



## Video title: Can you spot a scam artist?

Can you spot a scam artist?

Scam artists are using increasingly sophisticated methods to try to gain access to your money and personal data.

These methods include bogus websites, social media adverts, texts, calls and emails.

Scam artists might try to persuade you to buy a financial product or invest your money.

Or they might promise you a loan or encourage you to purchase a cheap – but fake – insurance policy.

If you receive an unexpected text, call or email, take the SAFE test.

**S – Stop**

Stop, think and ask yourself:

What is this firm offering? Who is contacting me? Where did they get my contact details? Could this be a scam?

**A – Assess**

Assess the information you are being given and check Central Bank of Ireland's online registers to see if the firm is authorised.

Even if the firm appears to be authorised, make sure it is genuine and hasn't copied the details of a real firm.

**F – Fact-check**

Fact-check the offer. Never provide your personal information or agree to send money unless you are sure the firm is authorised and genuine.

**E – Expose and report**

Expose scam artists by reporting them to us.

We have powers to investigate and take action against financial fraudsters.

And remember – the Central Bank will never contact you asking for money, your personal data or your PPS number.

**Find out more: [www.centralbank.ie/scams](http://www.centralbank.ie/scams)**