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Catfishing

What is it ?



A stranger creating a **fake identity** online (on Facebook, Insta etc) and telling lies to scam people.



Fake identity is pretending to be someone else, often someone famous - using their details like name, photos, stories..



Why people Catfish ?

To Scam people, to Steal their money, often aiming for vulnerable people, by playing with their emotions pretending to be friends or lovers. They try to get people name adress, bank details.



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What to do ? How to avoid it ?



Be suspicious of any conversations that get personal too quickly, or if they ask some money from you, or their stories doesn't add up.



Report and Block the number/their profile



Ask your staff if you have a doubt, get support to contact ACTION FRAUD online or 0300 123 2040

