PRIVACY 101: PHISHING & SCAMS



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SOME TYPES OF SCAMS:

Imposter scams

- You get a call about a fake insurance claim, warranty, health care issue, tech support, etc
- The scammer wants you to believe there's an issue you need to address immediately
- Some use AI voice cloning to mimic the voice of a friend or loved one in trouble

Invoice, bill, debt, or advanced fee fraud

- These email scams want you to think you owe money and are in danger if you don't pay up 'Something is "off" - the email address is strange, or
- the message has typos or looks copy/pasted
- Often, any links or attachments are malware that can infect your computer - DON'T CLICK!

Scareware

- Urgent messages that appear as pop-up ads
- Intended to make the user think their computer is infected with malware or a virus

Fallout from data breaches

If your personal info was compromised in a data breach, scammers may take advantage of that with fake emails from companies impacted by the breach

TURN OVER FOR PRACTICAL TIPS!

n libraryfreedom.org



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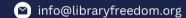
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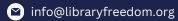
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PRIVACY 101: PHISHING & SCAMS



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Remember that scammers use emotion as a tactic

Run software updates for the latest security

Be cautious when opening emailed links or attachments,

If they call you unexpectedly, ask for the safety phrase

Hang up the phone, leave the computer

PROTECT YOURSELF

Call someone you trust Maintain good digital hygiene

haveibeenpwned.com

Use strong, complex passwords

Use an ad-blocker to avoid malware

Make sure websites you visit use HTTPS

See if you've been caught up in a data breach

or when answering calls from unknown numbers

Stay calm



PROTECT YOURSELF

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IF YOU GET SCAMMED, UTILIZE FTC CONSUMER PROTECTION

- Report fraud: ReportFraud.ftc.gov Report identity theft: www.identitytheft.gov
- More resourcés: consumer.ftc.gov/scams



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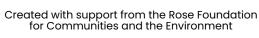
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