

News Release

ANZ Scam Safe

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ANZ encourages customers to be aware of online shopping scams when spoiling mum this Mother's Day

With scams remaining a significant threat, ANZ is urging families to remember the signs of online shopping scams in the lead-up to Mother's Day.

It's important for Australians to be aware of online criminals preying on people's generosity around special events such as Mother's Day, through fake links to legitimate-appearing websites, travel and holiday deals and marketplace listings on social media.

Recent ACCC data shows a 30.6 per cent increase in reports made about social media scams, with losses of more than \$93 million in 2023, up 16.5 per cent from the previous year while ANZ customer data reveals more than 74 per cent of scams originate on social media platforms.

ANZ Senior Manager, Customer Protection, Jess Bottega said: "Scammers on social media can mask as legitimate brands, or other people, to trick victims into scams of many shapes and forms."

"Be aware of any brand advertising unusually low prices, and always conduct an independent search for retailers' websites to ensure legitimacy," she said.

Tips to avoid an online shopping scam:

- Be wary of clicking links on social media as they may direct you to a fake site to mine your personal information.
- Always check the URL of a link, do independent research if possible.
- Search for independent reviews of an online trader to ensure legitimacy, particularly if it's a brand or site you haven't seen before.
- Be wary of uncommon payment methods, such as direct transfers or gift card payment when shopping online.

Last year, ANZ prevented more than \$106 million in total losses to cyber criminals – a 38 percent increase on the previous year. According to ScamWatch, online shopping scams claimed more than \$650,000 from Australians in the first two months of 2024, down 36 per cent on the same period in 2023.

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ANZ's customer protection teams and systems operate 24/7. Customers who believe they may have been a victim of a scam should contact us immediately, on 13 13 14 or visit us at <http://www.anz.com.au/security/report-fraud/> for more information.



For more information on the types of scams and how to protect yourself visit <http://www.anz.com.au/security/types-of-scams>.

About ANZ Scam Safe: To assist the community in remaining aware and alert to the constantly changing scams and fraud environment, ANZ has launched a *Scam Safe* series.

Scam Safe highlights the latest cyber security and fraud issues

impacting the community and what ANZ is doing to help protect our customers.

To stay *Scam Safe*, ANZ encourages customers to learn their security ANZ's:

A: Always be wary

N: Never share personal information, with anyone

Z: Zoom in on the details, they matter