

# 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!**

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# PRIVACY 101: PHISHING & SCAMS



## PROTECT YOURSELF

Remember that scammers use emotion as a tactic

- Stay calm
- Hang up the phone, leave the computer
- Call someone you trust

Maintain good digital hygiene

- Use strong, complex passwords
- Run software updates for the latest security
- 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

- haveibeenpwned.com

Be cautious when opening emailed links or attachments, or when answering calls from unknown numbers

Use a safety phrase with family, friends, etc

- If they call you unexpectedly, ask for the safety phrase

## IF YOU GET SCAMMED, UTILIZE FTC CONSUMER PROTECTION

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

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