

# Scam Marshal Newsletter

March 2024

Marshals across the UK: 2,667



**NATIONAL  
TRADING  
STANDARDS**

Scams Team

## Greetings readers and welcome to this March Newsletter.

In today's digital age, scams are not limited to our email inboxes or online platforms. They can also arrive right at our doorsteps in the form of deceptive mail. In this newsletter, we'll uncover common mail scams, their tactics, and equip you with practical tips to shield yourself from becoming a victim.

### Common Mail Scams: Unveiling the Tactics

False Prize Notifications: Have you received a letter claiming you've won a prize or lottery you never entered? Be wary! Criminals often send these attractive letters to trick receivers into providing personal information or upfront fees.

Fake Charities Appeals: Criminals exploit people's generosity by sending fake charity appeals via mail. Always verify the validity of the organisation before making any donations.

Phishing Letters: Criminals send letters pretending to be from reputable organisations, such as banks or government agencies, claiming that you must pay a bill in order to avoid legal sanctions. These mailings will contain a number or email address for you to contact and hand over important information.

### Protect Yourself: Practical Tips

Stay Informed: Educate yourself about the latest mail scams and tactics used by criminals. Awareness is your first line of defence.

Verify Sources: Always verify the validity of unexpected mail, especially if it involves requests for personal or financial information. Go to the trusted source (official website).

Secure Personal Information: Shred documents containing sensitive information before discarding them to prevent identity theft.

Do Not Trust Your Instincts: Criminals are experts at socially engineering or grooming their potential victims. This can change the way people think about threats or opportunities. Always take a bit of time to consider what is being asked of you.

By staying vigilant and informed you can safeguard yourself from becoming a victim to mail fraud. Remember, when in doubt, verify. Stay safe and scam-savvy!

**Return address: FREEPOST, NTSST, MAIL MARSHALS**

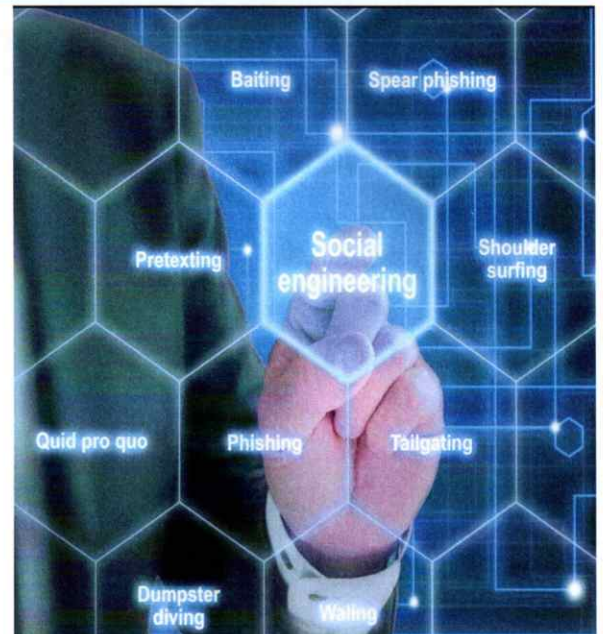
**Scam Marshals!** When sending in your scam mail, please remember to keep the letter/s in their original envelope and write the date it was received as it can help with our investigations! Thank You!

## Cybersecurity terms you need to know.

**Pharming:** A cyberattack that redirects website traffic to a fraudulent website, often with the intent to steal login credentials or financial information.

**Social Engineering:** The psychological manipulation of individuals to trick them into divulging their confidential information.

**Deepfake:** Refers to a media technique that uses artificial intelligence to create or manipulate audio, video, or images to appear as if they are real and authentic. Deepfakes are used to spread misinformation, manipulate public opinion or create fake evidence for malicious purposes.



## The scams you need to know about this month.

### **Harry styles appears in BBC deep fake video.**

A BBC presenter has warned on social media that a fake news video of them appearing with pop star Harry Styles is circulating.

The short clip, which mimics the BBC, features a presenter who claims that Harry Styles has 'launched a new app in which Britons could become very wealthy.'

This will most likely lead to an investment scam where fraudsters will try to lure you into their fake money-making schemes.

### **Sophie Ellis-Bextor and Le Creuset scam ad.**

A number of ads featuring singer Sophie Ellis-Bextor and her hit song 'Murder on the Dancefloor' are being used to impersonate cookware company Le Creuset.

The ads claim that the singer has teamed up with the company 'to hand out 5,000 complete cookware sets' and includes links to malicious websites.

These 'bait and switch' scam ads lead to random dodgy retailers selling skincare.

To report ads on Facebook, select the three dots in the top right and then press 'report ad.'

**Action Fraud – 0300 123 2040 – [www.Actionfraud.police.uk](http://www.Actionfraud.police.uk)**

**Police Scotland – 101 (from within Scotland) - [www.scotland.police.uk](http://www.scotland.police.uk)**

**Citizens Advice – 0808 223 1133 – [www.citizensadvice.org.uk](http://www.citizensadvice.org.uk)**

**Citizens Advice Scotland - 0800 028 1456 - [www.cas.org.uk](http://www.cas.org.uk)**

**[www.FriendsAgainstScams.org.uk](http://www.FriendsAgainstScams.org.uk)**