

# Kent Fraud Alert System



TO STOP FRAUD™

## Report Fraud launches

This week, the City of London Police, the national lead force for fraud, announced the full public launch of Report Fraud, which has now officially replaced Action Fraud.

A new media and advertising campaign is going live from Monday 19 January to help raise awareness of the brand-new service for reporting cybercrime and fraud.

The advertising campaign will run across radio and social channels, featuring the service's clear new visual identity and message, 'Every Report Counts'.

Please see their campaign hero film here: <https://youtu.be/CpZRbpNxCOM>



## Preventing fraud

Together,  
let's stop  
scammers.



### Remember, ABC:



never Assume



never Believe



always Confirm

For more information, you can read more of our press release here: [Report Fraud launches | City of London Police](#).

To report cybercrime and fraud: [UK's Home for Reporting Cyber Crime & Fraud - Report Fraud](#).

Find out more by visiting our website at [Advice about fraud | Kent Police](#) and also 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)   