

Customer Education and Awareness

Document Context:

This document is an extract of pages 31 – 40 of the “Solution descriptions” document that was published as a supporting document to the November 2016 PSF strategy entitled “A Payments Strategy for 21st Century”. The full document can be downloaded from the following address:

<https://consultation.paymentsforum.uk/final-strategy>

Customer Awareness and Education

This paper provides an overview of the current financial crime education and awareness (E&A) landscape in relation to financial fraud, and sets out the Forum's view on how this can be strengthened as part of the Forum's strategy for collaboration in payments services in the UK.

It is important to note that many organisations provide education & awareness advice; some directly to their customers and others to wider audiences, for example many third-sector organisations undertake research and run fraud and scams awareness campaigns with particular focus on their target audiences. These organisations can be trusted messengers to communicate with hard to reach audiences, particularly the most vulnerable.

Acknowledging the busy landscape, the City of London Police, Economic and Cyber Crime Unit formed a multi-agency campaign group. The group aims to coordinate the development and delivery of Education and Awareness activity and work towards simple, clear and consistent messaging so that audiences are not ultimately left confused. This co-ordination needs to encompass distinct messages to specific segments of the public (consumers and businesses) delivered cross a range of communications channels. It also provides a mechanism for cross industry collaboration with the ambition of contributing to better use of finite resources in delivering these campaigns.

There is a wide range of types of financial-crime and fraud that criminals use and which payments end-users (consumers, businesses, charities etc.) should be aware of. We have documented the priority areas in the supporting tables, liaising across the PS Forum's Financial Crime Working Group. While the majority relate to fraud threats, we have considered the full scope of financial crime, for example we cover the issues of opening or operating mule accounts as a means of money laundering:

- Table 1 below identifies high level campaigns that are already being undertaken to mitigate the effect of the priority threats;
- Table 2 below outlines the key messages and advice being delivered through existing E&A activities.

The Working Group considers that most of the priority messages for current fraud / financial crime threats are already covered by existing E&A activities within the industry, and therefore has concluded that the priority therefore is for the payments industry and community to engage and support existing campaign activities and planning. Building on this existing situation, the Working Group proposes the following:

- i. A review of existing plans is undertaken on a regular basis to identify and agree changing financial crime threats to end-users and therefore campaign priorities. The industry would thereby enable a forward-looking component to its E&A plans with consideration for how best to pre-empt small but growing fraud type (modus operandi, MOs) through early advice and messaging;
- ii. Regular reviews are carried out of the effectiveness and impact of recent campaigns. (The evaluation toolkit developed as part of the UK Financial Capability Strategy may be useful in evaluating effectiveness and help to build evidence of what works which can then be applied to future activity);
- iii. The industry continues to collaborate extensively in order to improve the visibility and cut-through of key messages (to reduce issues of overlap/ duplication where too many campaigns are running in a given period), and to maximise campaign effectiveness from the finite funding available in aggregate;
- iv. That the industry's oversight and governance of this collaborative campaign activity is a responsibility of the new trade association, working closely with law enforcement and other public authorities.

Table 1

This table sets out the current financial crime priority threats where the Working Group advocates there should be customer education and awareness activity. The table also shows the existing E&A activity under way and the lead organisation.

Priority Threats	Existing E&A activity/Lead organisation
Social Engineering – several MOs employed <ul style="list-style-type: none"> • Vishing • Courier fraud • Phishing • Smishing • SIM swap • Investment scams • Competition scams • Romance scams • Auction site scams • Invoice fraud • CEO Fraud 	Take Five to stop fraud – Financial Fraud Action UK (FFA UK) & partners ScamSmart campaign – FCA – investment fraud focus
ID Fraud	Not with my name - Cifas/CoLP
Money Mule Recruitment	Take Five to stop fraud - FFA UK & partners
Fraud associated with accepting card payments online	FFA UK/Cyber Streetwise (Cyber Aware)
Malware, poor online safety behaviour and securing your online devices <ul style="list-style-type: none"> • Mobile Banking • Mobile payments (mobile technology) 	Cyber Streetwise (Cyber Aware)/Get Safe Online
Distraction card scams	Prevention advice via bank websites

Table 2: Priority Financial Crime Threats and Key Messages

This table shows the key messages for education and awareness, for each of the priority threats identified.

Threat	Audiences	Key Messages
Social Engineering Scams Vishing Courier fraud Phishing Smishing SIM swap Invoice fraud Investment scams Competition scams Romance scams Auction site scams	Consumers (all) Businesses	Vishing / Courier Fraud <p>Fraudsters are increasingly targeting consumers over the telephone, posing as bank staff, police officers and other officials or companies in a position of trust. Often the fraudster will claim there has been fraud on your account and that you need to take action.</p> <p>How to protect yourself:</p> <p>Your bank or the police will never:</p> <ul style="list-style-type: none"> • Phone you and ask you to reveal your security information (for example your 4-digit card PIN or your online banking password) or request that you enter the information into a telephone. • Ask you to withdraw money to hand over to them for safe-keeping. • Ask you to transfer money to a new account for fraud reasons, even if they say it is in your name. • Send someone to your home to collect your cash, PIN, payment card or cheque book if you are a victim of fraud. • Ask you to purchase goods using your card and then hand them over for safe-keeping. <p>If you are given any of these instructions, it is a fraudulent approach. Hang up, wait five minutes to clear the line, or where possible use a different phone line, then call your bank or card issuer on their advertised number to report the fraud.</p> <p>If you don't have another telephone to use, call someone you know first to make sure the telephone line is free.</p> <p>Your bank will also never ask you to check the number showing on your telephone display matches their registered telephone number. The display cannot be trusted, as the number showing can be altered by the caller</p>

		<p>Phishing / Online</p> <p>Phishing is a method used by fraudsters to obtain personal information from victims via email by impersonating a trusted person or familiar company. The email may contain malicious attachments or website links in an effort to infect the computer so that information such as passwords and personal information can be collected by the fraudster. The information collected will be used to commit fraud crimes such as identity theft and bank fraud.</p> <p>How to protect yourself:</p> <p>Ensure you have the most up-to-date security software installed on your computer, including anti-virus. Some banks offer free security software: check your bank's website for details</p> <p>Only shop on secure websites. Before entering card details ensure that the locked padlock or unbroken key symbol is showing in your browser</p> <p>Always be suspicious of unsolicited emails that are supposedly from a reputable organisation, such as your bank or the tax office and do not click on any links in the email</p> <p>Never share your personal or security information on a website that you have accessed by clicking a link in an email or text.</p> <p>Smishing</p> <p>'Smishing' is very similar to 'phishing' but instead of using emails the fraudsters are using SMS text messages to your mobile phone. There are a number of variations on the scam which often starts with the fraudster sending an unsolicited text message within some cases the SMS contains a link, which if accessed can load malware onto your phone but more often will take you to a site where you are asked to enter personal and security information which will be used to defraud you. In most recent cases the customer is sent an SMS with a request to call a fraudulent number. When the number is called they are tricked into divulging security and possibly card details. A fraudulent transaction is then processed using the information provided and because the fraudster still has the customer on the line the customer is duped into releasing funds when they are asked to respond 'Yes' to a genuine SMS sent by the bank to validate the payment.</p> <ul style="list-style-type: none"> • If you receive an SMS text from a sender that you do not know and are not expecting do not open any attachments or click on any links • If you receive a text from your bank asking for you to telephone them check the number, if in doubt phone the number on the back of your bank card or statement.
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Money mule recruitment	<p>Consumers:</p> <p>Students</p> <p>New entrants to UK</p>	<p>A 'money mule' is a person that will receive funds that have been obtained by criminal activity into their account and then forward those funds to other accounts, often overseas for a commission payment. Criminals will recruit 'money mules' to distance themselves from the crime and its proceeds. It is the 'money mule' that is taking the risk because they are committing 'money laundering', which can lead to up to 14 years imprisonment if found guilty.</p> <p>Behaviours that put you at risk:</p> <ul style="list-style-type: none"> • Responding to job adverts, or social media posts that promise large amounts of money for very little work • Failing to research a potential employer, particularly one based overseas, before handing over your personal or financial details • Allowing an employer, or someone you don't know and trust, to use your bank account to transfer money. • Opening an account in your name for someone else to use

		<p>How to protect yourself:</p> <ul style="list-style-type: none"> • No legitimate company will ever ask you to use your bank account to transfer their money. Be very cautious of unsolicited offers or opportunities to make easy money • Be especially wary of job offers from other people or companies overseas as it will be harder for you to find out if they really are legitimate • Never give your financial details to someone you don't know and trust
Fraud associated with accepting card payments online	SMEs	<p>Know Your Customer</p> <p>There are a number of tools and techniques which can be utilised when selling online to build up a profile of your customers</p> <p>Many of these can be working in the background as your website accepts an order from shoppers or when they first register on your site</p> <p>Get Paid Securely</p> <p>An important consideration for a merchant is to gain and validate a secure means of payment from your customers for the goods or services they are purchasing</p> <p>In the case of payment cards, as neither the card nor the cardholder are physically present at your business, it is vital to both validate the card number is genuine and authenticate that the customer is the rightful holder of that card</p> <p>Internet cardholder authentication</p> <p>Verified by Visa, MasterCard SecureCode and American Express SafeKey are authentication solutions offered to retailers and cardholders to assist in making internet transactions safer from the threat of fraud</p> <p>Retailers enrol into the service and make enhancements to the checkout process on their website</p> <p>Contact your acquiring bank or payment service provider (PSP) for more information about taking payments securely and internet authentication</p>

<p>Malware and poor online safety behaviour and securing your online devices</p>	<p>Consumers Businesses</p>	<p>Firewalls</p> <p>A firewall acts as a barrier between you and the wider internet including trusted and internal networks.</p> <p>Personal firewalls are usually software-based and should be installed on each computer which connects to the internet. However, firewalls for businesses may require hardware to protect their network further</p> <p>Passwords</p> <p>Make your passwords stronger with three random words</p> <p>Security Software</p> <p>Security software such as antivirus helps protect your device from viruses and hackers</p> <p>Install software updates</p> <p>Software updates contain vital security upgrades which help protect your device from viruses and hackers</p> <p>Create a safe wireless network</p> <p>You should secure your wireless network (WiFi). Failing to do so could give someone else access to your sensitive data, including passwords or bank details, and use your network for illegal behaviour</p>
<p>Distraction fraud Card Scams</p>	<p>Consumers</p>	<p>When using your bank card be aware of people trying to divert your attention, perhaps by pretending to be helpful, dropping something or bumping into you so that they can take your card or cash, or find out your PIN.</p> <p>How to protect yourself:</p> <ul style="list-style-type: none"> • Always shield your PIN when using your bank card • Always be aware of who is behind you when using your bank card and don't let anyone stand too close. • Don't let anyone distract you during the transaction • If anything about a cash machine looks suspicious don't use it. Tell a member of staff or the police