



# The Global State of Scams





## Disclaimer:

No Artificial Intelligence was used to create this presentation.

Maybe no intelligence was used at all...

Our Goal: Protect Consumers Worldwide from Online Scams







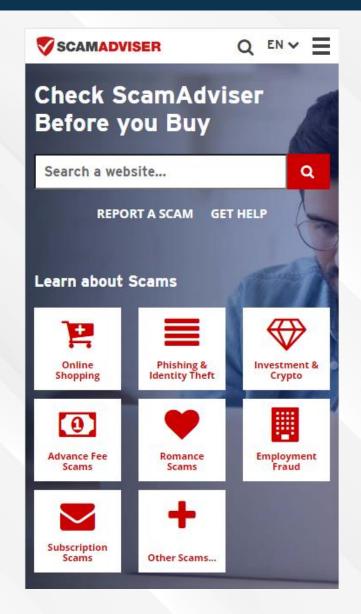
The Global Anti Scam Alliance (GASA) is a non-profit, bringing together policy makers, law enforcement, consumer authorities, NGOs, the financial sector, cybersecurity, and commercial organizations to share insights and knowledge surrounding scams.

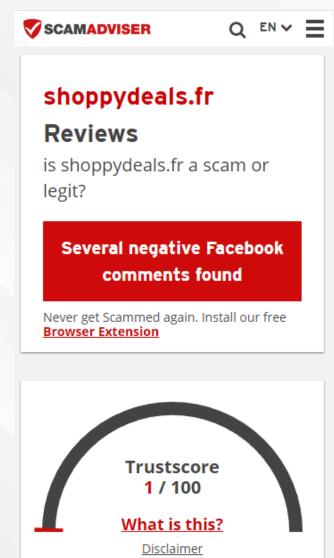
ScamAdviser.com is a limited company, used by 6,5 million consumers every month to check the likelihood of a website being legit or a scam. More than 1.5 million new domains are added to our database every month. Via our Data Partners we protect more than 1 billion consumers worldwide.

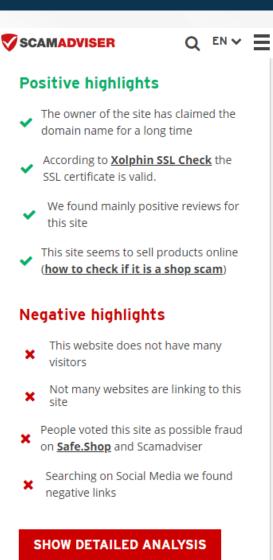


#### With 7 million unique visitors p/m ScamAdviser is the Global Blacklist for Scams











# What are Scams?



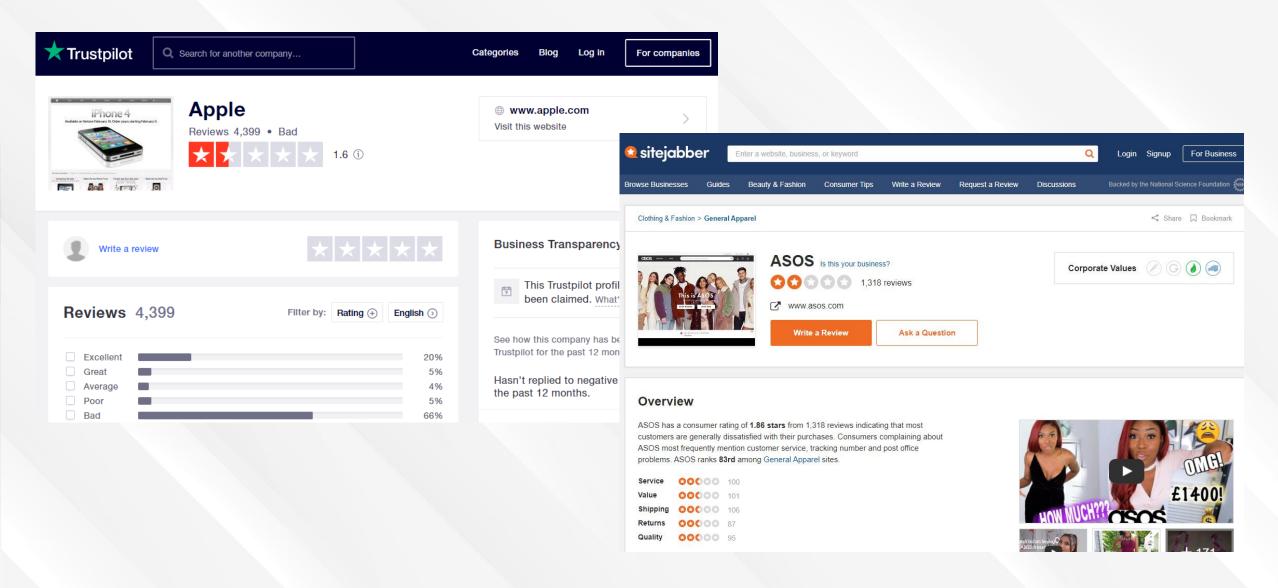




## Scams are the Only Crime You Fall for

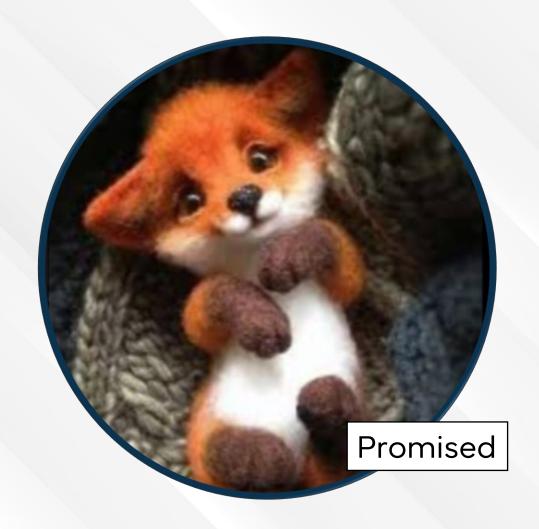
#### Where does bad service end, and scams start?





#### Scams defined: when the gap between promise and delivery is huge







At its core, online fraud is characterized by the use of deception for financial gain (Ibrahim, 2016; Lazarus, 2019; Wells, 2017)



# Types of Scams





#### We have been scamming our fellow humans since the beginning of time...



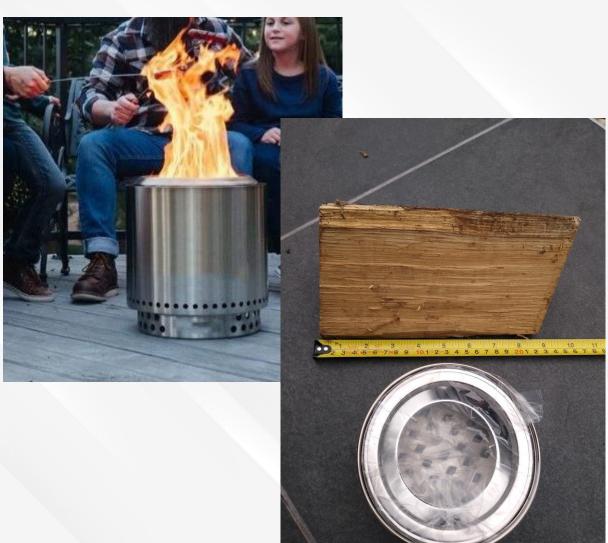




### Scammers often deliver a product as "proof"

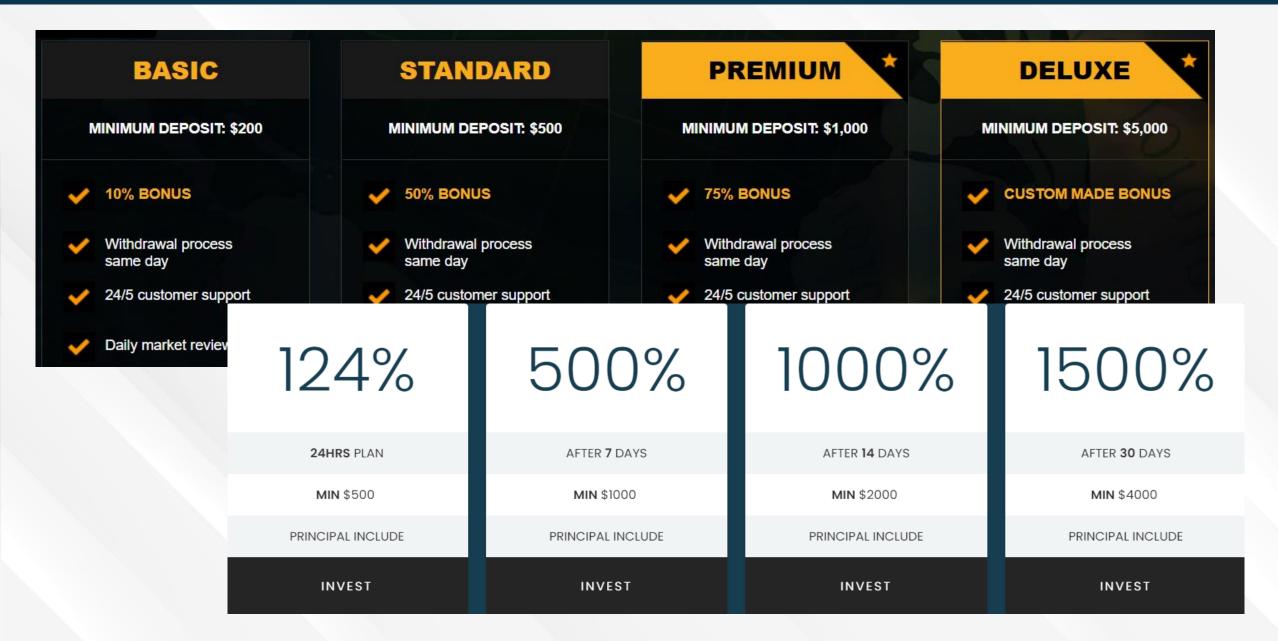






#### Next to online shopping scams, investment/crypto scams are on the rise





#### Squid Game crypto token scammed \$3.4 million in 5 days





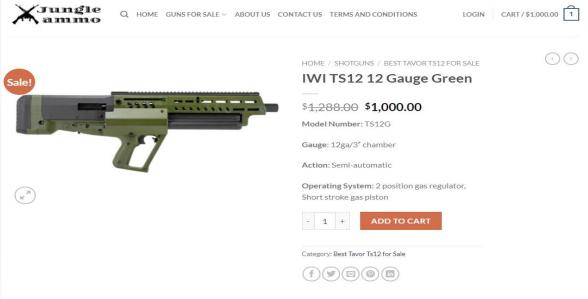
Squid was billed as a token that could be used for a new online game inspired by the popular Netflix series. The game was due to go live this month. Its value grew from \$ 0.01 to \$ 38.48 in 5 days before it collapsed.

Source: https://edition.cnn.com/2015/05/22/africa/ancient-egypt-animal-mummies-empty/index.html

#### In some instances, victims could have known...















HOME WATCH ADULT FAQS CONTACT FORUM LOGIN SIGNUP

## WATCH SEX VIDEOS & EARN MONEY

We Offer The Best CPM Rates

**Best Porn Videos** 

Minimum Cashout Of 10 \$

Payments Are Made Automatically On 15,30 Of Each Month

**Direct Link For Your Videos** 

**API Solution** 

#### Some scams are nearly too incredible to work... but they do





A Japanese woman paid an "astronaut" €35,000 to help him get back to Earth. The scammer told the 65-year-old victim he loved her and wanted to marry her.

Source nu.nl/tech/6229085/japanse-opgelicht-door-astronaut-die-geld-vroeg-voor-raket-naar-aarde.html

#### Scammers are 'great' marketeers using recurring and unique events to scam







Valentine



Mother's Day



Holidays



Christmas

Crisis



Corona Masks



**Vaccines** 



**Bush fires** 



**Ukraine War** 

Trends



**NFTs** 



Death Queen Elisabeth



**Energy Costs** 



#### Scammers often target specific vulnerabilities of victims





Months before Texas changed its legislation, making it impossible to buy an abortion pill via legal channels. Scammers set-up abortion pills shops which do not deliver



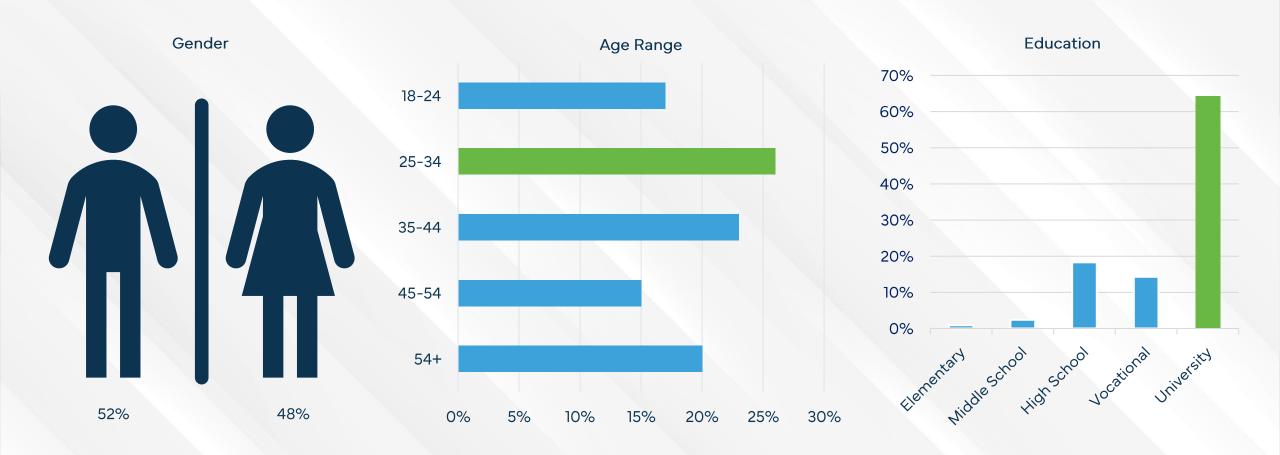
How "BIG" are Online Scams?





#### 58,329 people participated in the Global State of Scams survey



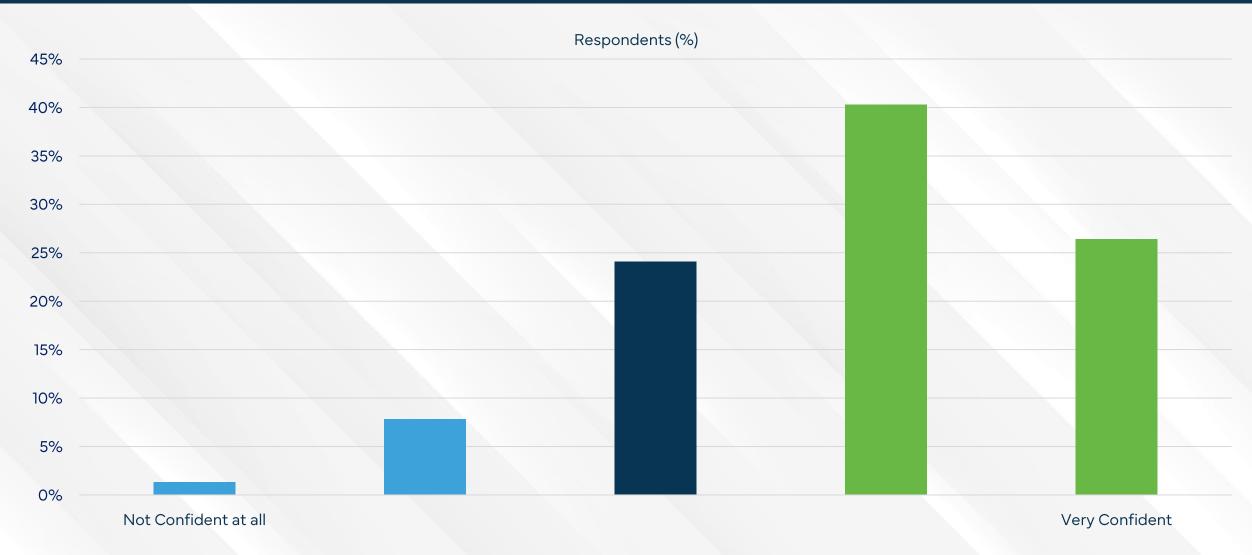




The demography of survey respondents varied by country. Overall, we approached slightly more males than females, with over a quarter of respondents falling into the 25–34 age group. The vast majority were educated to a university or postgraduate level.

#### 67% of world citizens believe they have the skills to recognize scams





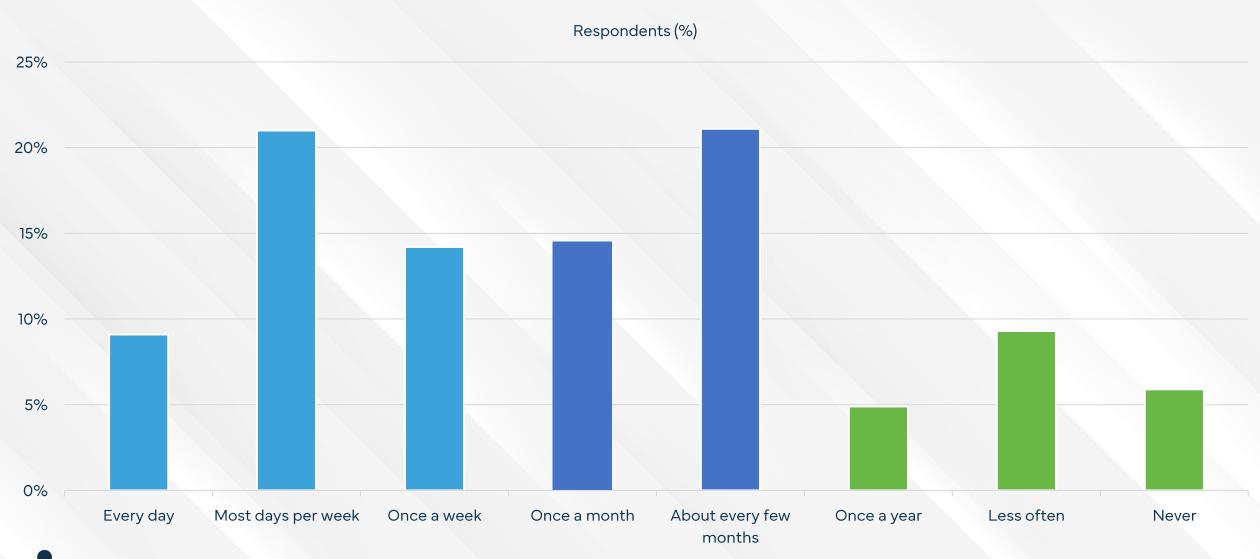


China (84%) & Australia (72%) are most confident in their scam detection abilities, while confidence lacks severely in Japan (38%).

How confident are you that you can recognize scams?

#### Almost half of the world encounter a scam at least once a week

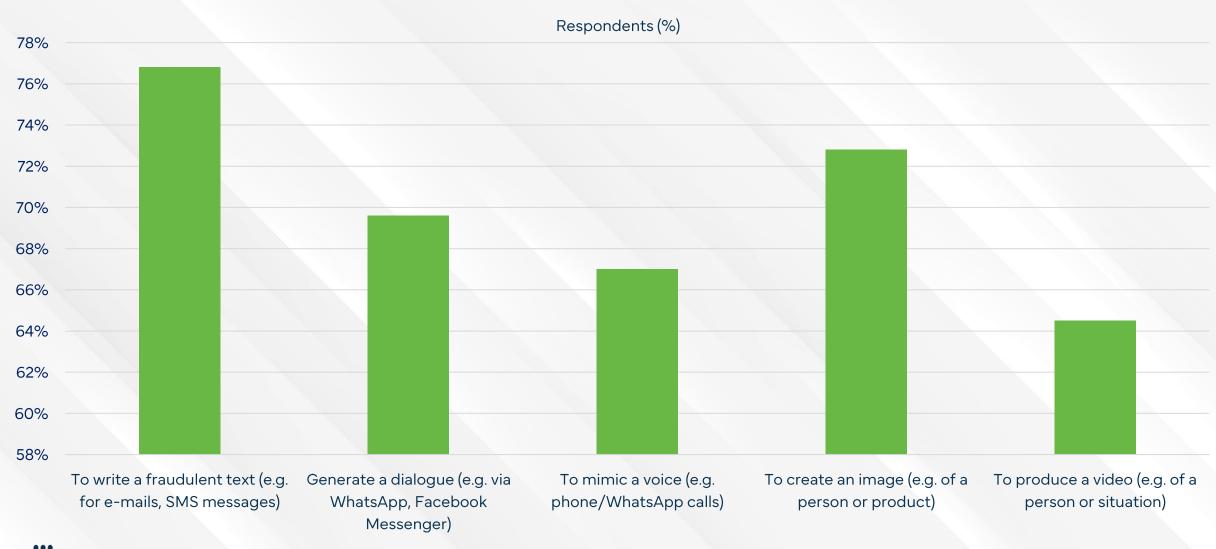




41% of Brazilians encounter scams every day, Hong Kong (33%) and South Korea (26%) citizens also report daily scam experiences. In the last 12 months, how often have you been exposed to scam attempts? This includes receiving suspicious content, as well as seeing deceitful advertising.

#### Overall awareness of Al threat capabilities is increasing worldwide





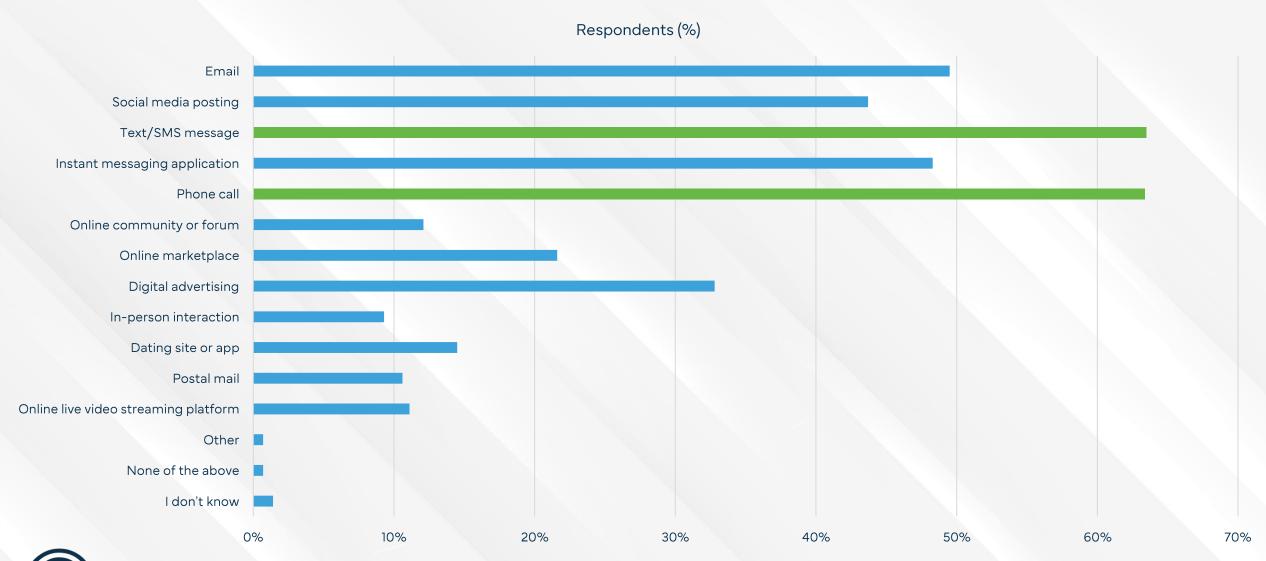


Japanese (15%), Thai (12%), and Malaysian (11%) citizens admit a lack of knowledge of AI threat capabilities of scammers.

For which of the following can Artificial Intelligence (AI) be used?

#### Phone calls and Text/SMS messages are still the most popular media to scam



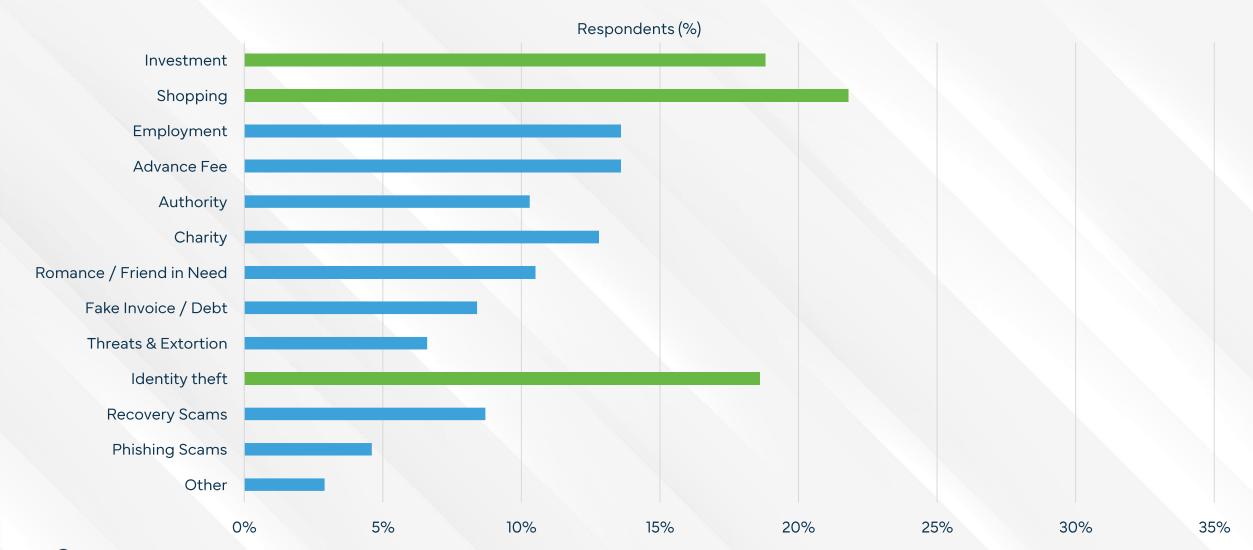




Through which communication channel(s) did scammers approach you in the last 12 months?

#### Shopping scams are the most frequently encountered scams in the world



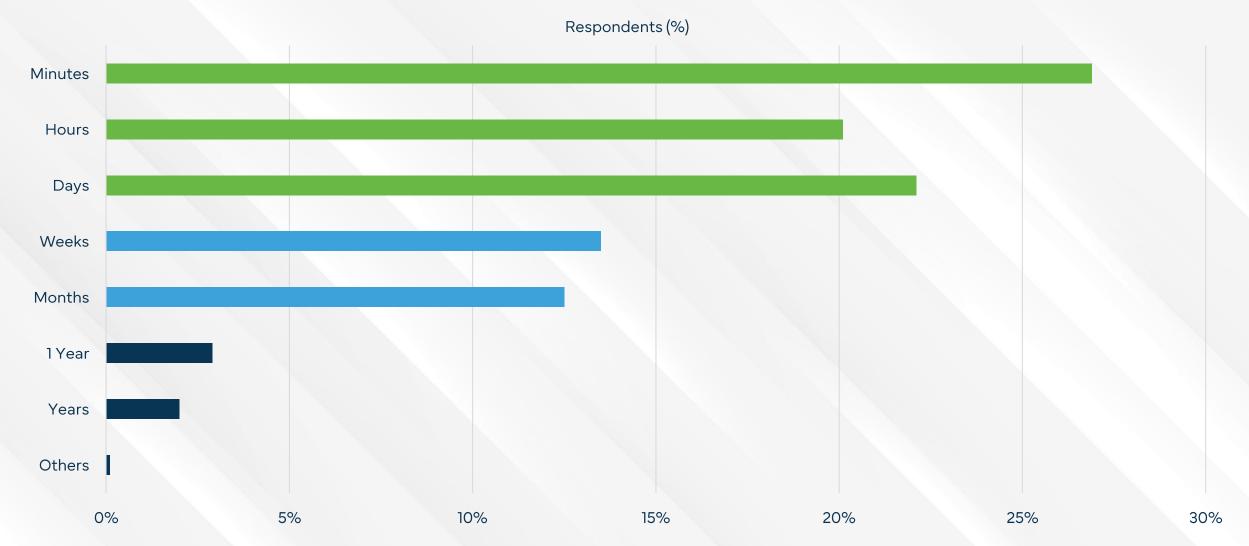




22% encountered at least one shopping scam, followed by investment fraud (19%) & identity theft (17%).

## Nearly half of all scams worldwide are over within 24 hours of the first contact





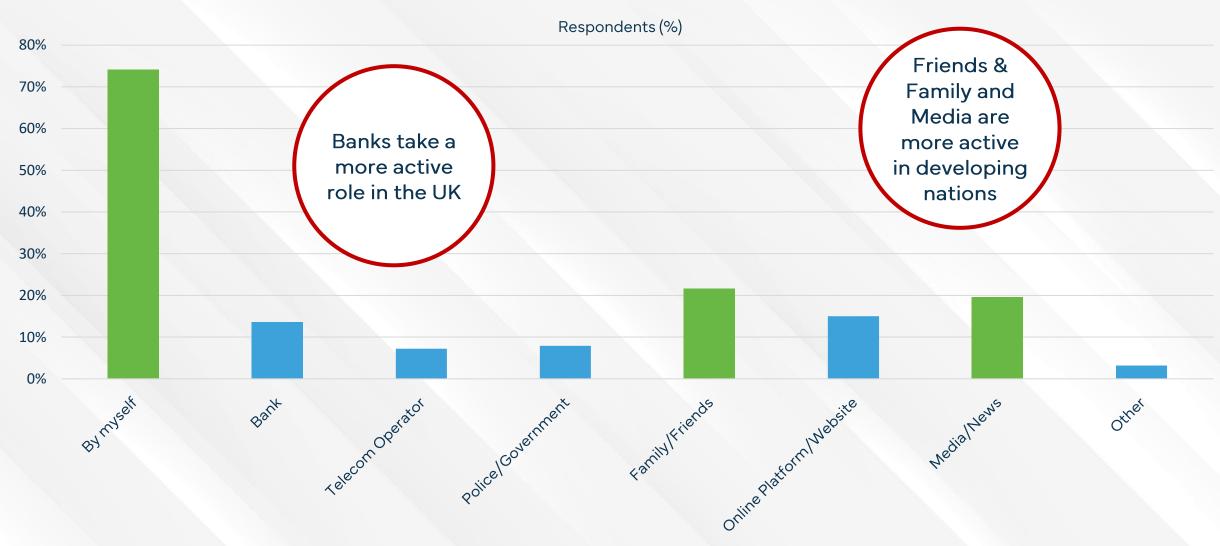


3% of global scam experiences took place over a year, with 2% sadly facing scams that last years at a time.

How long did the scam last, from the first time you heard from the scammer until the last payment you made or the last time you contacted them?

#### 74% concluded for themselves that they were victim of a scam



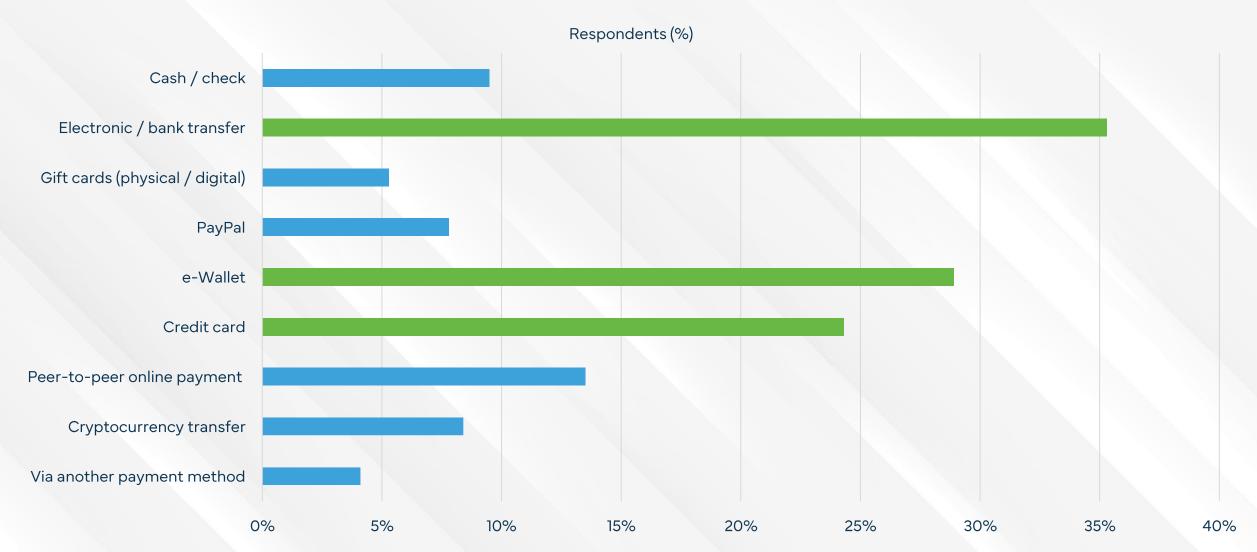




22% were notified by friends/family while media/news & banks are also popular in pointing out scams.

#### Bank Transfers & e-Wallet are the dominant scam payment method







Credit cards & peer-to-peer payment are popular, while gift cards are less popular globally.

#### Many victims are caught out by reacting quickly to attractive offers







A sizable portion of victims simply did not detect the scam or didn't have the knowledge required to spot scams.

## Many around the world stay silent on scams, with many feeling the the reporting processes are convoluted or an exercise in futility







Some lack clarity on where or to whom they should be reporting, while others question if what they are experiencing is a scam at all.

#### 7% of people globally admit they would take part in "money muling"





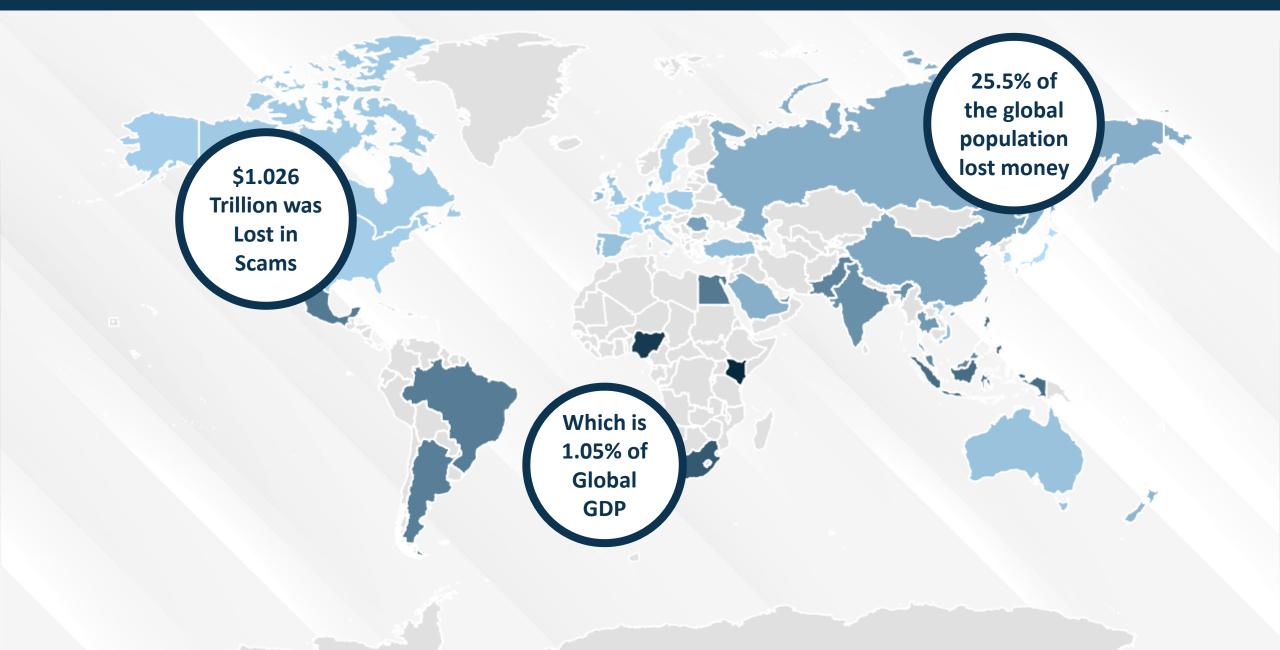


13% would knowingly accept a fraudulent payment into their account, however, 81% of world citizens claim that they would refuse to take part consider taking part in such a fraudulent scheme.

If someone offers you US\$ 20,000 on the condition that you send US\$ 19,000 to another bank account, leaving you with US\$ 1,000 to keep, what would you do?

#### Consumers need better protection from scams...





It's only the tip of the Iceberg



#### An estimated 7% of all scams worldwide are reported





Australia 13%







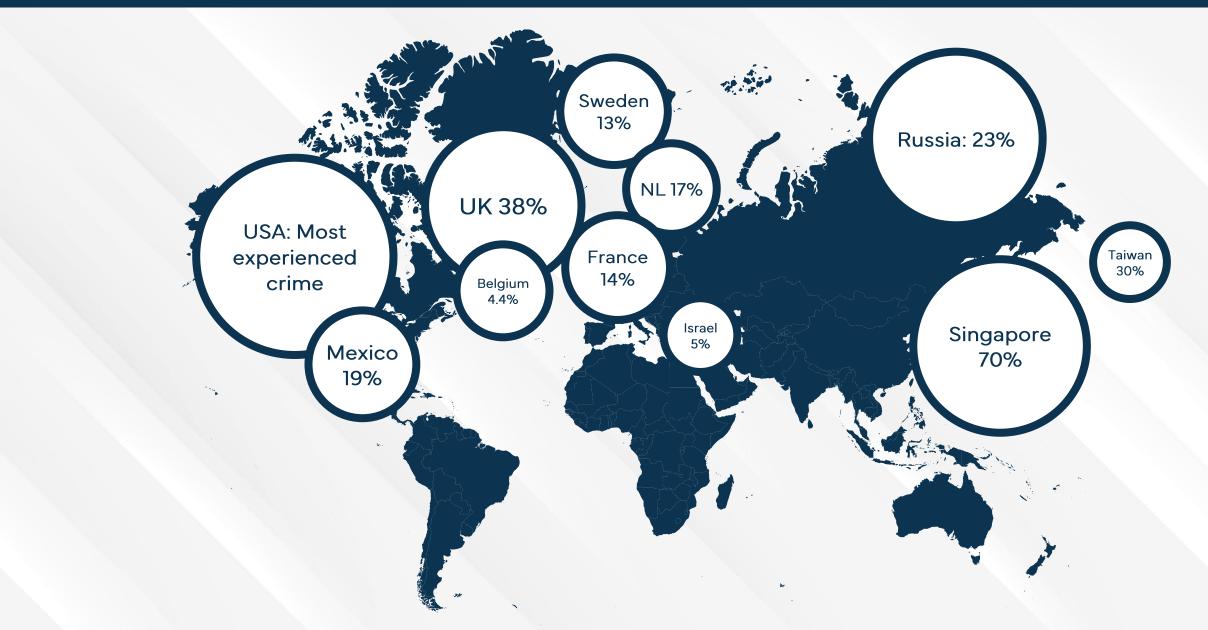


Israel 9%

Scam victims feel ashamed, reporting is difficult or unclear, and not all law enforcement agencies accept scams to be reported

#### Online scams are now the (2nd) most reported type of crime in many countries





# Scammers are Going Pro



### Case: The International Trust and Fraud Intervention Association

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### Case: The International Trust and Fraud Intervention Association







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STATE OF CALIFORNIA Office of the Secretary of State STATEMENT OF INFORMATION CA NONPROFIT CORPORATION

Sacramento, California 95814 (916) 653-3516

For Office Use Only -FILED-

File No.: BA20230622111 Date Filed: 4/14/2023

Entity Details			
Corporation Name			d Fraud Intervention Association
Entity No.		5631685	
Formed In		CALIFORNIA	
Street Address of California Principal Office	of Corporation		
Street Address of California Office		2108 N ST STE N SACRAMENTO, CA 95816	
Mailing Address of Corporation			
Mailing Address		2108 N ST STE N SACRAMENTO, CA 95816	
Attention		Nat Smith	
Officers			
Officer Name	Officer A	ddress	Position(s)
Donald Ludwig	2108 N ST STE N SACRAMENTO, CA 958	16	Chief Executive Officer
Aaron Dove	2108 N ST STE N SACRAMENTO, CA 958	16	Secretary
Jonathan Bernabe	2108 N ST STE N SACRAMENTO, CA 958	16	Chief Financial Officer

Officer Name	Officer Address		Position(s)	
Donald Ludwig	2108 N ST STE N SACRAMENTO, CA 95816	С	Chief Executive Officer	
+ Aaron Dove	2108 N ST STE N SACRAMENTO, CA 95816	S	ecretary	
Jonathan Bernabe	2108 N ST STE N SACRAMENTO, CA 95816	С	Chief Financial Officer	
Additional Officers				
Officer Name	Officer Address	Position	Stated Position	
	None Entered		•	
Agent for Service of Process  California Registered Corporate A		THWEST REGISTE tered Corporate 150		
Email Notifications Opt-in Email Notifications	Yes,	l opt-in to receive er	ntity notifications via email.	
Electronic Signature				
By signing, I affirm that the i	information herein is true and correct a	and that I am author	ized by California law to sign.	
Nat Smith	04/14	04/14/2023		
Signature	Date			

### Ashley Yip

rwhmj7kcz@mozmail.com

9375632960 🗣 💌 • Work





International Trust and Fraud Intervention Association

### Where We Began

In 1978, a group of credit card investigators and law enforcement professionals organized and formed the Association of Fraud Investigators (AFIA), expanding in 1982 to the International Association of Fraud Investigators (IFIA). In 2001, our membership recognized the ever- changing fraud landscape of financial fraud and the need to communicate sensitive information in a secure environment. Several important changes were made and the organization was renamed the International Trust and Fraud Intervention Association (INTFIA).



ABOUT US >

INTFIA (International Trust and Fraud Intervention Association) is a nongovernmental organization headquartered in Los Angeles, California which provide services and an environment within which information about financial fraud, fraud









### Some set-up their own certification body



We were informed about fake websites that copy our design and our content.

Only <u>comextrades.com</u> is legit! Please check the domain. Only comextrades.com have EV SSL with green bar!

We also never promote and don't have any other websites. Please do not trust fake recommendations on our behalf.



### In Nigeria, there is concern that an entire generation is pushed into scamming





I'll find time to do a thread tomorrow on the "Yahoo boy" crisis we have on our hands especially amongst teenagers.

We're losing an entire generation of young people to this terrible rot and it's important that we think about it together in a constructive manner.



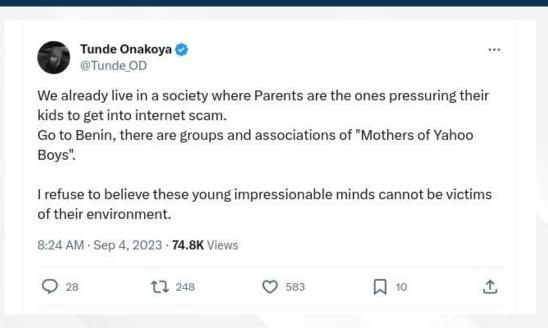
I'll use Ikorodu as an example as it is home for me.

If you randomly select 20 teenagers between the ages of 14-18 in Ikorodu, I can assure you that 80% are already into internet scam and the remaining 20%, given enough time will eventually give in to peer pressure.



\*Take 2 minutes and check this. Tell me what you think. \*

One big reason our community is shifting towards having yahoo boys and hookup girls as role models is majorly because they see the path to wealth there... Small small kids can legit see how one person started yahoo, and... Show more





### Scams are "democratized", no technical knowledge needed to scam





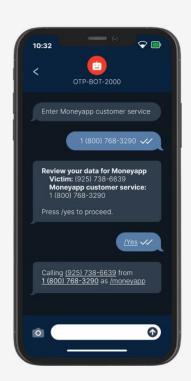
**STEP** 2

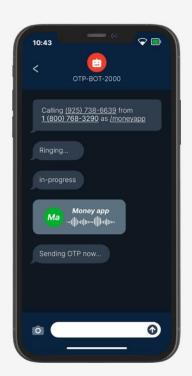
STEP 3 STEP 4

STEP 5 STEP 6













The fraudster joins a scam group on a deep web forum and pays for use of the OTP bot. The fraudster enters the victim's phone number into the OTP bot.

The fraudster provides the bot with the caller ID for the site or app they want to spoof.

The bot calls or texts the victim, impersonates the business, and asks them to provide their OTP.

The fraudster receives the OTP to successfully log into the victim's account.

The fraudster can now steal the victim's payment info to make unauthorized purchases.

### Scam Compounds are set-up in countries like Ghana, Nigeria, Bangladesh and Cambodia











The traffickers are targeting mostly young people via social media, offering well paid work and accommodation On arrival, their passports are taken, and forced to work in offices running illegal phone or online scams

### Victims are forced to scam, not cooperating is not an option





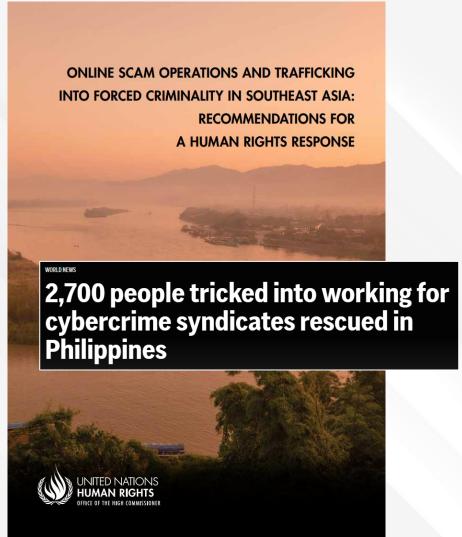




### Scamming has become an industry







The United Nations estimates the number of people forced to scam in Southeast Asia alone to be in hundreds of thousands



# Scams are Becoming Unrecognizable

### Al Generated Product Images can be created to scam people in new ways



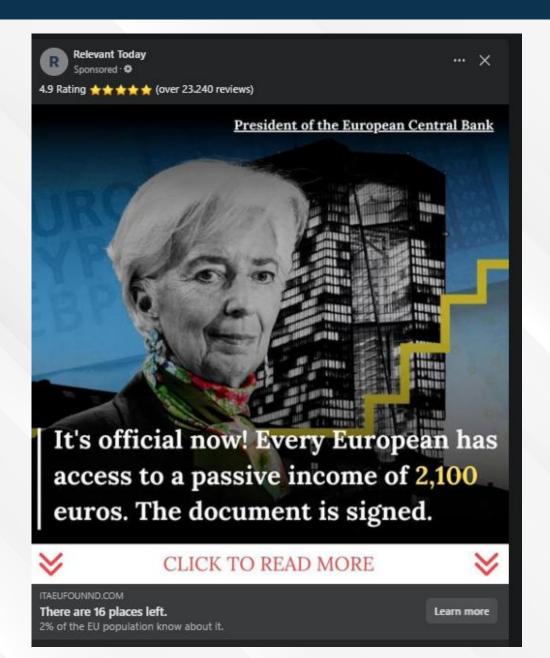


Such as creating disaster images which did not occur

hackernoon.com/facebook-scams-join-the-ai-party, popsci.com/technology/natural-disaster-scam-ai-art/, https://www.forbes.com/sites/mattnovak/2023/05/23/stained-glass-table-lamps-sold-on-amazon-twitter-and-etsy-are-actually-ai-fakes/?sh=6512f8e66127

### Deepfake Scams are not the future; They are already used









### Deepfake Scams are not the future; They are already used









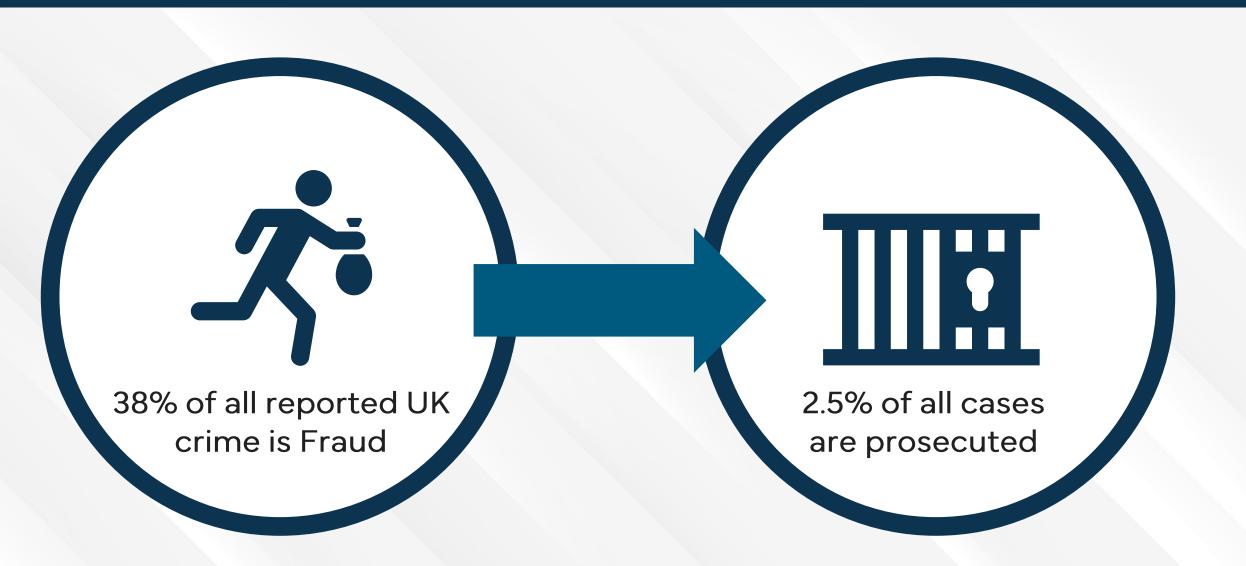
# Scammers are Winning

### Scams have become a global business









Worldwide only 0.05% of all cybercrimes are prosecuted.



# How Can We Turn the Tide?

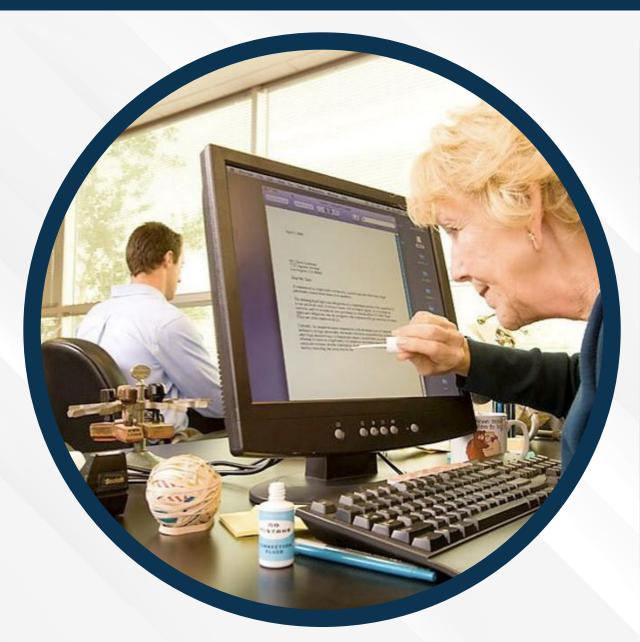
### Scam Awareness does NOT decrease victimization



"Knowledge does not decrease victimization. It also does not decrease unsafe online behaviour.

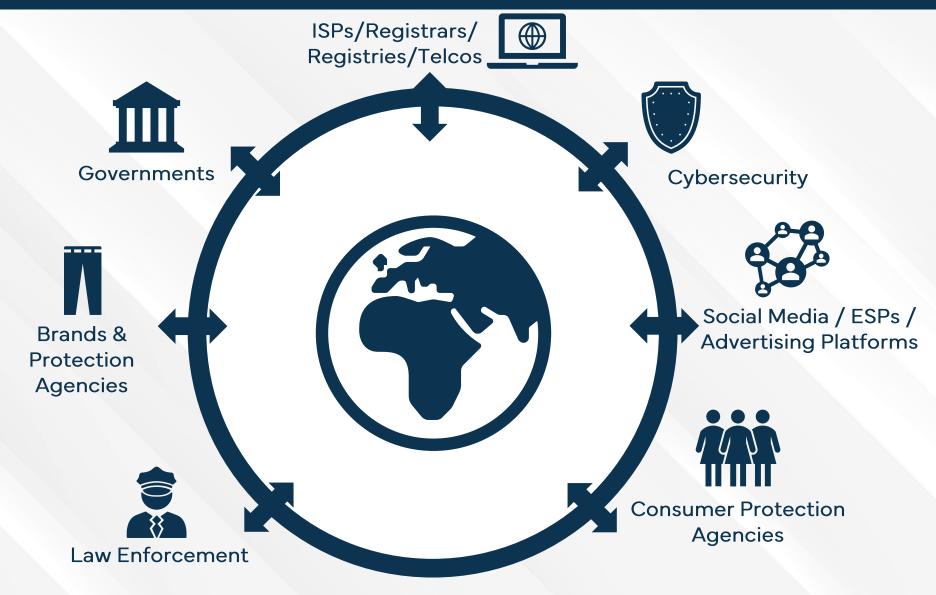
More and more, we find that knowledge is not the answer against cybercrime. Perhaps knowledge makes people overconfident?"

Susanne van 't Hoff de Goede PhD Researcher The Hague University of Applied Sciences



### Scams are a global problem; that needs to be solved globally









GASA facilitates intelligence sharing, networking, research & data exchange

### We mainly fight cybercrime by playing "Whack the Mole"



Taking down websites, servers, phone numbers, bank accounts often takes days. Acquiring these assets often takes a few minutes...

### The ambition of the exchange is to include any type of cybercrime





... starting with spam, scams & phishing URLs and IPs

### What is unique about the Global Signal Exchange?



Global, cross sector



First global cross sector data platform and network Signal Exchange



Multi-directional sharing of abuse data controlled by the Data Source Real-Time Analysis



Discovery and analysis of abuse on or off platform.
Smart matching using Al

Leaderboards

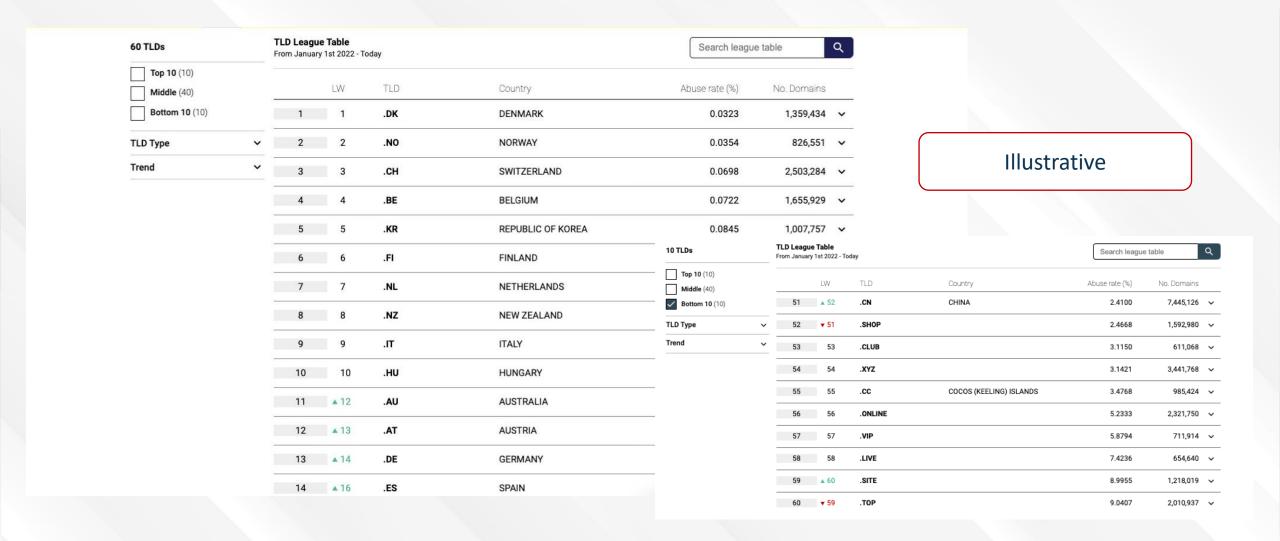


Creating transparency where scams and fraud are facilitated

The Global Signal Exchange is NOT a data source itself but a meta aggregator that provides real-time data retrieval from many data sources for further analysis

### The Signal.Exchange offers transparent leaderboards on Abuse Levels





Creating a feedback loop and level playing field for Internet Service Provider, Social Media and Other Platforms











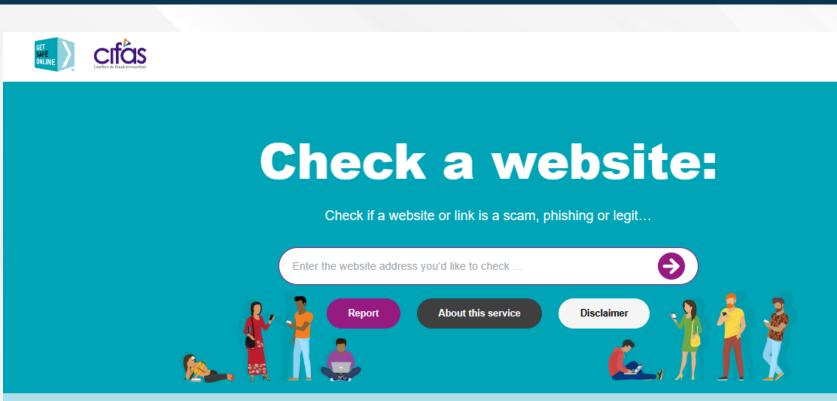




We hope you join the Global Signal Exchange as well....

### We run 17 white label website of Scamadviser globally







#### Disclaimer

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#### **Foundation Partners**



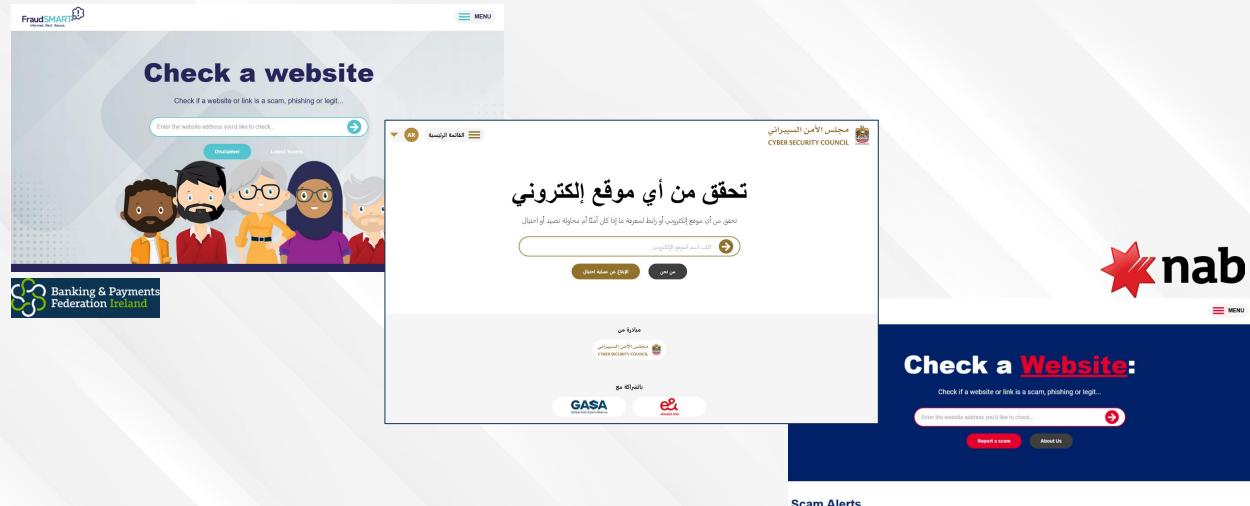






### Some sites are implemented by banks individually, others as group





#### Scam Alerts

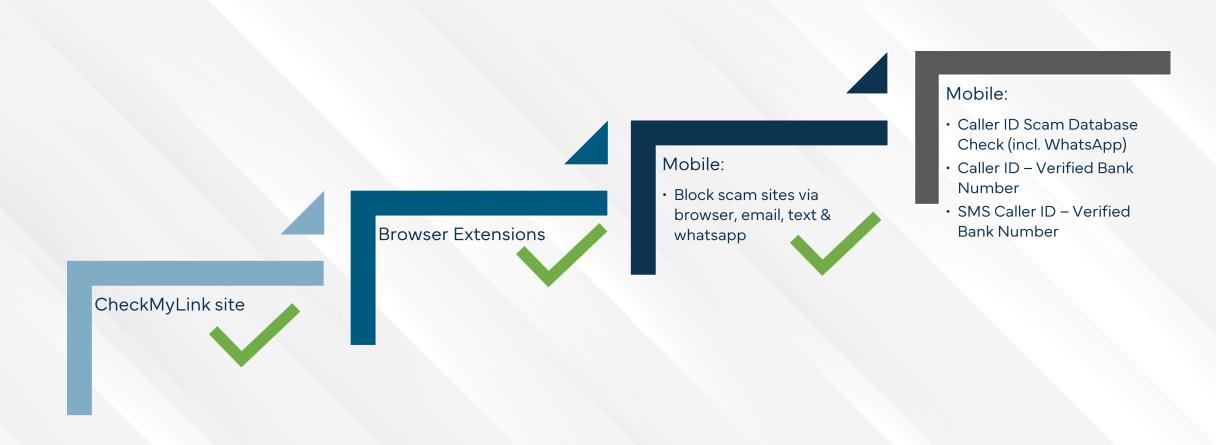


Tips & Support How Do I Get Money Back From a Scammer?

If you are indeed dealing with chance) of getting your money back

### Checking websites is the first step





All features can be delivered and within 4 weeks in your look & feel No internal IT is needed for implementation and maintenance

### What We Can Do Together









Share Phishing & Scam Sites With Us!



Join Our Network to Share Intelligence

Contact us at Partner@GASA.org



## Interested in Joining our Fight?



Jorij Abraham Managing Director E: jorij.abraham@gasa.org





