

Kent Fraud Alert System



TO STOP FRAUD™

Increasing use of Voice Cloning to commit Fraud

In voice cloning scams, criminals use Artificial intelligence (AI) technology to copy the voice of an individual. They can get a clip of a person's voice easily from a short chat on the telephone or via social media video and use that sample to generate voice cloning. Once they have the cloned voice, they can use it in a phone call, voicemail etc.

Just because the voice on the phone may sound like your parents, children or best friend it could actually be a criminal impersonating them and if your "loved one" is suddenly asking you for money urgently and out of the blue, it could very well be a criminal impersonating your family member's voice.

Last year it was reported that some research conducted found that over a quarter (28%) of UK adults say they had been targeted by an AI voice cloning scam at least once in the past year. It means that millions of people in Britain could be at risk from this highly sophisticated scam.

How to protect yourself from voice cloning scams?

People are being urged to set up a 'safe phrase' that can be used to verify if the person you are talking to, really is who you think they are. Pick something memorable and only share it with your family and loved ones, that way if you receive an unexpected call and do not hear the 'safe phrase' you can remain vigilant.

Failing this, you can always use the ABC of Scam awareness and if you get a call requesting help, disconnect the call and ring the person back using a trusted number.

Preventing fraud

Together,
let's stop
scammers.



Remember, ABC:



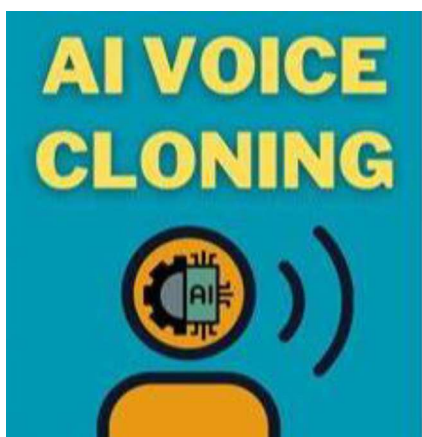
never Assume



never Believe



always Confirm



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.

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

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 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   