

# Is this a scam?

Scammers now use AI to write perfect messages and copy voices. So don't judge how real it looks or sounds. Judge what it's asking for.

## The five red flags

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- **Hurry.** "Act now." "Today only." "Your account will be closed."
- **Money or codes.** Asking you to pay, move money, or share a PIN, password or one-time code.
- **Secrecy.** "Don't tell anyone." "Don't tell the bank."
- **Odd ways to pay.** Gift cards, cryptocurrency, or a transfer to a "safe account".
- **Too good to be true.** Guaranteed returns, surprise prizes, amazing bargains.

**Two or more together? Stop.** Don't click, don't pay, don't reply.

## What to do

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1. **Stop.** A real bank, the police or HMRC will never rush you.
2. **Hang up.** Then call back on a number you already trust, such as the one on your bank card. Most UK banks can also be reached safely by calling **159**.
3. **Never share** PINs, passwords or one-time codes. Your bank will never ask for them.

## Our family code word

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A word only your family knows. If someone calls saying they're a relative in trouble, even if it sounds just like them, ask for the word.

Our word is kept safe with: \_\_\_\_\_

## Report it (UK)

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| Scam text   | Forward it to <b>7726</b> (free)                                                 |
| Scam email  | Forward it to <a href="mailto:report@phishing.gov.uk">report@phishing.gov.uk</a> |
| Lost money? | Call your bank straight away, then report it at <b>reportfraud.police.uk</b>     |
| Advice      | Citizens Advice consumer helpline: <b>0808 223 1133</b>                          |

*Free to print and share. More plain-English help:*  
***deadeasyai.com/learn***

Is this a scam? The one-page guide (large print) · Dead Easy AI · [deadeasyai.com](https://deadeasyai.com)