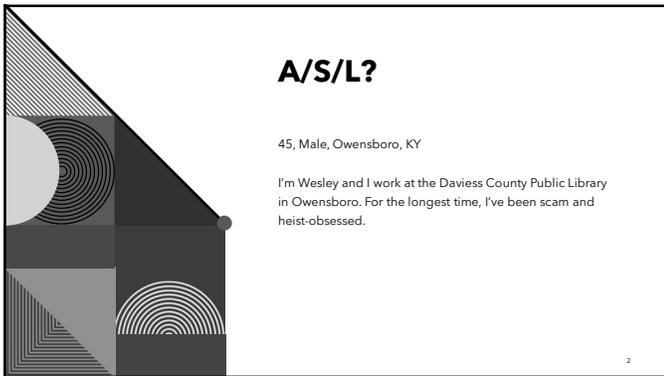
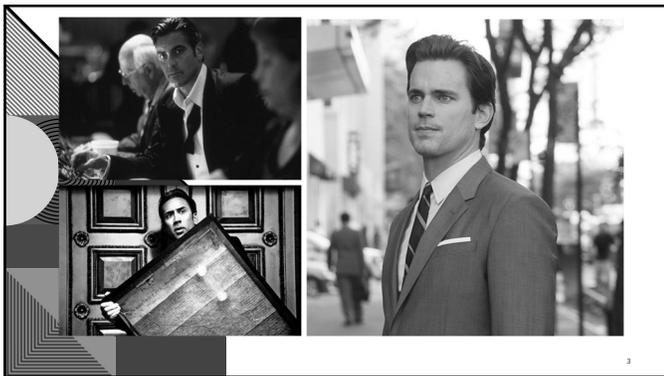


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SCAMMER FACTIONS

<p>SAKAWA BOYS (GHANA) "...combine modern Internet-based fraud with African traditionalist rituals. The term or word Sakawa is a Hausa word which means putting inside, how to make money." –(Wikipedia.com)</p>	<p>YAHOO BOYS (NIGERIA) "...descendants of the infamous 419 scammers, who, first with letters, and later in emails, promised to help strangers get rich for a nominal advance fee." – (longreads.com)</p>
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TYPES OF SCAMS

<p>PHISHING Stealing info via email. Variations include vishing (voice mail), smishing (SMS), whaling (going after a CEO).</p> <p>VENMO REQUESTS Scammers flood users with money requests hoping that the confusion leads to money being sent their way</p> <p>TECH SUPPORT A phony pop-up tells a user their PC is infected & urges them to call for help. Scammers gain remote access.</p>	<p>FAKE SALES/RETAIL Scammers create a website and marketing material that looks like a real brand to convince them to order.</p> <p>419 SCAMS A request to help a royal withdraw money from a US account and send him the money. Evolved into imposter/romance.</p> <p>IMPOSTER/ROMANCE Fake profiles (celebrities & non-celebrities) are created to lure victims hoping for romance into giving the money</p>
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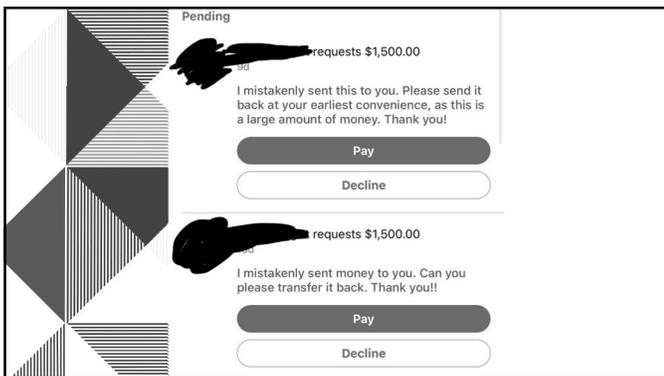
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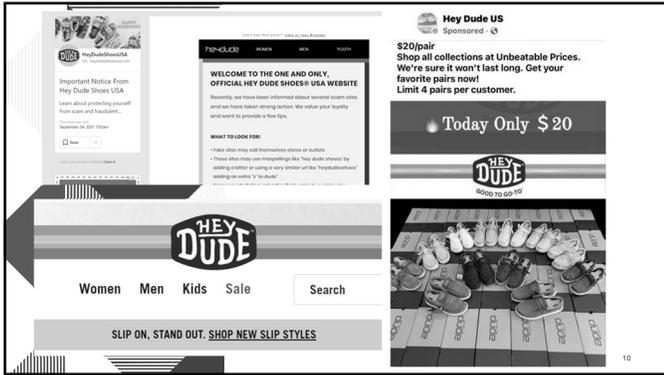
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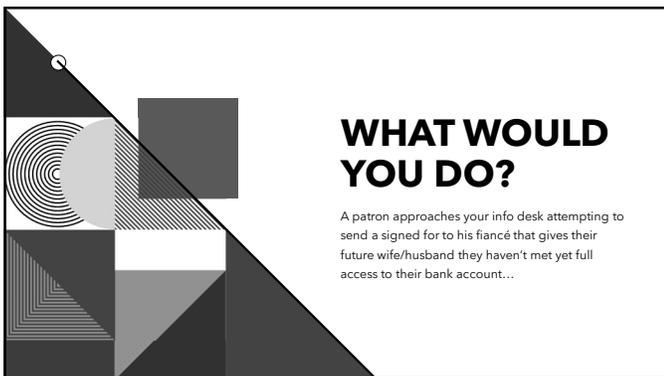
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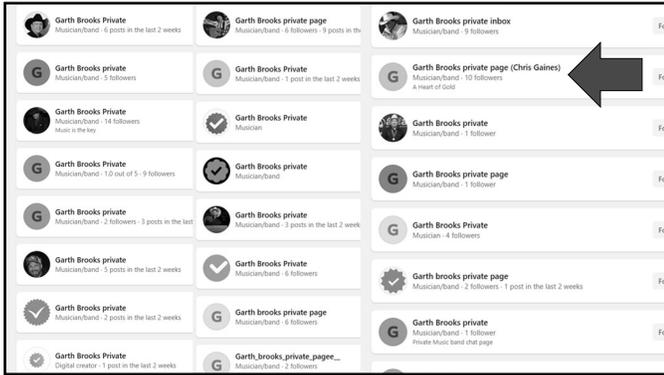
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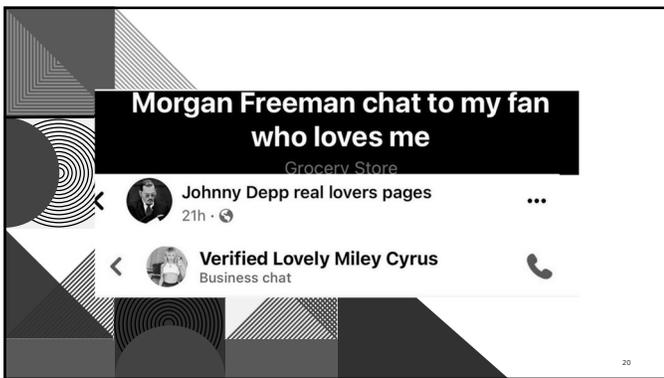
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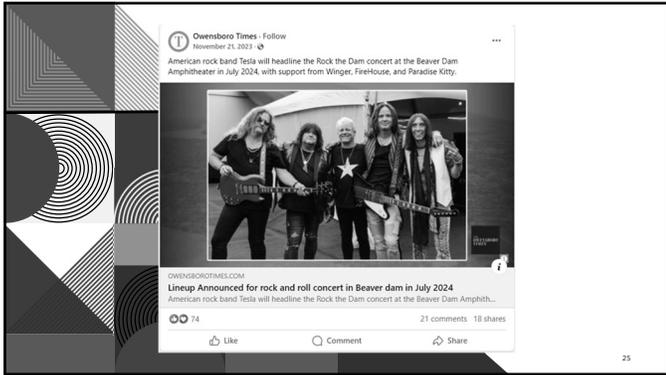
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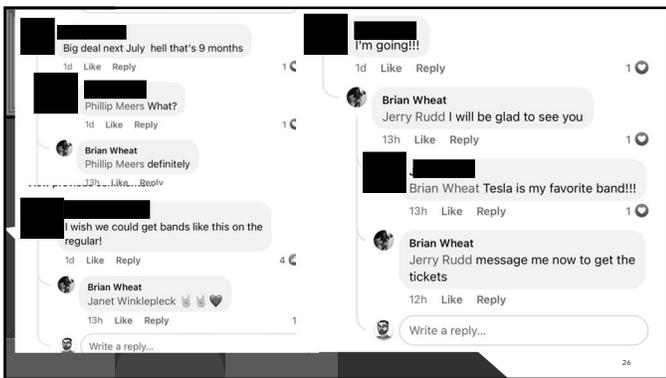
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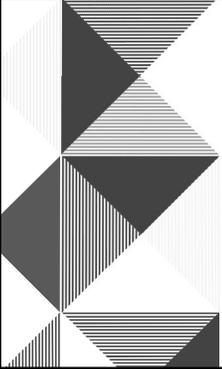
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THEIR STRATEGIES

ASKING FOR PICTURES
Scammers tend to ask for pictures early in a chat so they can save them to use for future fake profiles.

ASKING FOR INFO
They want to know who you are, what you do, and where you live to use in future fake profiles

SWEETALK
They hope calling their mark dear, honey, or sweetie will earn their trust and money.

GIFT CARDS
Scammers prefer gift cards (or Bitcoin) to money because they're easy to get and difficult to trace.

ANGRY REPLIES
Expect lots of insults and anger if you don't follow their orders on what to get and how to send it to them.

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<  **Jeremy Renner private page** 
Business chat
DEC 18, 2023 AT 10:58 AM

Thanks for supporting me and my dream carrier dear I really do appreciate it alot

DEC 18, 2023 AT 12:33 PM

What is a dream carrier? Is that like a dream catcher? I see those at the vendor mall.

DEC 18, 2023 AT 5:39 PM

Can you send me your photo sir

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Yeah dude! This is one from a recent museum trip.



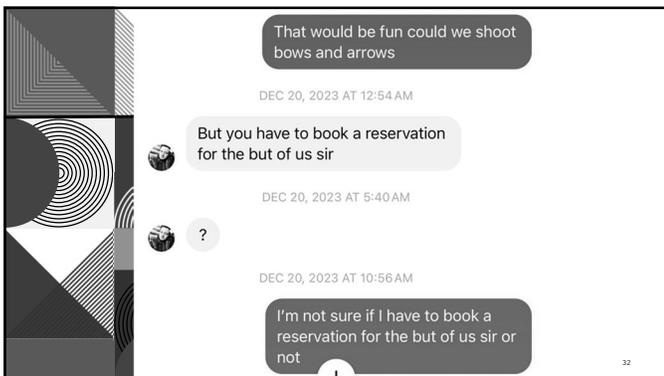



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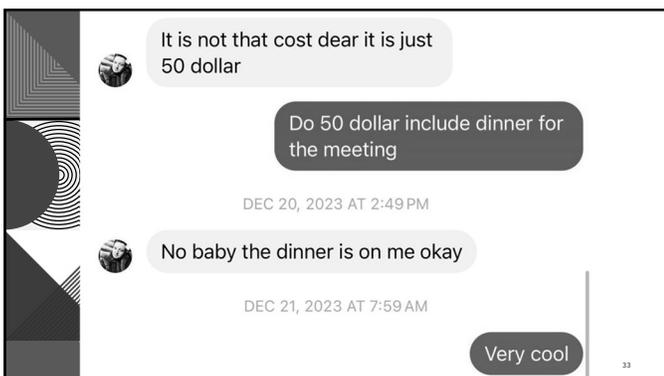
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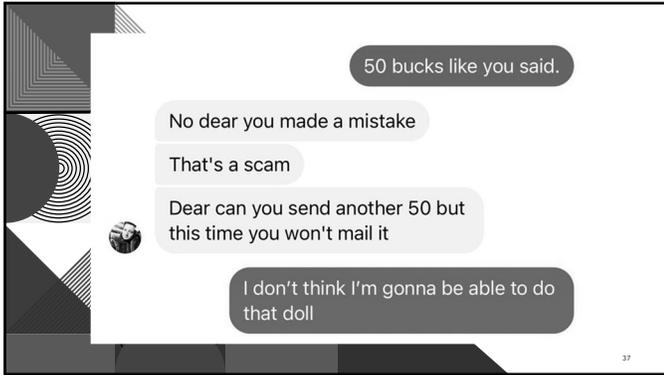
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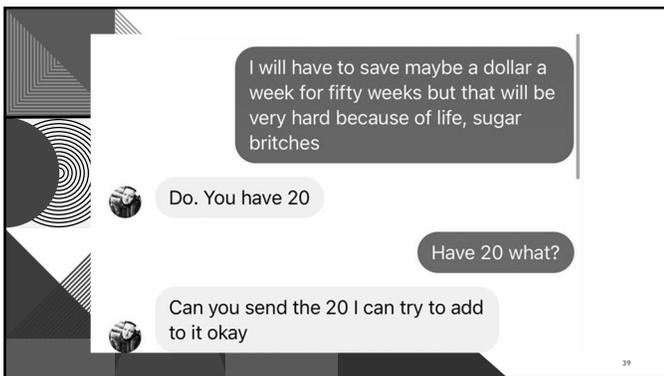
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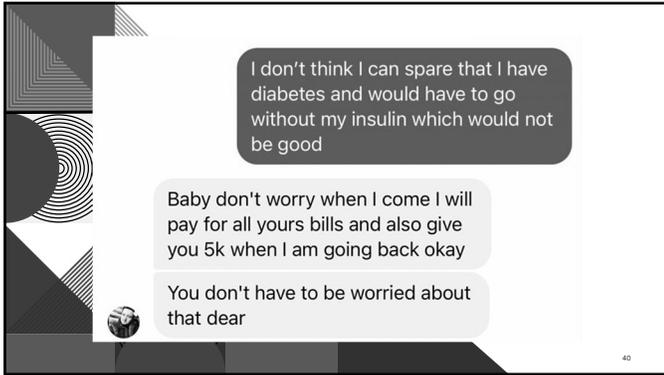
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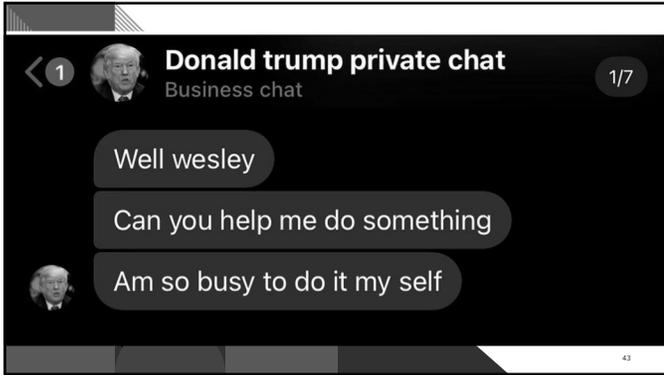
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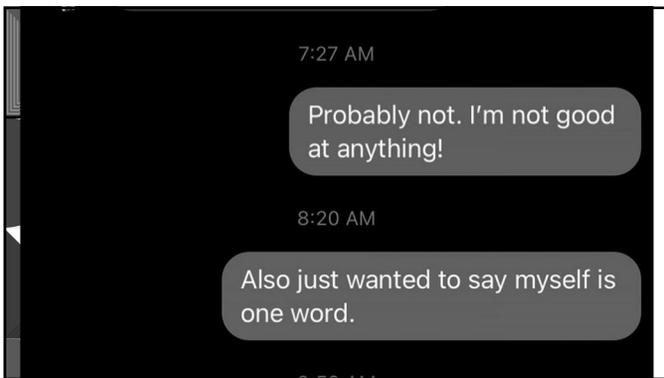
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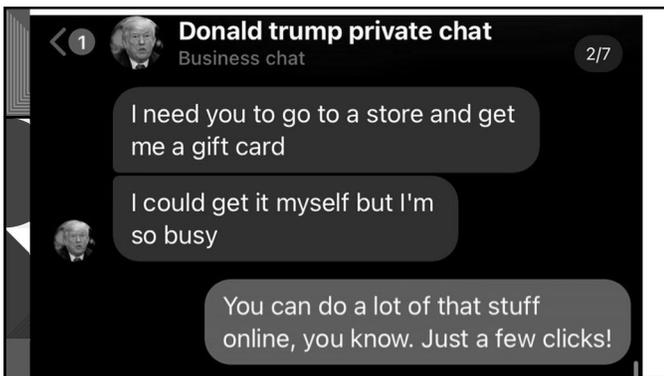
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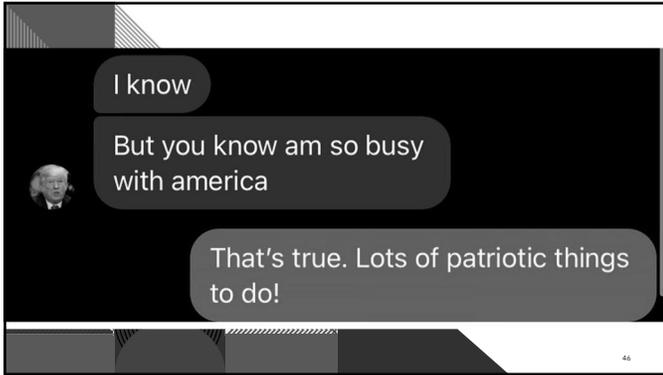
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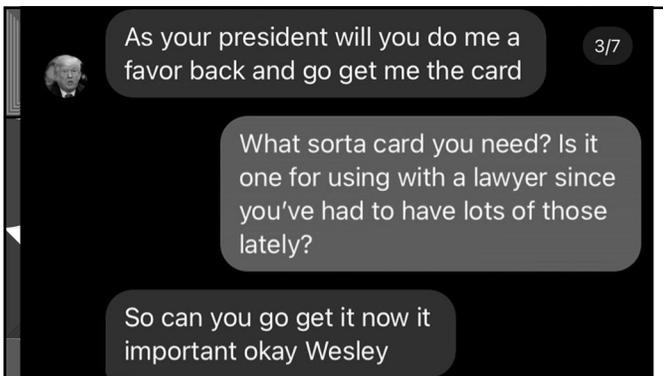
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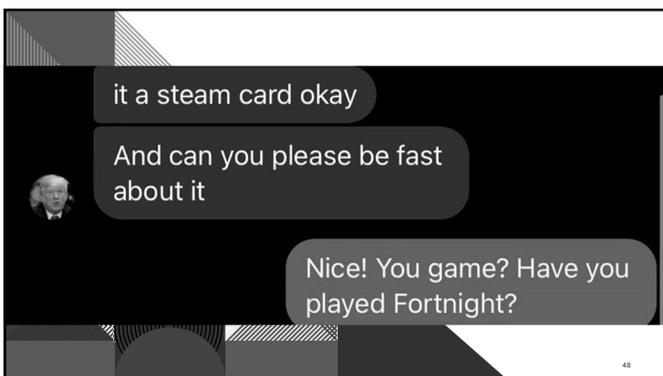
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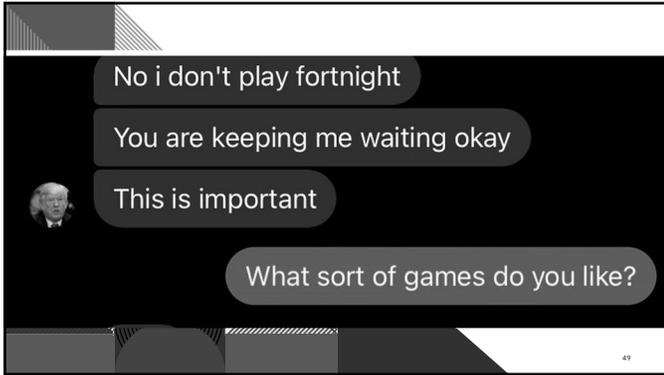
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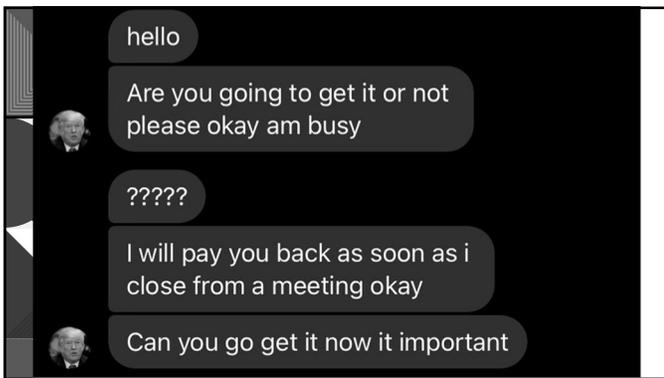
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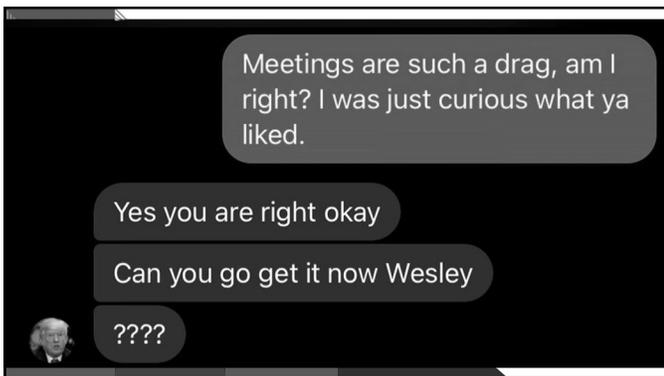
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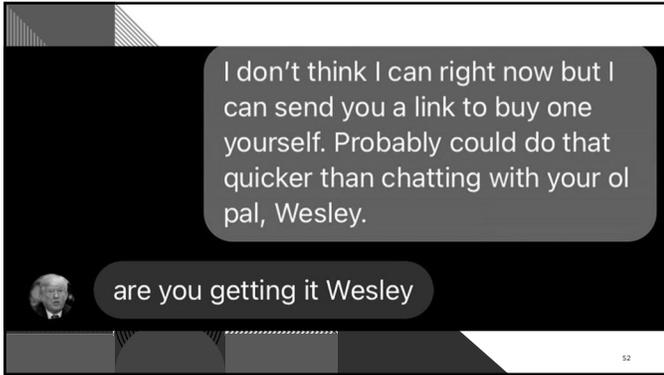
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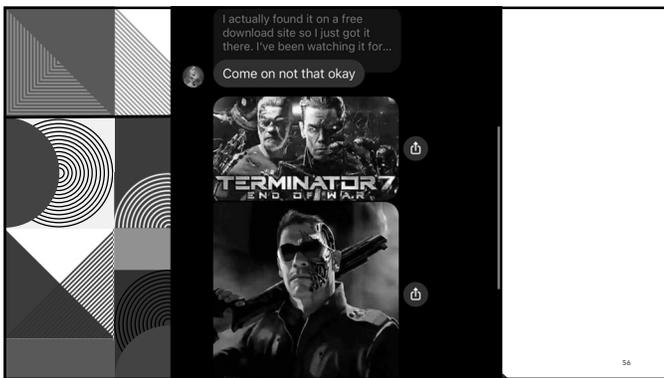
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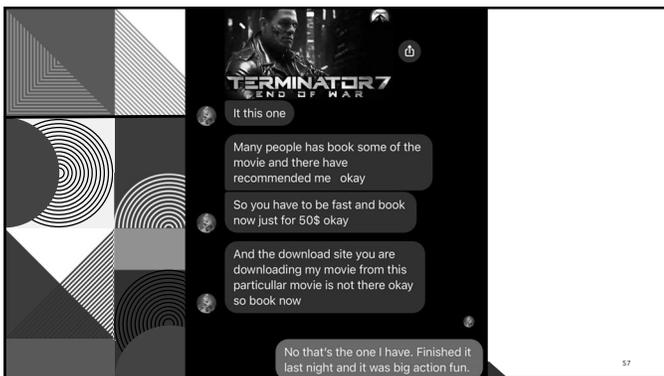
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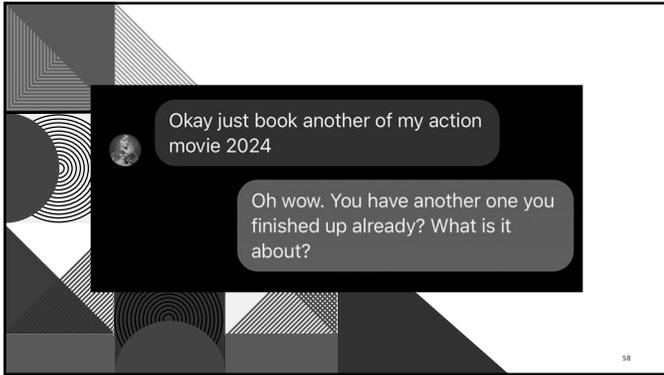
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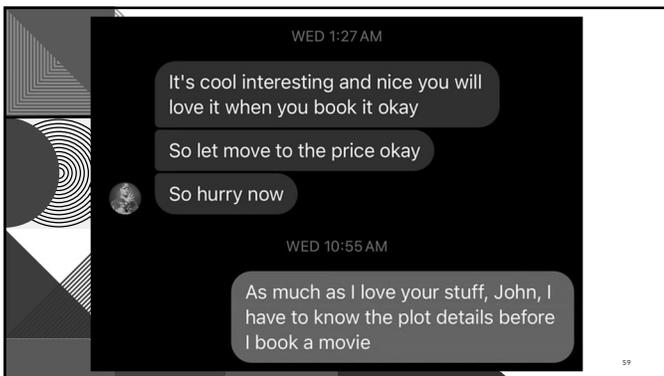
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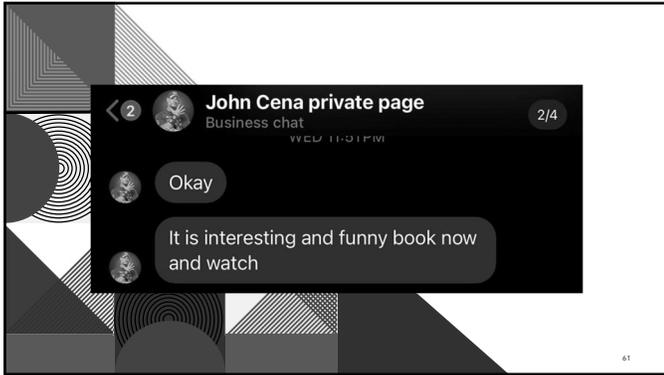
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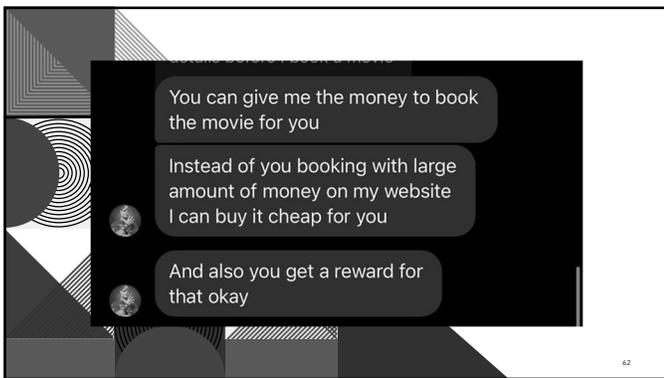
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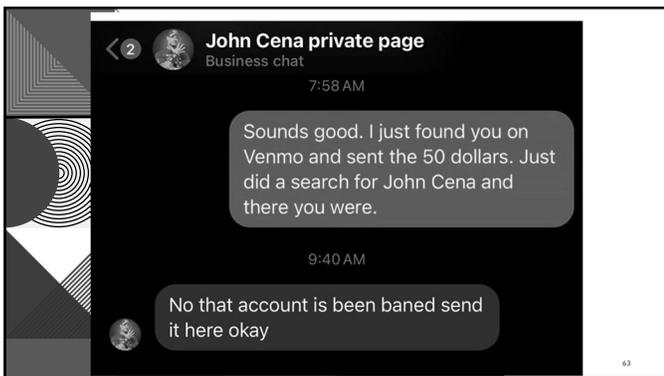
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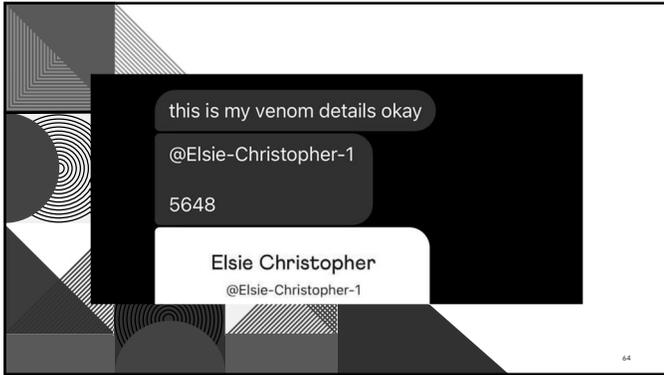
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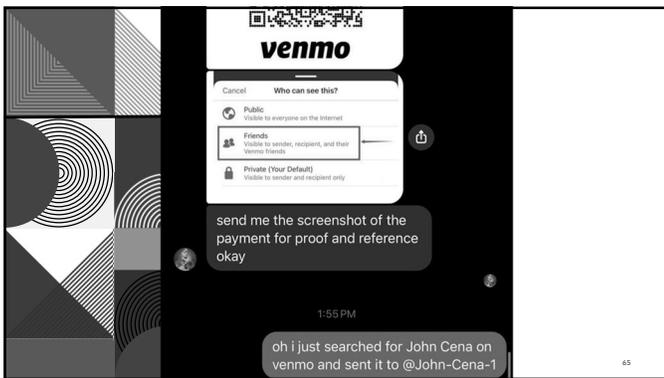
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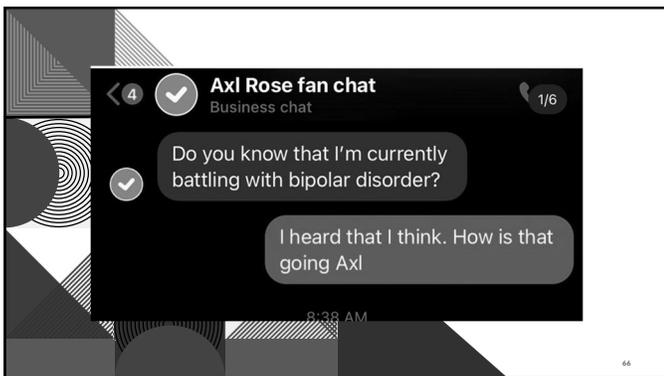
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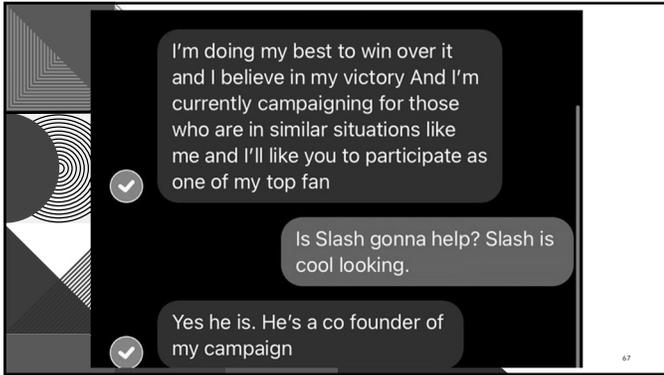
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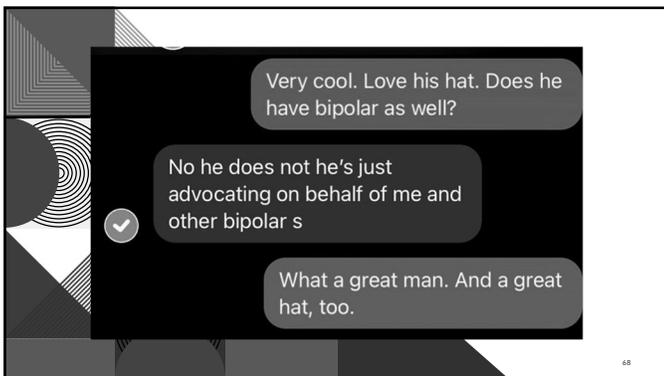
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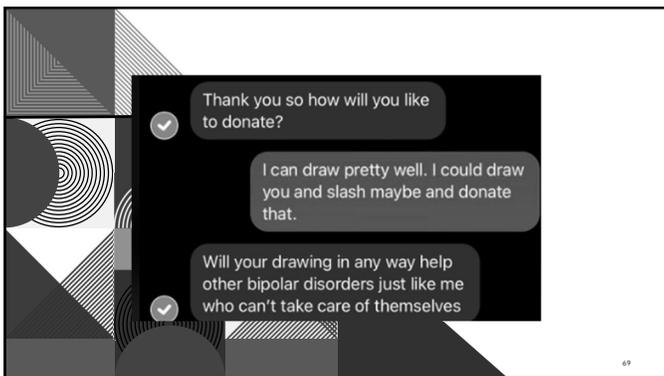
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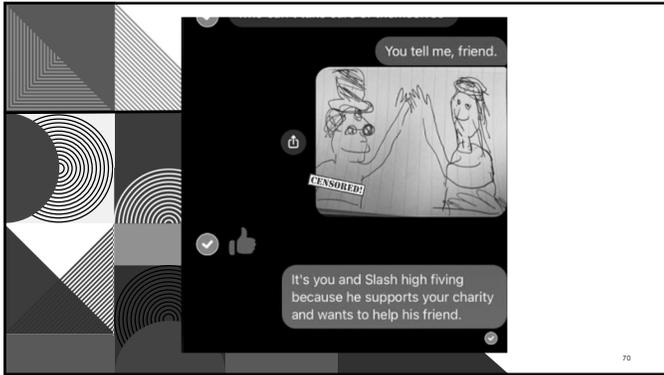
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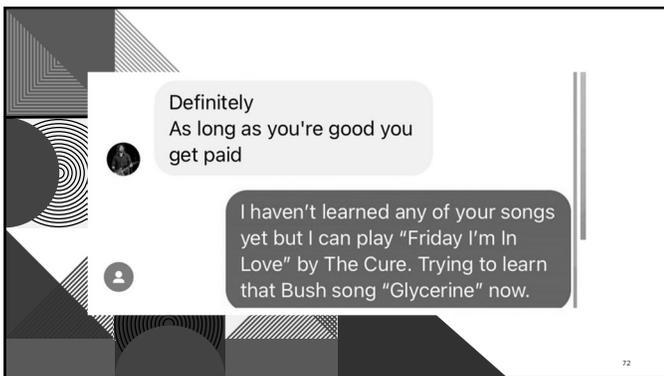
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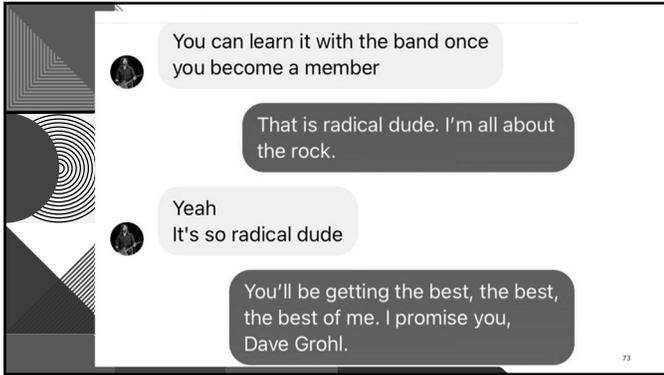
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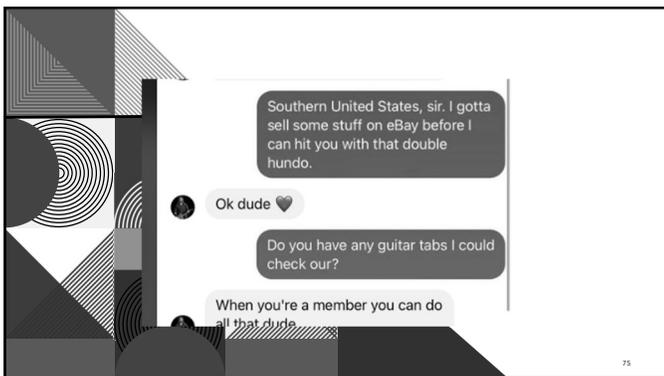
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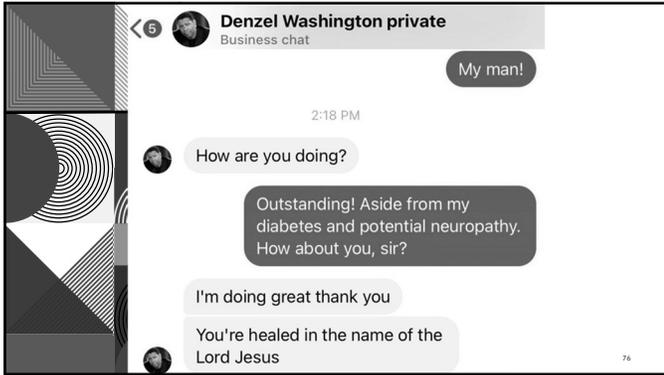
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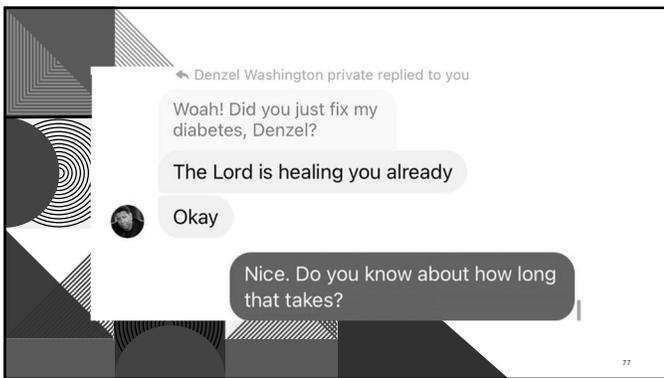
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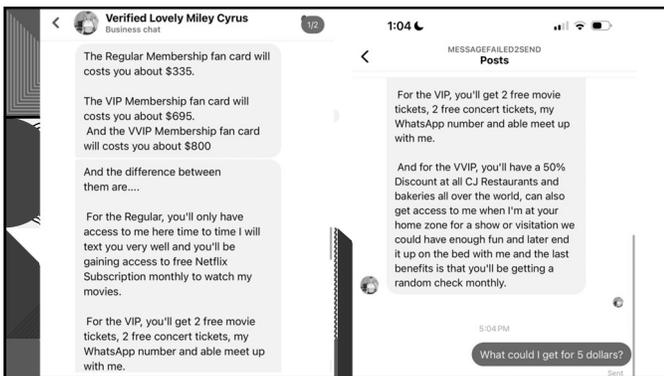
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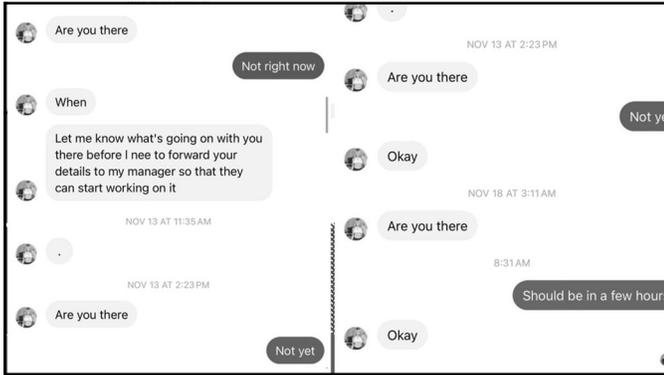
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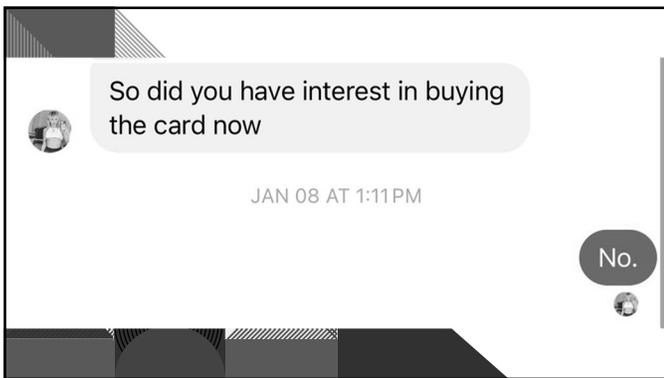
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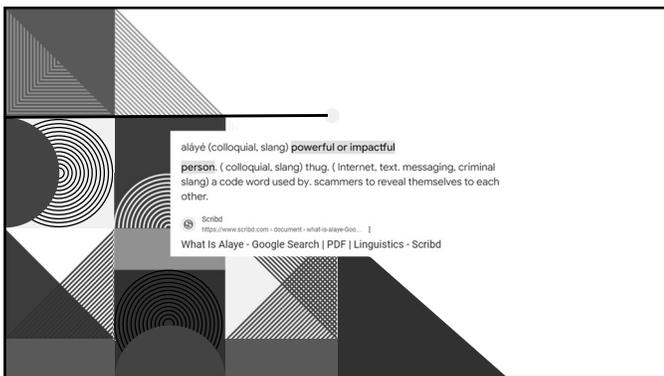
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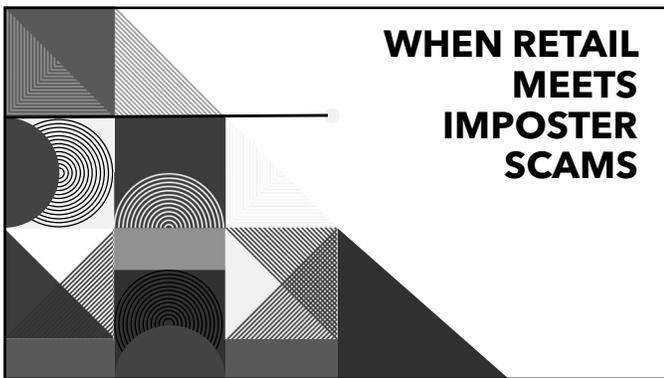
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Newsweek 90

If you see your favorite celebrity promoting some sort of product or deal online, think twice before giving away your credit card details. Celebrity deepfakes have been scamming Americans out of billions, and supporters of mega-celebrities like Taylor Swift and Oprah have fallen for it. Experts dove a little deeper with Newsweek on how it's done and what to do about it if it happens to you.

Altogether, Americans have lost \$2.7 billion from the social media scam tactics, according to the Federal Trade Commission. By manipulating a celebrity's likeness, social media users have found themselves handing over their financial information and losing hundreds if not thousands of dollars.

ADVERTISING

One scam suggests Taylor Swift is giving out free Le Creuset products by using a synthetic but believable voice and video showing Swift speaking. The ad then asks users to put in their banking information to pay shipping fees before having multiple charges secretly tacked on.

Another scam saw what seemed to be Luke Combs sell weight loss gummies. And yet another had Taylor Swift's ad for vacation homes.

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JUST IN CASE YOU THINK IT'S NOT BELIEVABLE.

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Leavenworth woman loses nearly \$100K in celebrity impostor scam

By Alexa Mueller, Des Moines Register
 Posted: Aug 28, 2023 / 11:11 PM CDT
 Updated: Aug 28, 2023 / 12:26 PM CDT

SHARE

LEAVENWORTH, Kan. — A Leavenworth County woman lost \$94,000 in a celebrity impostor scam by people living outside of the United States.

An investigation into the scam concluded with no criminal charges filed.

| Mother charged after 6-month-old found dead in Kansas City field >

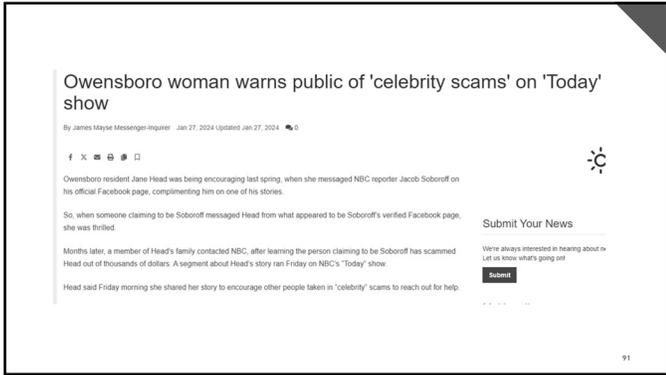
Leavenworth County Attorney Todd Thompson issued a scam advisory to prevent others from becoming victims of similar schemes.

"This is an unfortunate situation, which saw an innocent woman being unknowingly taken advantage of," Thompson said. "We'd love to pursue charges, but these internet scams are rarely solvable, and some of the hardest cases to prove because scammers could be anywhere in the world."

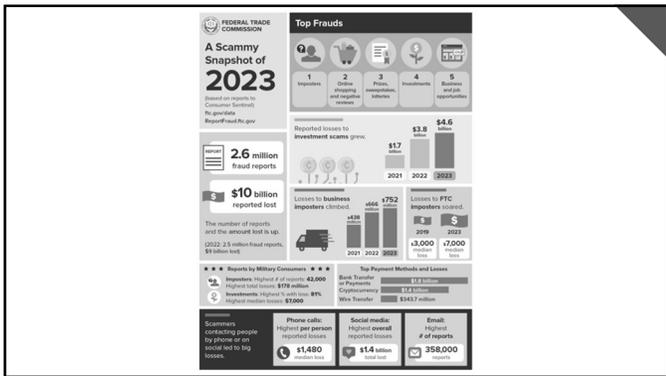
The victim told investigators that someone who claimed to be country music singer Neal McCoy persuaded her into sending them cryptocurrency, cash, cell phones, passwords, gift card account numbers, and proceeds from selling an antique vehicle.

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WHAT CAN WE DO?

EDUCATE STAFF

Scam spotting training for staff. Have a plan in place for handling patron requests for obvious scams. **KnowBe4** training is VERY good.

EDUCATE THE PUBLIC

This is a topic that fascinates the public. A staff or outside expert-led class on scam safety would be very valuable.

SECURE YOUR NETWORK

This is **VERY** important for numerous reasons. It won't keep your patrons from engaging with scammers on FB, though.

BE SAFE IF YOU TROLL

Chatting with scammers can be treacherous. Never click links, don't save images they send, and never reveal real information.

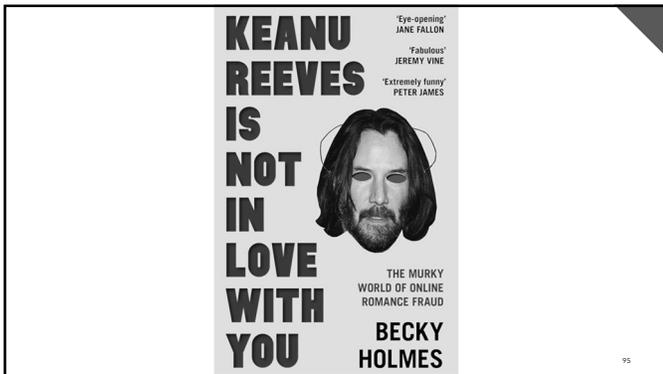
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USEFUL LINKS

- <https://www.aura.com/learn/social-media-scams>
 - Aura is a for-pay identity theft protection service that often posts articles about scams and online safety for free on their website.
- https://www.ftc.gov/system/files/ftc_gov/pdf/CSN-Annual-Data-Book-2023.pdf
 - Data book with infographics on 2023 scams
- <https://staysafeonline.org/>
 - A great resource from the National Cybersecurity Alliance
- <https://www.knowbe4.com/>
 - Security Awareness Training for staff

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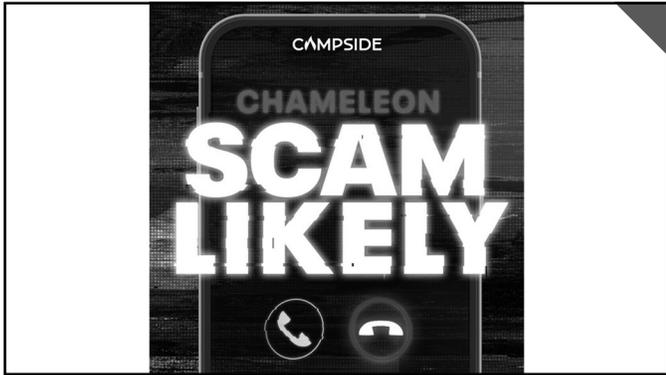


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