

# It's time to **FIGHT** the **5 Tricks** used in Cyber Fraud



Your friend in  
fighting cyber fraud

Our growing digital dependency has given rise to Cyber Frauds – where online fraudsters steal our money and identity.

Their modus operandi? To exploit or manipulate our emotions and get the best of us.

There are **5 Tricks** that fraudsters use in cyber frauds. To help you safeguard your digital space, we are presenting

# FIGHT

FIGHT is a campaign aimed at making your digital space a safer space. How?

Each week, we will talk about one emotion that fraudsters exploit in an attempt to scam you. With this campaign, we aim to enable you to FIGHT their tricks.



The first of these  
emotions is **FEAR**.

Here are some examples of how fraudsters use **FEAR** in cyber frauds:



Create urgency to share passwords or sensitive information by claiming your data is at risk.



Pressure to share sensitive information like card details, account details, etc., by inducing fear of account freeze or closure.



Instil fear of missing deadlines with fake payment links for unpaid utility bills (electricity, telephone).



Threaten with unpaid taxes, police cases, or illegal goods in courier and inducing fear of arrest or legal action to demand money.

**Let's fight the 5 tricks for Cyber Fraud together!**

The next time you get a call/message/mail which is trying to instil fear in you, Think Twice. This could be a ploy to take advantage of your emotions by creating FEAR. **Beat your fear with its greatest enemy – awareness.**

A legitimate organization will never ask for your personal sensitive information. If you still receive any such communication, contact us on 1800 425 1809, or you may call on the National Cyber Crime Portal helpline no. 1930 for further assistance.

**Safeguard your account with e-Lock facility in SIB Mirror+ app with a single toggle.**