

# Kent Fraud Alert System



TO STOP FRAUD™

## Identity Fraud

What is it?

Identity fraud happens when fraudsters access enough information about someone's identity (such as their name, date of birth, current or previous addresses) to commit a fraud. Identity theft can take place whether the victim is alive or deceased.

Have you received a letter or invoice for a service that you cannot recognise? These could be the first signs of identity fraud.

Follow the Home Offices [Identity fraud victims' checklist](#) to help victims and organisations repair their identity and prevent re-victimisation.

If you think that you may have been a victim of this or any other type of scam, then contact your Bank immediately, which you can do by calling 159 and report it to Action Fraud at [www.actionfraud.police.uk](http://www.actionfraud.police.uk) or call 0300 123 2040.

For further information about Fraud, visit our website at [Advice about fraud | Kent Police](#)

You will also find valuable information from the Home Office at [Stop! Think Fraud - How to stay safe from scams](#)

## Preventing fraud

Together, let's stop scammers.



### Remember, ABC:

 never Assume

 never Believe

 always Confirm



**Kent  
Police**

Report a non-urgent crime online [www.kent.police.uk/report](http://www.kent.police.uk/report)

Talk to us on LiveChat – available 24/7 [www.kent.police.uk/contact](http://www.kent.police.uk/contact)

In an emergency, if crime is in progress or life is in danger call **999**

If you have a hearing or speech impairment, use our textphone service **18000**.  
Or text us on 999 if you've pre-registered with the emergency SMS service.

[www.kent.police.uk](http://www.kent.police.uk)   

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## Gift Card Scams

In this scam, criminals send fake emails, texts or WhatsApp messages, pretending to be a family member or friend in need of help to purchase gift cards to pay a time sensitive bill. They may provide various excuses, such as being away, being too busy or having issues with their debit card.

However, it is more likely to be a Scam. If you receive a message like this, STOP. Then contact the person by calling them with a number that you have for them and not one provided within the message.

## What is gift card fraud?

Gift card scams start with a call, text, email, WhatsApp or social media message. Scammers will say almost anything to get you to purchase gift cards — like Google Play, Apple, Steam, iTunes, or Amazon cards.



Together, let's stop scammers - Remember, ABC

**A Never Assume**  
If you get a message from anyone claiming to be a friend or family member, or someone claiming to be from a reputable organisation such as HMRC, a bank, or the police, and you are asked to purchase any gift cards – STOP! – it will be a scam.

**B Never Believe**  
Scammers will often claim it is an emergency and typically invent a time-critical reason as to why they need you to help them, they need to pay an urgent bill, for example. They will often pull at the heartstrings and say you are the only person they can turn to.

**C Always Confirm**  
Protect yourself by trying to speak to the person who you think is asking for the gift card directly or in person – For example: If it is the bank, find the official contact number on your bank card, recent statement or ring 159 and speak with them.

### Reporting a scam

If you think you or someone you know has been a victim of a scam report it immediately to Action Fraud online [actionfraud.police.uk](http://actionfraud.police.uk) or over the phone 0300 123 2040.

For more information and advice visit [kent.police.uk/fraud](http://kent.police.uk/fraud) or email [KFAS@ecis.police.uk](mailto:KFAS@ecis.police.uk)



### Call 159

If you have paid money or shared bank details, contact your bank's fraud team straight away.

Call 159 for the bank hotline. This number connects you directly to your bank.



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One of the leading UK banks commissioned research into the fastest growing Fraud trends of 2024 and identified the following top three.

## 1<sup>st</sup> Fastest growing - Fake Delivery Texts and Emails

Fastest growing scam of 2024 fake delivery scams.

Fake parcel delivery texts involve scammers sending fake delivery notifications for parcels, prompting the recipient to click on a link to reschedule delivery and pay a fee. The link often leads to a phishing site designed to steal personal information or install malware on the victim's device.

Remain vigilant and check delivery notifications very carefully to ensure they are genuine.

Text messages may look remarkably similar to those that are genuine but may use generic greetings, such as, Dear Sir/Madam, or include spelling errors.

Always question claims that you are due goods or services that you have not ordered or are unaware of, especially if you have to pay any fees upfront.

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Text Message  
Monday 21:37

Royal Mail: Your package has a £2.99 unpaid shipping fee, to pay this now please visit <https://shippingfees-royalmail.online> Or your package will be returned

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## 2<sup>nd</sup> fastest growing scam of 2024 was Social Media Marketplace Scams

Criminals use platforms like Facebook Marketplace, Instagram, or TikTok to advertise and sell products that do not exist. Fake profiles are created to advertise popular and in demand goods (often using stolen photos from real sellers) and list attractive offers to lure victims into making purchases. Once payment is made, the promised goods never arrive, and the fake account disappears.

### Suspicious Signs

- The buyer or seller has a bad feedback history or has only recently set up a new account to avoid a poor reputation.
- You get a private message or email offering to buy below the current bid or reserve price or to sell a similar item after an auction has ended.
- You find an expensive item for sale at an incredibly low starting bid. If an offer sounds too good to be true, then it probably is.

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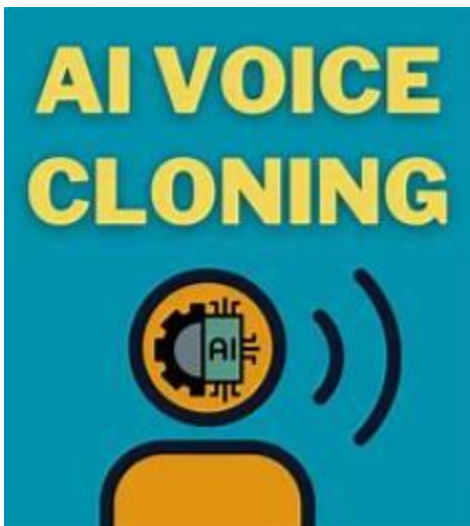
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## 3<sup>rd</sup> Fastest - Voice cloning scams

AI voice-cloning scams were the third fastest growing scam of 2024.

AI voice cloning scams are a relatively new form of fraud where scammers use advanced tech to imitate someone's voice, which can be pretty convincing," said Stuart Skinner, NatWest's Fraud Expert. "If you get a call that sounds like it's from a friend or family member asking for money or personal info, take a pause."

The expert recommends hanging up on the caller and ringing them back on a number you know is truly theirs. "And remember, don't trust the number popping up on your caller ID—scammers can fake that too!" he added.



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