

Kent Fraud Alert System



TO STOP FRAUD™

Impersonation Scams

There were 45,367 cases of Impersonation scam in the UK in 2022, with losses totalling £177.6m. Only 51% of people always check whether a request for money or personal information is legitimate.

What is impersonation fraud?

Impersonation fraud take place when a criminal contacts someone pretending to be a trusted organisation such as a bank, the police, a delivery or utility company, or perhaps a friend or family member.

Scams often start with a call, text, email or direct message with an urgent request for money or personal and financial information.



it is OK to reject, refuse or ignore any requests, as criminals will try to pressure you into making quick decisions that you will later regret.

Always use the ABC of Scam Awareness and **Never Assume or Believe** a request is genuine but **Confirm by calling a Trusted number**, not one provided by the criminal.

You can view the following for more information on this –

[New figures show £177.6m was lost to impersonation scams in 2022 as Take Five to Stop Fraud issues warning to the public | Insights | UK Finance](#)

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 or call 0300 123 2040.

Preventing fraud

Together,
let's stop
scammers.



Remember, ABC:



never Assume



never Believe



always Confirm

Get the latest
scam advice:



@KentPoliceECU



**Kent
Police**

Contacting Kent Police

Report a non-urgent crime online www.kent.police.uk/report
Talk to us on LiveChat – available 24/7 www.kent.police.uk/contact
In an emergency, if crime is in progress or life is in danger call **999**
If deaf or speech impaired, text 'police' and your message to **60066**

www.kent.police.uk   