



Fraudsters Targeting Social Media Influencers

Fraudsters Targeting Social Media Influencers

Be Aware

The National Fraud Intelligence Bureau has received intelligence to suggest that fraudsters are contacting social media influencers, based in the UK and abroad, offering them the opportunity to market a bogus product, service or investment opportunity.

Fraudsters will present professional and credible pitches to the social media influencers and try to convince them to feature the opportunity for a fee on their social media profiles in order to entice unsuspecting followers of the influencer to sign up or make a purchase.

Additionally, fraudsters are using the names of well-known public figures, implying that their opportunity or product is endorsed by the figure when it is not.

The public should be aware that any apparent endorsement by celebrities, influencers or personalities does not necessarily mean that an investment, product or service is genuine. The public is urged to exercise a cautious approach to any such offer of investment, product or service with the same caution they would at any other time.

What You Need To Do

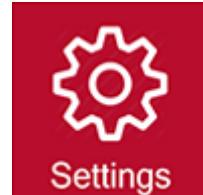
- If you are purchasing goods from a company you don't know and trust, carry out some research first, or ask friends or family for advice before completing a purchase.
- Professional-looking websites, adverts or social media posts do not guarantee that an investment opportunity or product is genuine. Criminals can exploit the names of well-known brands or individuals to make them appear legitimate.
- Avoid paying for goods or services by bank transfer unless you know and trust the person or company. Payments via bank transfer offer you no protection if you become a victim of fraud. Instead, use your credit card or payment

services such as PayPal as they offer you greater protection if you become a victim of fraud.

Message Sent By

Action Fraud (Action Fraud, Administrator, National)

To reply or forward this email please use the buttons below or these links: [Reply](#), [Rate](#), [Forward / Share](#).



To login to your account, [click here](#), To report a fault, [click here](#)



You are receiving this message because you are registered On In The Know - Surrey and Sussex. Various organisations are licenced To send messages via this system, we call these organisations "Information Providers".

Please note that this message was sent by Action Fraud (NFIB) and that Action Fraud (NFIB) does not necessarily represent the views of In The Know - Surrey and Sussex or other Information Providers who may send you messages via this system.

You can instantly review the messages you receive and configure which Information Providers can see your information by clicking [here](#), or you can [unsubscribe](#) completely, (you can also review our terms and conditions and Privacy Policy from these links).

This e-mail communication makes use of a "Clear Image" (gif) to track results of the e-mail campaign. If you wish to turn off this tracking for future e-mails, you can do so by not downloading the images in the e-mail itself.