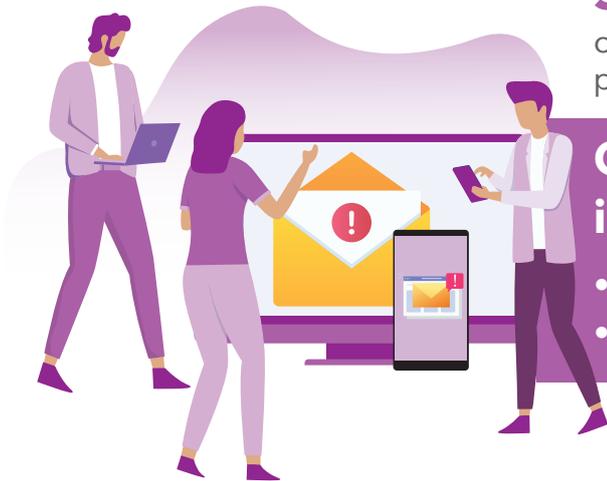


SPAM AND SCAM

SAME OR DIFFERENT?



SPAM IS A PROMOTION

of a product or service to a large number of people through unsolicited marketing.

Organisations should include in their messages:

- <ADV> prefix in emails and texts
- Unsubscribe option

SCAM IS A CRIME

that aims to trick you into giving up your money or personal data.



Watch out for:

- Suspicious URL links provided in emails and text messages
- Requests for personal or Internet banking details and one-time passwords (OTPs)
- Calls from numbers starting with "+" prefix, unless you are expecting an overseas call

Can SPAM also be a SCAM?

YES! Marketing messages can be considered spam if the organisation did not obtain your consent, but scammers may also make use of spam to sell you fake products or services, or phish for your bank account details. Always be vigilant!

In support of: