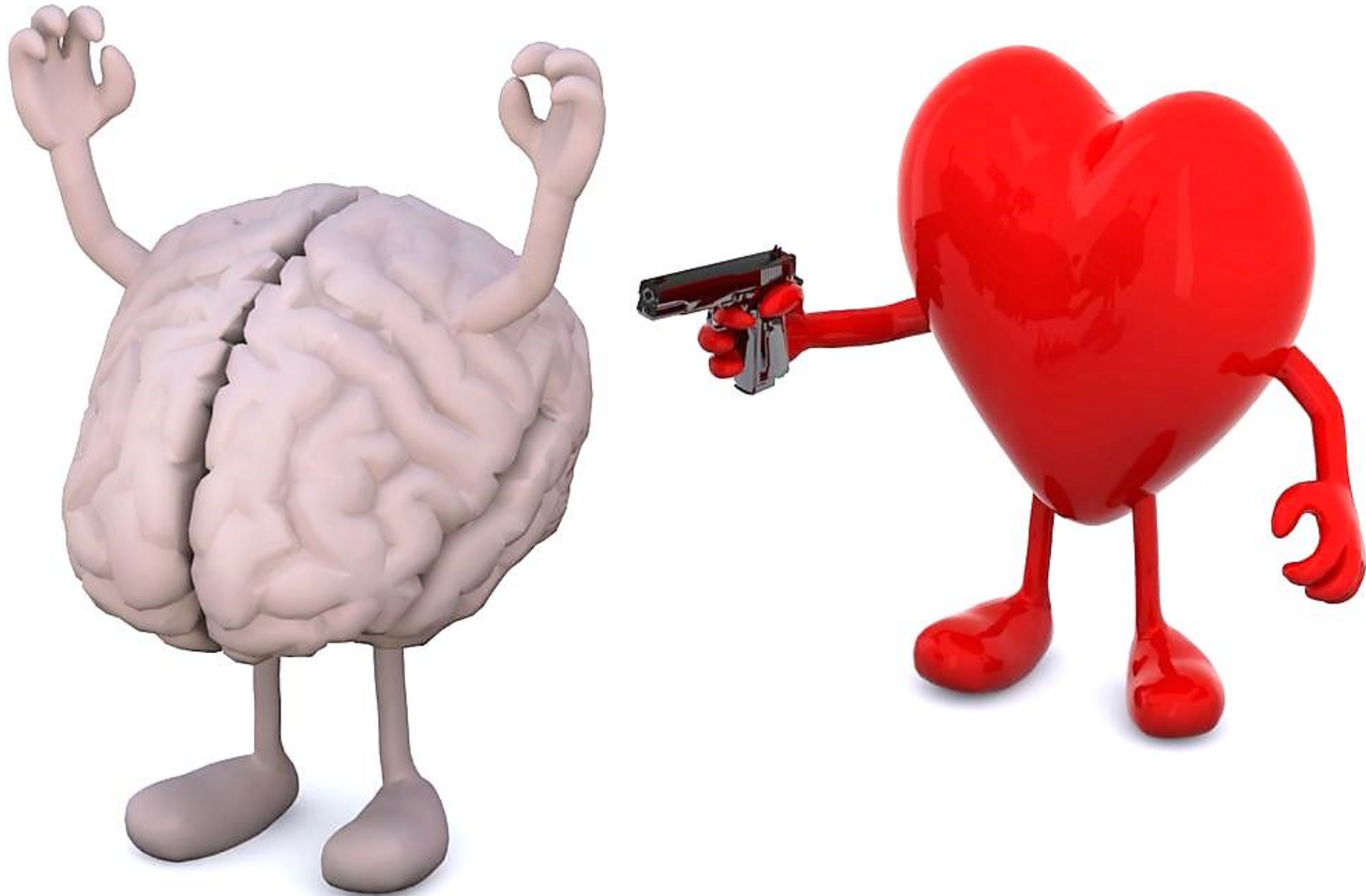
Criminals usually prey on people's emotions to get them feeling rather than thinking.

**Fraudsters also
prey on people's**



**They will do anything to create
an opportunity for fraud.**

Emotions Influence Decision Making



Pretense and Pressure

- **Buy Now**
- **Limited Time Offer**
- **Only one left**
- **Please help me now**
- **Sob stories**
- **Unusually good opportunity**
- **Crazy Discount**

Criminals pretend to be what they are not and put the victim under pressure.

FRAUD ENABLERS

Social Engineering

The art of exploiting human psychology to **manipulate**, **influence**, or **deceive** you in order to gain control over your money, computer system or your personal information

HACKED



The digital World

- **Criminals use technology to reach out to you and convince you and then steal from you.**
- **Anonymity: The anonymity factor creates a perfect environment for criminals to deceive, to hack and to steal**



ATTENTION

Attract



Hold



Direct





The criminal will convince you to make upfront payments for 'goods and services' using various techniques

Inheritance Fraud

Lottery Fraud

Loan Fraud

Work from Home Fraud

West African Leader Fraud

FRAUD & SCAMS

CURRENT TRENDS ...

E-Mail and Online



- **Fake websites.**
- **Scammers taking over your account.**
- **Malware and computer viruses.**
- **Fake online trading platforms.**
- **Emails that look like they come from a legitimate source.**
- **Pop Up Ads.**

These will often TRICK you into downloading malware or giving out personal or financial information.

What to look out for.



- **Pay close attention to how you've been addressed in the email.**
- **Where the email is coming from.**
- **Don't click on a suspicious link.**
- **Security of websites.**
- **Watch out for unwanted Pop ups.**

Social Media



We share information about ourselves on social media to connect with family, friends and people across the world.

But this can create opportunities for scammers to access to your personal information.

What to look out for



- **Suspicious direct messages or posts to your feeds.**
- **People selling tickets to events (like concerts, festivals or shows) that seem too good to be true.**
- **Adverts on social media. Many fake adverts will include testimonials from customers who don't exist.**
- **Your privacy settings. Strong privacy settings mean that you can limit what advertisers and scammers can see about you.**

In person or Over the Phone



Scammers don't always work from behind a computer screen - there are many people who have been scammed on the phone or even at their own front door.

What to look out for

- **Don't get pressured into signing up, buying or giving out information.**
- **Identification. Just because someone has identification with them, it doesn't mean that they are who they say they are.**
- **Deals and offers that come out of the blue.**
- **Double check phone numbers.**

In search of Love



Scammers will make the victim believe that they have a genuine romantic relationship in order to trick them into giving them money or personal information.

What to look out for

Trust your instincts - if something feels wrong when you're talking to someone, it most likely is. Be confident and break off contact.

Is the picture real? - if someone's profile picture looks a little too perfect, do a reverse image search online.

Protect your personal information - don't feel like you have to tell the other person every detail of your life immediately.

Unbalanced conversations - scammers will often try to find out as much information about you as possible and as quickly as they can.

- **Stop**: Stop and Think before giving away your money, card details, or information
- **Challenge**: Could it be Fake? Its ok to refuse, reject or ignore.
- **Protect**: Contact your bank or the police immediately if you run into trouble

Money Mules



A money mule is someone who transfers or moves illegally acquired money on behalf of someone else.



Criminals recruit money mules to help launder proceeds from **scams and **frauds** or **crimes** like drug trafficking.**



Money mules add layers of distance between crime victims and criminals, which makes it harder for law enforcement to trace **money trails.**

DON'T BE A MULE



What are the consequences...?

Acting as a money mule is illegal and punishable, even if you aren't aware you're committing a crime.

You risk having your own personally identifiable information stolen and used by the criminals you are working for.

What are the consequences...?

Serving as a money mule can also damage your credit and financial standing.

You risk being held personally liable for repaying money lost by victims.



CONTACTLESS CARDS

Generally safe due to....



Sophistication of the technology behind.



Low value transaction limits.

Contactless Card Fraud

Most contactless card frauds occur when the card has been taken away from the owner

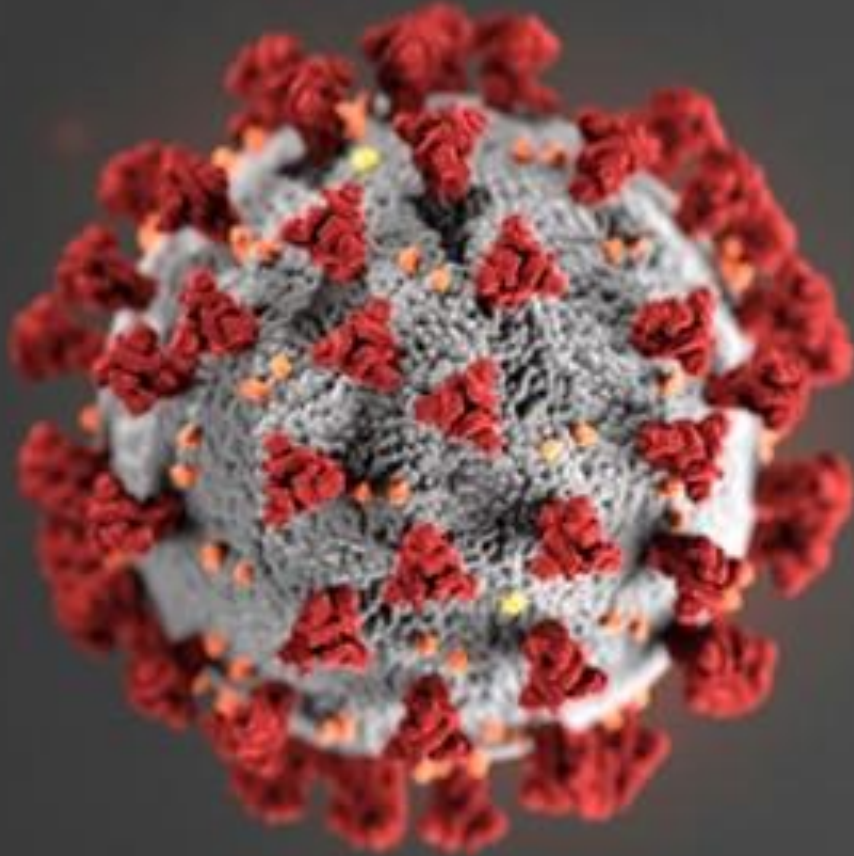
Advances in hacking technology suggest that limits on contactless cards payments could be potentially bypassed

What can you do?

- **Don't keep your cards in easily accessible pockets or bags which will draw pickpockets' attention**
- **Line your wallet or cardholder with tin foil to block scamming devices from reading your card. Products like RFID readers available which do the same thing**
- **Don't let anyone take your card out of sight while taking a payment – even for just a few seconds.**

What can you do?

- **Don't let anyone take your card out of sight while taking a payment – even for just a few seconds.**
- **Don't give your friends your card to make payments – always make sure you're there for all transactions**
- **Keep a close eye on bank statements to identify any unusual activity**
- **Report any lost or stolen cards as quickly as possible.**



COVID-19 FRAUD

BOGUS WEBSITES/APPS

**Websites with fake news about COVID-19
or posing as charities**

- **By asking you to create an account or log in, they gain access to your personal information.**
- **They might ask for donations**
- **They might sell you fake covid products**
- **They spread misinformation about Covid-19**

BOGUS WEBSITES/APPS

What can you do?

- **Don't trust information that does not come from official sources.**
- **Think twice before giving information to websites**
- **Researching before donating to charities**

FAKE INVESTMENT OPPORTUNITIES

Investors need to be wary of COVID-19-related investment scams

- **Always get impartial financial advice before you hand over any money or make an investment**
- **Reject cold calls related to investment opportunities.**
- **Be suspicious of offers promising a safe investment, guaranteed returns and large profits.**
- **Beware of future scams.**

MONEY MULING

Criminals also use COVID-19 to recruit money mules.

- **They create fake healthcare organisations and NGOs to lure online workers through fake job advertisements**
- **New recruits are requested to process 'donations' to fight coronavirus**
- **Money will be aid into their bank accounts, and then they are asked to send it on, keeping a commission for themselves.**

PONZI
SCHEMES

&

PYRAMID
SCHEMES

PYRAMID SCHEMES



A pyramid scheme is a multi-level marketing business model where members pay a fee to invest in the business and are then, in turn, promised payments for recruiting other people to likewise invest in and join the business.



A fraudulent pyramid scheme is an illegal investment scam based on a hierarchical setup of network marketing.

PONZI SCHEMES



A Ponzi scheme is a fraudulent investing scam promising high rates of return with little risk to investors.



The scam generates returns for earlier investors with money taken from later investors.

PONZI SCHEMES

PYRAMID SCHEMES



A Ponzi scheme is fraudulent by nature. It's a scam.



The pyramid scheme(MLM) can be used for legitimate business and may involve actual sales of products

Both Schemes fail when they can't recruit new members anymore

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