



The Little Book of Scams

How to spot
and avoid scams



Acknowledgement of Country

The ACCC acknowledges the Traditional Owners and Custodians of Country throughout Australia and recognises their continuing connection to the land, sea and community. We pay our respects to them and their cultures; and to their Elders past, present and future.

Australian Competition and Consumer Commission
Ngunnawal
23 Marcus Clarke Street, Canberra, Australian Capital Territory, 2601
© Commonwealth of Australia 2024

This work is copyright. In addition to any use permitted under the *Copyright Act 1968*, all material contained within this work is provided under a Creative Commons Attribution 4.0 Australia licence, with the exception of:

- the Commonwealth Coat of Arms
- the ACCC and AER logos
- any illustration, diagram, photograph or graphic over which the Australian Competition and Consumer Commission does not hold copyright, but which may be part of or contained within this publication.

The details of the relevant licence conditions are available on the Creative Commons website, as is the full legal code for the CC BY 4.0 AU licence.

Requests and inquiries concerning reproduction and rights should be addressed to the Director, Strategic Communications, ACCC, GPO Box 3131, Canberra ACT 2601.

Important notice

The information in this publication is for general guidance only. It does not constitute legal or other professional advice, and should not be relied on as a statement of the law in any jurisdiction. Because it is intended only as a general guide, it may contain generalisations. You should obtain professional advice if you have any specific concern.

The ACCC has made every reasonable effort to provide current and accurate information, but it does not make any guarantees regarding the accuracy, currency or completeness of that information.

Parties who wish to re-publish or otherwise use the information in this publication must check this information for currency and accuracy prior to publication. This should be done prior to each publication edition, as ACCC guidance and relevant transitional legislation frequently change. Any queries parties have should be addressed to the General Manager, Strategic Communications, ACCC, GPO Box 3131, Canberra ACT 2601.

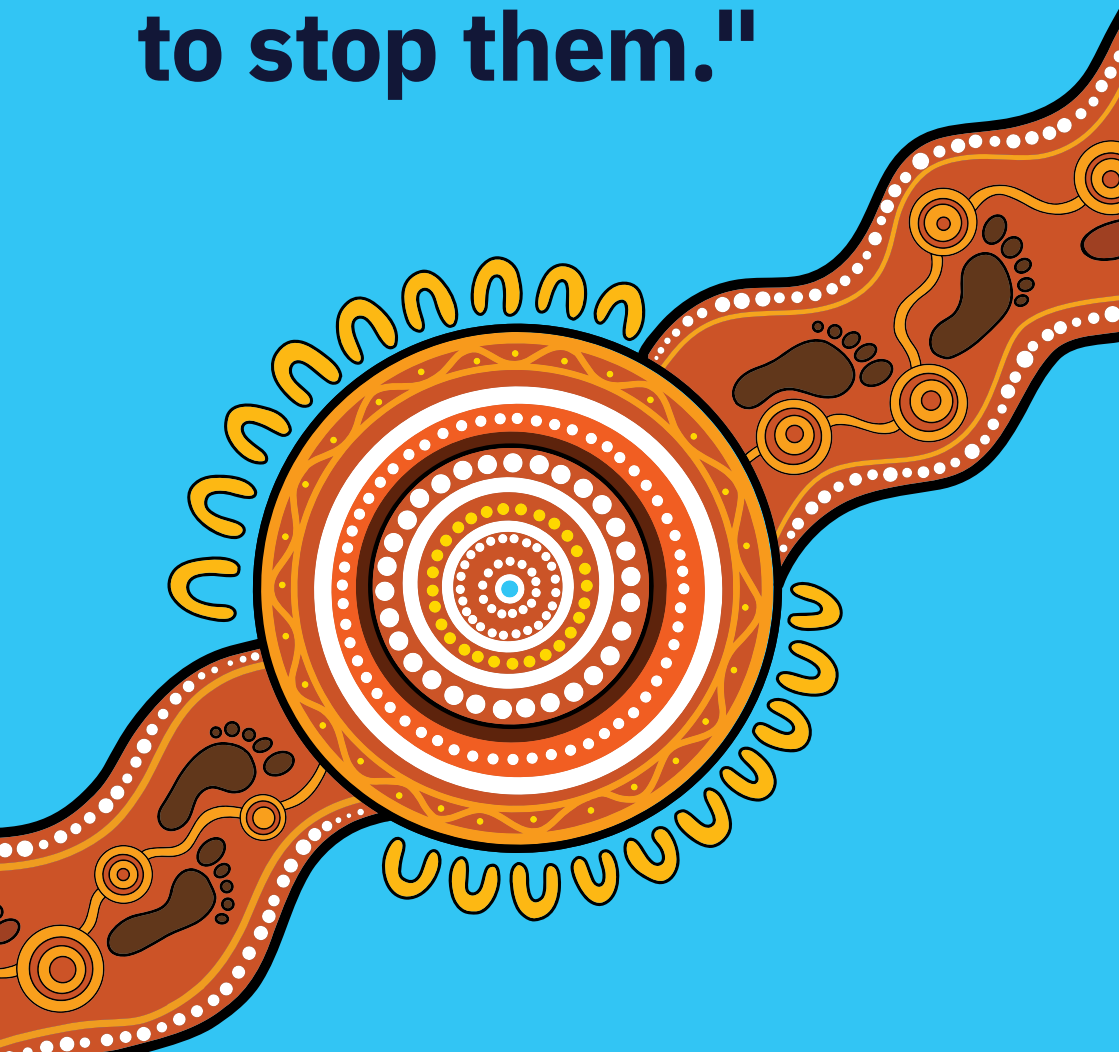
ACCC 08/24_24-13

www.accc.gov.au

Contents

Help is at hand	4
What is a scam	7
How to spot and avoid scams	8
Text or SMS scams	10
Email scams	14
Phone scams	18
Website scams	22
Social media, app-based and online messaging scams	26
Common scams you should know about	30
Where to report scams	34
More help and support	37

"Scams are getting harder to spot, so we need to work together to stop them."



This guide is written by the National Anti-Scam Centre and will help you identify and protect yourself from scams.

Many people in Australia are being scammed and having their money stolen, sometimes even their life savings. Scams hurt people's lives.

Scams are getting harder to spot, so we need to work together to stop them.

The National Anti-Scam Centre works to keep Australians safe from scams.

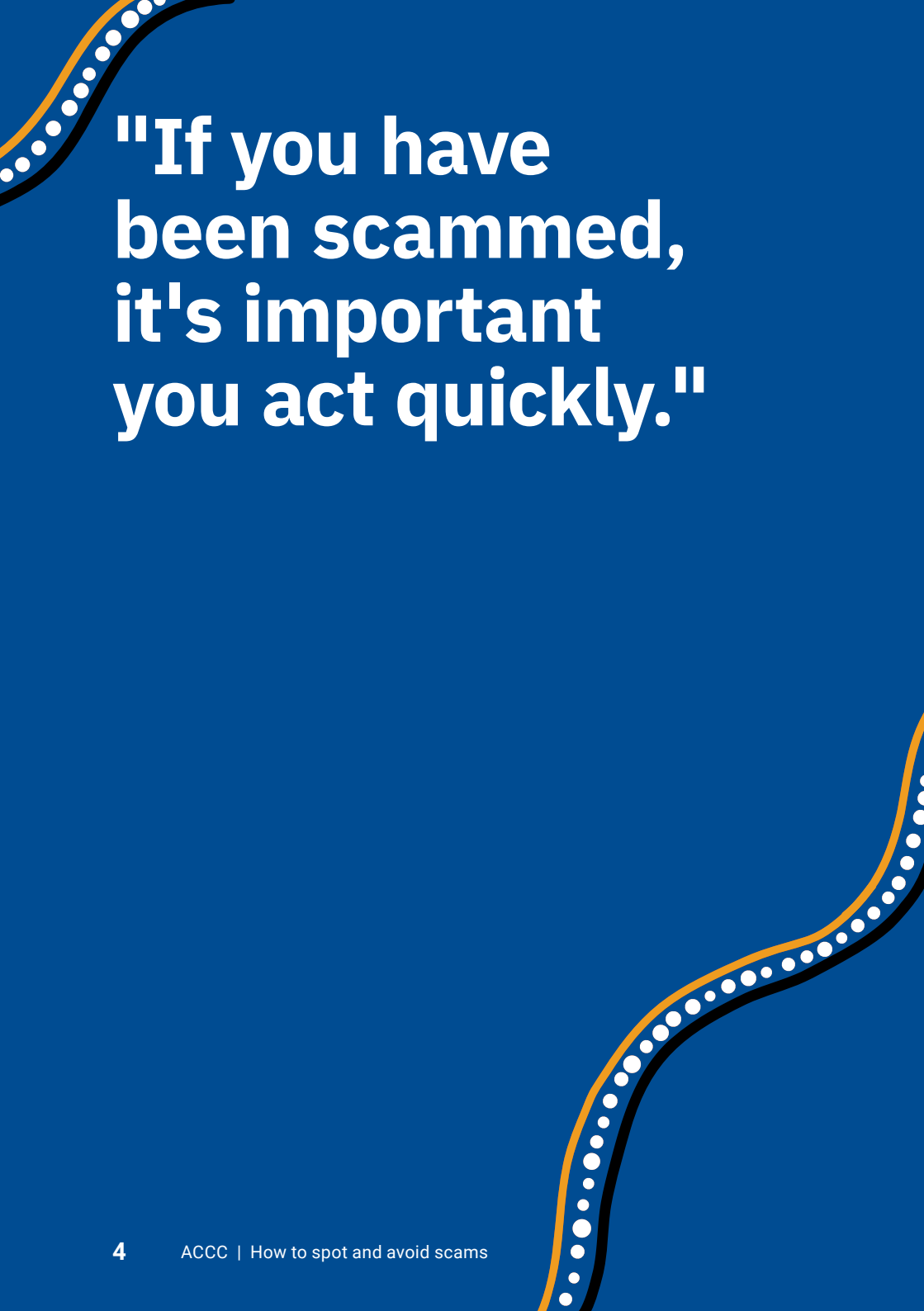
We work with government and industry to find new ways to stop scammers from stealing money and personal information from Australians. Here are some of the ways we achieve this.

We help people spot and avoid scams

Through Scamwatch we share up-to-date information on scams and ways you can protect yourself from scams.

We disrupt scammers

By collecting and sharing intelligence across government and industry, we make it harder for scammers to continue their crimes and make it easier for people to report scams.



**"If you have
been scammed,
it's important
you act quickly."**

Help is at hand

If you're reading this, chances are you, or someone you know has been the target of a scammer. Unfortunately, you're not alone. Scams are getting more and more sophisticated which means anyone can be a victim.

If you have been scammed, it's important you act quickly.

If you've given banking information or had money stolen by a scammer, contact your bank or card provider first.

Contact IDCARE, **1800 595 160**, www.idcare.org.

Scams succeed because they look like the real thing. Scammers rely on you not spotting warning signs because you're in a hurry, something looks like a great deal you don't want to miss, or because it seems like it's from someone you trust.

Protect yourself from scams by following these 3 steps:

Stop



Scammers pressure you to act quickly.

This is because they don't want you to take your time and think things through. They might make threats that something bad will happen if you don't act fast or offer you a limited opportunity to get a great deal – but none of it is real.

Check



Could the message or call be fake?

Never click a link in a text message or email. Only contact businesses or the government using contact information that you find yourself from their official website or secure app. If you're not sure, say 'no', hang up or delete.

Protect



Act quickly if something feels wrong.

Contact your bank if you notice unusual activity or if a scammer gets your money or information. Seek help and report the scam to **Scamwatch**. When you report scams, you help us stop the scam and warn others.

What is a scam

A scam is when someone uses your trust to steal your money or personal information.

Scams are economic crimes run by criminals who are often very organised and sophisticated.

Scams:

- ✓ Are run by criminals
- ✓ Look real
- ✓ Come with believable stories
- ✓ Pressure you to take an action

A scam is NOT:

- ✗ Computer hacking
- ✗ Unfair contract terms
- ✗ Harassing marketing approaches

It's important to remember that not all negative experiences are scams. You might have paid for a product that you never received or bought something and found the quality was poor. While this is disappointing, they are not necessarily scams. The Australian Consumer Law offers protections to Australian consumers for these sorts of issues.

For more information visit www.accc.gov.au/consumers

How to spot and avoid scams

Scams can happen to all of us. Scams work because scammers create believable stories to steal your money and get your personal information.

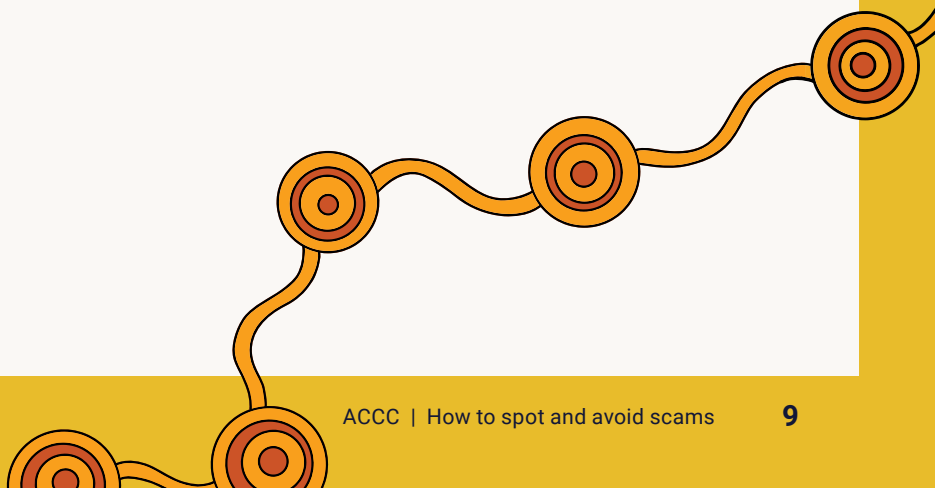
Scammers are getting smarter and taking advantage of new technology, products, services, and major events to convince you that their scams are real.

It can be very hard to spot a scam. Here are some situations to watch out for. Sometimes scammers use a combination of these tactics.

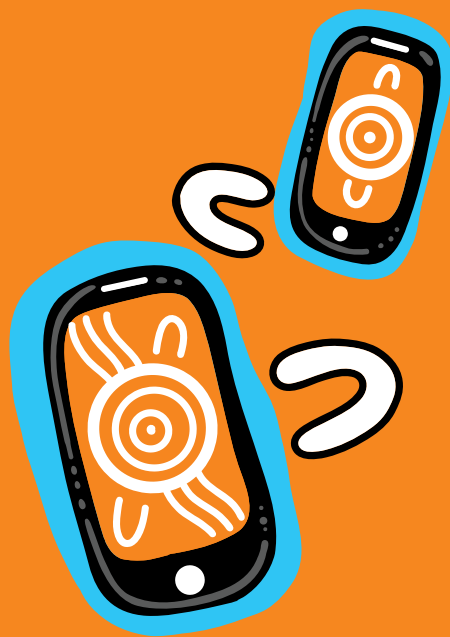
- 1. Opportunities to make or save money:** Scammers will deceive you into believing you're getting an incredible deal or offer. They will put pressure on you to act quickly so you don't miss out. Remember, deals that seem too good to be true, usually are.
- 2. Sad stories and cries for help:** Scammers will try and use your good nature against you. They will share stories of heartbreak and tragedy with you and explain why they need your help and your money.
- 3. Links and attachments:** Scammers use links to send you to scam websites designed to steal your information and money. Scammers may also ask you to open attachments. These can install viruses that steal your information.

- 4. Pressure to act quickly:** Scammers don't want you to take your time and think things through. They want to pressure you into acting quickly. This can include making threats that something bad will happen if you don't act fast.
- 5. Requests that you pay in unusual or specific ways:** Scammers often ask you to pay using uncommon methods like preloaded debit cards, iTunes cards, or virtual currency like Bitcoin. Once this money is spent, you can't get it back.
- 6. Request to set up new accounts or PayIDs:** Scammers may ask you to set up a new bank account or PayID in order to pay them (or be paid by them). They may pretend to be your bank and tell you to transfer your money into new accounts to keep it safe.

If scammers have succeeded in taking your money, they will try to get more money from you. Unfortunately, one in three scam victims have been scammed more than once. If scammers have stolen your money, be on the lookout for scammers offering to help you get your money back. This is another kind of follow-up scam.



"Messages will sound urgent and try to get you to act quickly."



Text or SMS scams

Scammers send messages pretending to be from the government, law enforcement, trusted businesses, or even your own family or friends.

These messages will sound urgent and try to get you to act quickly. They will often have a link which will take you to a scam website. Scammers can steal any personal information entered on these scam websites and use it to take your money or commit fraud in your name.

To make these messages seem real, scammers copy or disguise their phone number behind the phone number and caller ID of legitimate businesses or people you know.

Scam messages can even appear in the same message chain as real messages from the organisation, making them even harder to spot.

Signs a message might be a scam

The message:



Asks you to take immediate action, make a payment, or transfer money.



Asks you to click on a link or call a number provided in the message.



Asks you to log on to an online account with your username and password or to provide other personal information.



Is from a family member or friend saying their contact details have changed.



Threatens to stop a service or charge you if you don't act.



Suggests you or your accounts have been hacked or involved in fraud.



Suggests that there is a problem with your payment or your package delivery.

Steps to protect yourself from messaging scams



1. If someone you know sends a message to say they have a new phone number:
 - a. try to call them on the existing number you have for them, or
 - b. message them on the new number with a question only they would know the answer to, to check they are who they say they are.
-



2. Never click on links in messages.
-



3. If a message links to a website, don't click the link. Instead, search for the website yourself online, or use the official app.
-

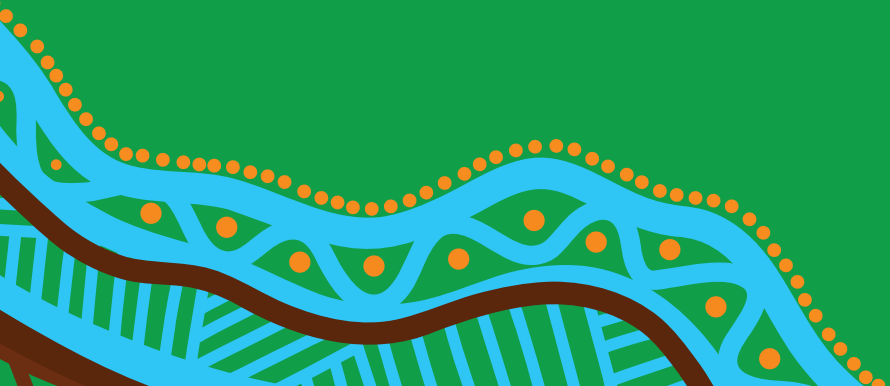


4. Don't respond to a text message using the phone number provided.
-



5. Call the organisation or person back on a phone number you have found yourself, such as from the organisation's website.
-

"Scammers use the same logo and a similar email address as the real organisation."



Email scams

Scammers send emails pretending to be from the government, law enforcement and businesses. They make it sound urgent to get you to act quickly.

Scammers use the same logo and a similar email address as the real organisation. Scammers can also copy or disguise their email address behind the email address of an organisation or business to make the scam email look more real.

Signs an email might be a scam

The email:



Requests a payment but the account details are new or have changed since the last payment you made.



Asks you to log on to an online account with your username and password or to provide other personal information.



Was unexpected and includes an attachment with an invitation to open it.



Asks you to confirm your banking details to receive a refund or money you are not expecting.



Claims to have information about you or images of you and threatens to release them.



Offers to help you recover money or get compensation for a data breach or identity theft.

Steps to protect yourself from email scams

1. Check that the email is real by:



- contacting the person or organisation directly using contact details you've found yourself such as from the organisation's website or via their official app (never via a link).
-




2. Immediately stop contact with anyone who tries to threaten or intimidate you.
-



3. Never give personal details or pay anyone offering you:
 - a. compensation or help to recover from a previous scam or data breach or,
 - b. winnings, prizes or an inheritance.
-



4. Use multi-factor authentication when you can. This provides an extra layer of protection and means a scammer has to know your email password and a pin number sent to your phone to gain access to your email account.
-



"The caller may already have some details about you, such as your name or address."

Phone scams

Scammers call, claiming to be from well-known organisations. This includes government organisations, law enforcement, investment and law firms, banks, and telecommunication providers.

They make it sound urgent to get you to act quickly. They may try to convince you to give them your personal or bank account details, or access to your computer.

The caller may already have some details about you, such as your name or address, making the call seem real.

Signs a phone call might be a scam

The caller:



Asks for payment or asks you to move money to a new account.



Asks you for your password, pin, one-time code, or some other security information.



Asks you for your financial details, such as credit card or banking details.



Asks you to complete an action on your mobile phone or computer such as installing software or accessing a secure account.



Claims to be from law enforcement and threatens you with immediate arrest or deportation.



Says your bank or other online accounts have been hacked or involved in fraud.

Steps to protect yourself from phone scams

1. Check that the call is real by either:



- a. contacting the person or organisation directly using contact details you've found yourself such as from the organisation's website or,
- b. accessing an organisation via their official app (never via a link).



2. If you are not sure who a caller is or if they threaten or intimidate you, hang up immediately.



3. Never install software that allows someone access to your computer or device.



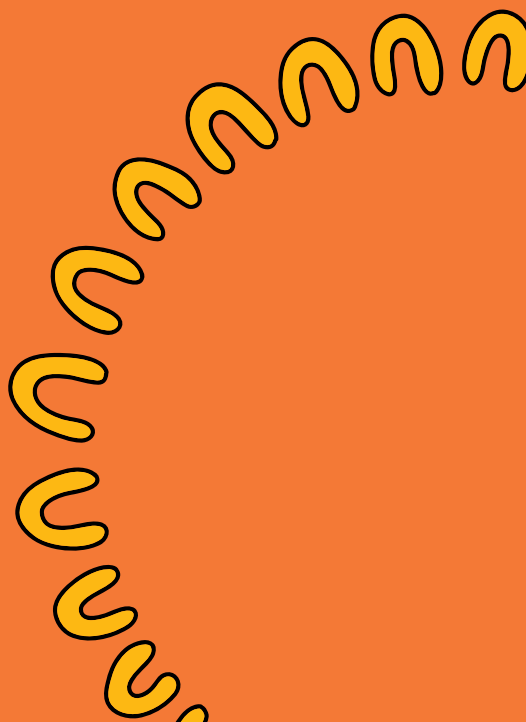
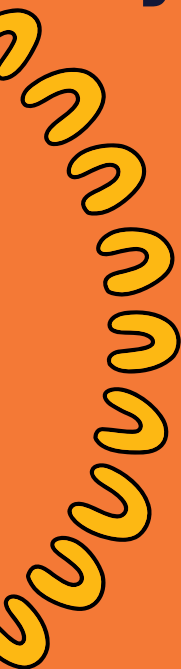
4. You can ignore calls from numbers you don't know or let calls go to voicemail.



Good to know!

Scammers can still phone you even if you have a private number or are on the [Do Not Call register](#).

"Websites can contain fake reviews to make you trust them."



Website scams

Scammers can pretend to be anyone online, including the government, a real business, celebrities or your friends or family.

They can create fake websites to look like well-known brands. They may impersonate famous people and make it look like they are approving goods or services. These websites can contain fake reviews to make you trust them.

You might see fake advertising banners or pop-up windows that contain fake warnings or error messages when online.

Signs a website might be a scam

The website:



Offers items for sale at significantly lower prices than usual or compared to other sites.



Tells you about a way to make quick, easy money with little risk or effort.



Contains an urgent warning or error message asking you to click a link.



Asks for payment in unusual or specific ways such as gift cards or cryptocurrency such as Bitcoin.



Only includes positive reviews.



Good to know!

Scammers can pay for online sponsored ads. Just because it's a paid advertisement doesn't mean it's not a scam.

Steps to protect yourself from website scams



1. Compare prices. If an offer appears too good to be true, it probably is.
-



2. Research the organisation or person you are dealing with before giving your money or personal information.
-



3. Don't rely on reviews written on the website itself. Search the website or business name and the word 'scam' or 'reviews'.
-



4. If a warning or error message pops up on your screen don't click on it, instead go to the application it refers to directly to check if it is real.
-



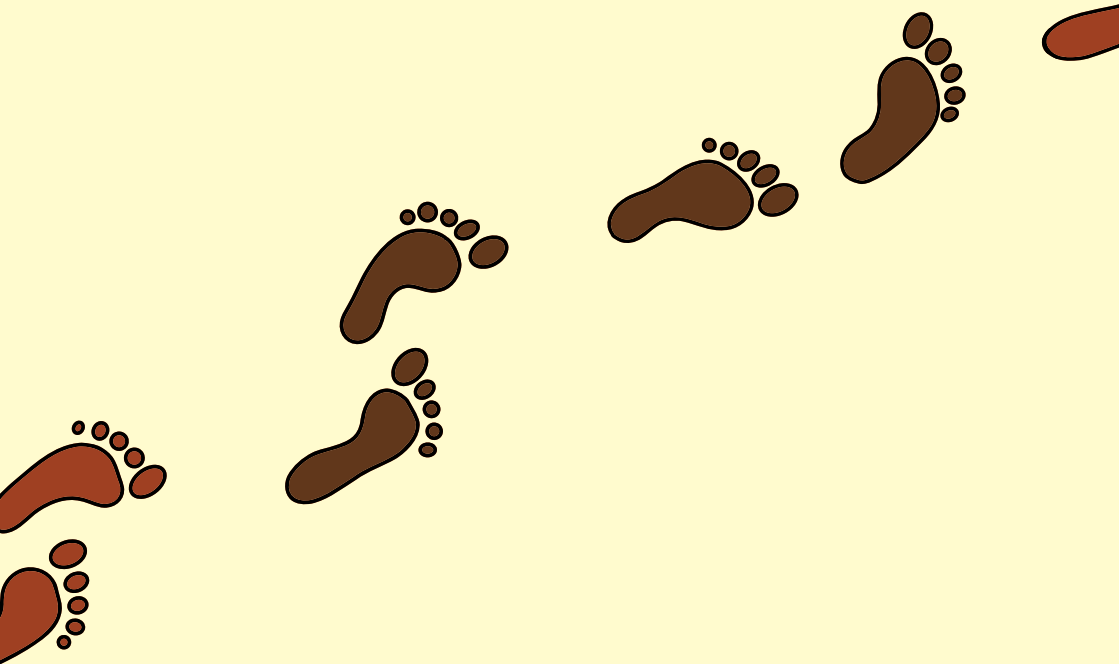
5. Keep the device you use for online shopping up to date by enabling 'automatic updates' for your operating system and apps.
-



Good to know!

Practical ways to protect yourself online are available on www.cyber.gov.au

"Scammers can learn a lot about you from your social media accounts."



Social media, app-based and online messaging scams

If someone you don't know contacts you on social media, a messaging platform like WhatsApp or WeChat, or via an app, it could be a scam.

Scammers pretending to be someone else will often use the real photo of the person or official logo of the organisation they are pretending to be, to make the scam harder to spot.

Scammers on social media will set up fake profiles and pretend to be from the government, a real business, employer, investment firm, or even a friend, family member or romantic interest.

They may impersonate famous people and make it look like they are promoting goods or services.

Scammers can also learn a lot about you from details you share on your social media accounts. They can use this information to guess your account passwords or target you with other scams.

Signs of a social media or app scam

Using a social media profile or app the scammer:



Tells you about a way to make quick, easy money with little risk or effort.



Invites you to enter a competition or limited time offer.



Requests to move your conversation from an app such as a dating app to private chat or email.



Suggests a famous person endorses or supports a product or service.



Says someone will buy something you are selling without seeing it first and at a high price.



Threatens to share a private picture of you unless you pay them money.



Contacts you to offer you a job.



Good to know!

Information on how to stay safe on different social media platforms can be found on www.esafety.gov.au.

Steps to protect yourself from social media and app-based scams



1. Check if the profile might be fake. Is the account active? How many friends/followers do they have and how much do they post online?
-



2. Search the name of the profile online together with the word 'scam.'
-



3. Never take a job you were offered without an interview, or discussion about your experience, suitability, and references. Research the recruiter and the business or individual offering the position. Contact the recruitment agency via phone numbers sourced from an independent internet search. Don't pay money up front just to secure a job.
-



4. Only take investment advice from someone with an Australian Financial Services license and check that a company or website is not named on the International Organization of Securities Commission's (IOSCO) investor alerts portal.
-



5. Never give money to a person you have only met online. Scammers often say they live overseas and can't meet you in person.
-



6. Never send intimate pictures of yourself to someone you have only met online.
-

For more information about scams including other ways that scammers might contact you, such as in-person and by mail, visit [Scamwatch](#).

"Scammers use technology to make their calls or messages appear to come from a legitimate phone number."



Common scams you should know about

Here are some of the most common scam types for you to be aware of. You can find more information on each of these types of scams, including warning signs and steps to protect yourself, on the [Scamwatch](#) website.

Impersonation scams

Scammers try and convince you to give them your personal information by pretending to be from known organisations such as the police, government, banks, and well-known businesses. They can even pretend to be your friend or family member. They try to get information about you by sending phishing emails or messages. These are designed to steal your information.

Scammers use technology to make their calls or messages appear to come from a legitimate phone number. They can make text messages appear in the same conversation thread as genuine messages from an organisation.

Investment scams

Scammers use convincing marketing and new technology to make their investment sound too good to miss. They promise you lots of money with little or no risk. They often use pressure tactics to get you to act fast, so they can steal your money.

Jobs and employment scams

Scammers offer jobs that pay well with little effort. They pretend to be hiring on behalf of high-profile companies and online shopping platforms. Sometimes, the job they list doesn't even exist. Scammers also impersonate well-known recruitment agencies. Their goal is to steal your money and personal information. They may ask you to pay money up front to be able to work for them.

Products and services scams

Scammers pose as buyers or sellers to steal your money. They set up fake websites or profiles on legitimate retailer sites offering products or services at prices that are too good to be true. They post fake ads and fake reviews. They may use stolen logos, a .com.au domain name and stolen Australian Business Number (ABN). These scams are hard to spot.

Scammers also pose as businesses that you know and trust to send you fake bills. They can even change details on legitimate invoices so that customers end up paying the scammer instead of you.

Romance scams

Scammers use the promise of love, dating, or friendship to steal your money. They go to great lengths to convince you the relationship is real and manipulate you to give them money.

Scammers find you on social media, dating or gaming apps and websites. They might also text or email you. They hide behind fake profiles and identities, sometimes of famous people. Once you trust them, they will have an 'emergency' and ask for your help. This will often be requests for money or other products.

Threats and extortion scams

Scammers pretend to be from a known organisation and claim you need to pay money or something bad will happen. They may threaten you with arrest, deportation, or even physical harm, if you don't agree to pay them immediately.

They can also blackmail you by threatening to share naked pictures or videos you have sent them unless you send them money.

Unexpected money scams

Scammers try to convince you that you are owed or entitled to, money or winnings that you did not expect to receive.

The scammer asks you to pay a fee or to give your banking or identity details before you can collect the money or winnings. Unfortunately, there is no free money.

**"Reports
can be made
anonymously
or on behalf of
another person."**



Where to report scams

We're working to make Australia a harder target for scammers by raising awareness about how to spot, avoid, and report scams.

We share information from scam reports and work with government, law enforcement, and the private sector to disrupt and prevent scams.

Help others by reporting scams to Scamwatch. Use the report form on the Scamwatch website www.scamwatch.gov.au or call the First Nations Infoline on 1300 303 143.

Reports can be made anonymously or on behalf of another person. We will only share information from your scam report if you provide consent.

Remember, if you are a victim of a scam, it's important you act quickly.

- If a scammer has stolen your money, contact your bank or card provider.
- Contact ID CARE: 1800 595 160 | idcare.org



More help and support

Being a victim of a scam can feel overwhelming. It's important to remember that it can happen to anyone, and support is available.

If you or someone you know has been scammed, talk to someone about it. You can seek support from family, friends, your GP or one of the following support services.

Lifeline: 13 11 14 | lifeline.org.au

or online crisis support chat (24 hours a day, 7 days a week)

Beyond Blue: 1300 22 4636 | beyondblue.org.au

or online chat (24 hours a day, 7 days a week)

Kids Helpline: 1800 55 1800 | kidshelpline.com.au

(24 hours a day, 7 days a week)

The financial impacts of scams can be devastating and life changing.

If you are experiencing financial hardship you can speak with a financial counsellor through the **National Debt Helpline:**

1800 007 007 from 9:30am–4:30pm Monday to Friday

or access Live Chat from 9:00am–8:00pm Monday to Friday.



This artwork is titled *Through the Grapevine* and is by proud Wagiman man, Nathan Patterson.

The artwork, and the symbols within, represent the Koorie Grapevine, and how news is passed on by word of mouth travelling across communities. The Grapevine is all about knowledge sharing, and when it comes to online scams, how the Grapevine can spread the word and help others feel supported and protected.

scamwatch.gov.au