

# Kent Fraud Alert System



TO STOP FRAUD™

## Online Shopping Scams

When shopping online this festive season stay safe.

Auction and online marketplaces are a wonderful way to get a good deal. Most items are genuine, but fraudsters use these sites to offer high value items like electronics or designer goods.

Check the seller or buyer's review history and feedback from other reviewers. Beware of accounts that may have been set up very recently with lots of favourable feedback that sounds similar.

You can visit the Action Fraud website for more tips on how to protect yourself at [Online shopping fraud | Action Fraud](#)

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.

## Preventing fraud

Together, let's stop scammers.



Remember, ABC:

 never Assume

 never Believe

 always Confirm



Find out more:  
[www.gov.uk/stopthinkfraud](http://www.gov.uk/stopthinkfraud)

## SHOP ONLINE SECURELY THIS FESTIVE SEASON

 ADD TO CART

ActionFraud  
National Fraud & Cyber Crime Reporting Centre  
[www.actionfraud.police.uk](http://www.actionfraud.police.uk)

STOP! THINK FRAUD  
NATIONAL CAMPAIGN AGAINST FRAUD

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](#)



## 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)   

# Kent Fraud Alert System



TO STOP FRAUD™

## HMRC SCAM Alert

HMRC is reminding Self-Assessment customers to be alert to potential scams and criminals ahead of the filing deadline on 31 January 2025. Concerned customers reported nearly 150,000 scam referrals to HMRC in the last year, as Self-Assessment filers are warned to be alert to criminals.

With millions of people due to complete their Self-Assessment tax return and pay any tax owed by 31 January 2025, criminals are targeting people with offers of tax refunds or demanding payment of tax to get hold of personal information and banking details. Around half of all scam reports (71,832) in the last year were fake tax rebate claims.

There has been a 16.7% increase in all scam referrals to HMRC.

If someone receives a communication claiming to be from HMRC that asks for their personal information or is offering a tax rebate, check the advice on [Identify tax scam phone calls, emails and text messages - GOV.UK](#) to help identify if it is scam activity.

HMRC will never leave voicemails threatening legal action or arrest or ask for personal or financial information over text message – only fraudsters and criminals will do that.

You can report any phishing attempts to HMRC by:

- Forwarding emails to [phishing@hmrc.gov.uk](mailto:phishing@hmrc.gov.uk)
- Reporting tax scam phone calls to HMRC on GOV.UK
- Forwarding suspicious texts claiming to be from HMRC to 60599

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)   

# Kent Fraud Alert System



TO STOP FRAUD™

## Book your Fraud Protect Presentation for 2025

It is Christmas and these presentations are FREE.

Our Fraud Prevent and Protect Officer is keen to give presentations to community groups, Business, Schools and the public on how to protect yourselves from the threat of Scams and avoid criminals stealing your money.

If you are part of or in charge of any groups that would benefit from this input in 2025, then please contact [Stephen.kelly@kent.police.uk](mailto:Stephen.kelly@kent.police.uk)

## Find out how to protect yourself from fraud

Please come and join us for a talk on fraud and ways to protect yourself and others.

Together, let's stop scammers  
**Remember, ABC:**  
👉 never Assume  
👉 never Believe  
👉 always Confirm



**Request Your Presentation Now**



## 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)   

## Preventing fraud

Together, let's stop scammers.



**Remember, ABC:**



never Assume



never Believe



always Confirm

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](#)



## 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)   

# Kent Fraud Alert System



TO STOP FRAUD™

## Fake Email impersonating the Perfume Shop

Action Fraud have received over 3,900 reports of FAKE emails impersonating the Perfume Shop claiming to offer a free perfume and all you need to do is click on a link within the email, however it is a scam. If you click on the link, it will redirect you to a realistic looking website under the control of the criminals, where they will look to steal your financial and personal data.

If you get an email like this or any other suspicious looking emails, you can report these by forwarding to [reportr@phishing.gov.uk](mailto:reportr@phishing.gov.uk)

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)   



# Kent Fraud Alert System



TO STOP FRAUD™

## Gift Card Scams

### 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.



**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)   

Gift cards are popular with criminals as they are more difficult to trace compared to bank transfers.

Criminals pose as organisations such as HMRC or the DVLA and invent a time-critical reason they need the gift card.

This can include claims that you need to pay a tax, fine, or a fee to win a prize. Once you have bought the card and sent the voucher code to the fraudster, the money on the card is either spent straight away or the card is sold onto other criminals.

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](http://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](http://Stop! Think Fraud - How to stay safe from scams)



**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)   