



Fraud Watch Network

The Scam Landscape: Staying Safe

Presenter:

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Volunteer State President

AARP Kentucky



Agenda

- Fraud Trends
- How We React to Fraud
- Prevention Strategies
- Resources



Trends

in Scams and Fraud

Fraud and Its Impact on Older Adults



Fraud vs. Elder Financial Exploitation

Elder Financial Exploitation Examples

- Embezzlement
- Falsifying records
- Coerced property transfers
- Denial of access to assets

Fraud Examples

- Impostor Scams
- Romance Scams
- Lottery Scams
- Identity Fraud

Fraud and Older Adults

Younger people
reported losing
money to fraud
more often than
older people.

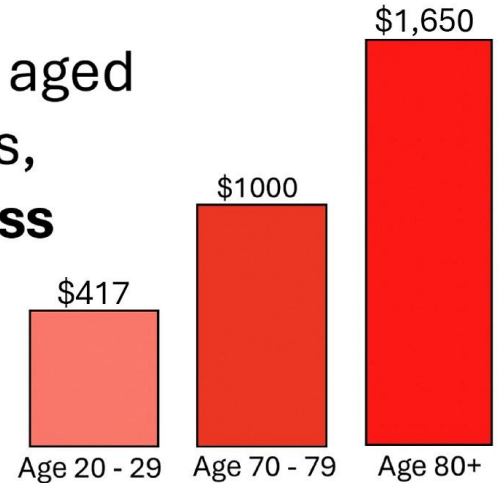


Age 20 - 29



Age 70 - 79

When people aged
70+ had a loss,
the median loss
was much
higher.



Myanmar Call Center & Prisoner Abuse



NATIONWIDE EPIDEMIC

2019

- \$1.8 billion in consumer losses
- \$316 median loss

2025

- \$16+ billion in consumer losses
- \$415 median loss

FRAUD GROWTH IN KENTUCKY

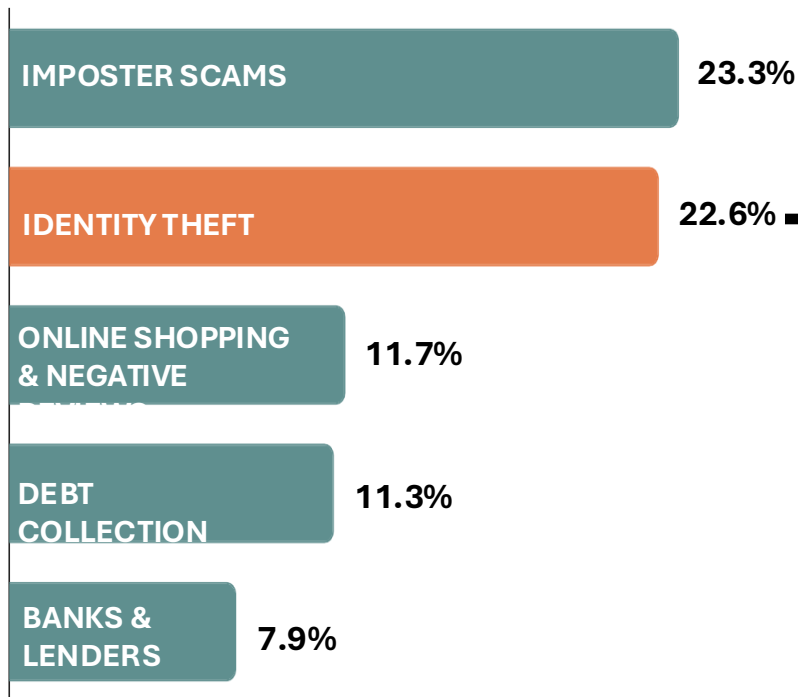
2019

- \$10.5 million in consumer losses
- \$250 median loss

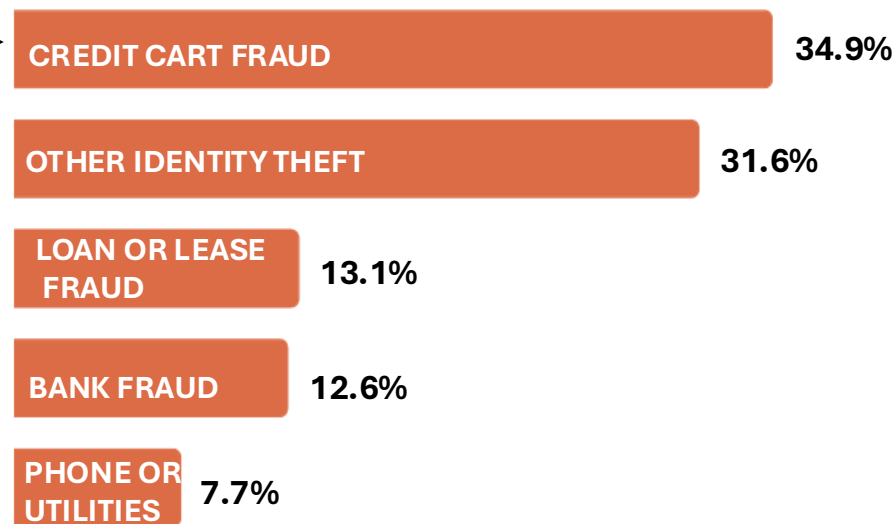
2025

- \$92.8 million in consumer losses
- \$300 median loss

TOP SCAMS IN KENTUCKY - 2025



Top 5 Identity Thefts





Top Scams

Frequently Reported Scams

Impostor Scams

You receive a . . .

- Unexpected communication from someone claiming to be a trusted person or organization
- Message conveys a sense of urgency and heightens your emotions
- May ask for sensitive information or payment

To help stay safe you should . . .

- Disengage and stop communication
- Legitimate organizations do not contact you out of the blue and ask for sensitive information
- Concerned? Contact the entity at a trusted known number

Bank Impersonator Scams

You receive a . . .

- Call or text seemingly from your bank
- Includes information about you or your account
- Claims account is compromised and wants to connect you to fraud department
- May ask for the “onetime passcode” sent from your bank

To help stay safe you should . . .

- Hang up and don't click links from a text
- Use your statement or credit card to find your bank's number and call them to verify
- Report the scam to the bank's fraud department

Tech Support Scams

You receive a . . .

- Pop-up claims there's a problem with your device
- May include blaring alarm
- Urges you to call a toll-free number posing as a known tech company
- May request remote access and install malware to steal your info

To help stay safe you should . . .

- Don't call the phone number in the pop-up
- Shut down your device immediately
- If you suspect an issue with your device, take it to a trusted technician
- Turn on automatic updates for all of your electronics and antivirus software

Financial Grooming

You receive a . . .

- An “errant” text or direct message on social media
- Relationship builds over time
- Shares crypto-investing success
- Helps you set up an account – promise of big gains!
- Can’t withdraw your money

To help stay safe you should . . .

- Be wary of unsolicited messages and delete them without responding
- Research any investment opportunity before committing funds or providing banking info
- Report immediately

Artificial Intelligence (AI)

Predictive AI



Generative AI



The Dark Side of AI



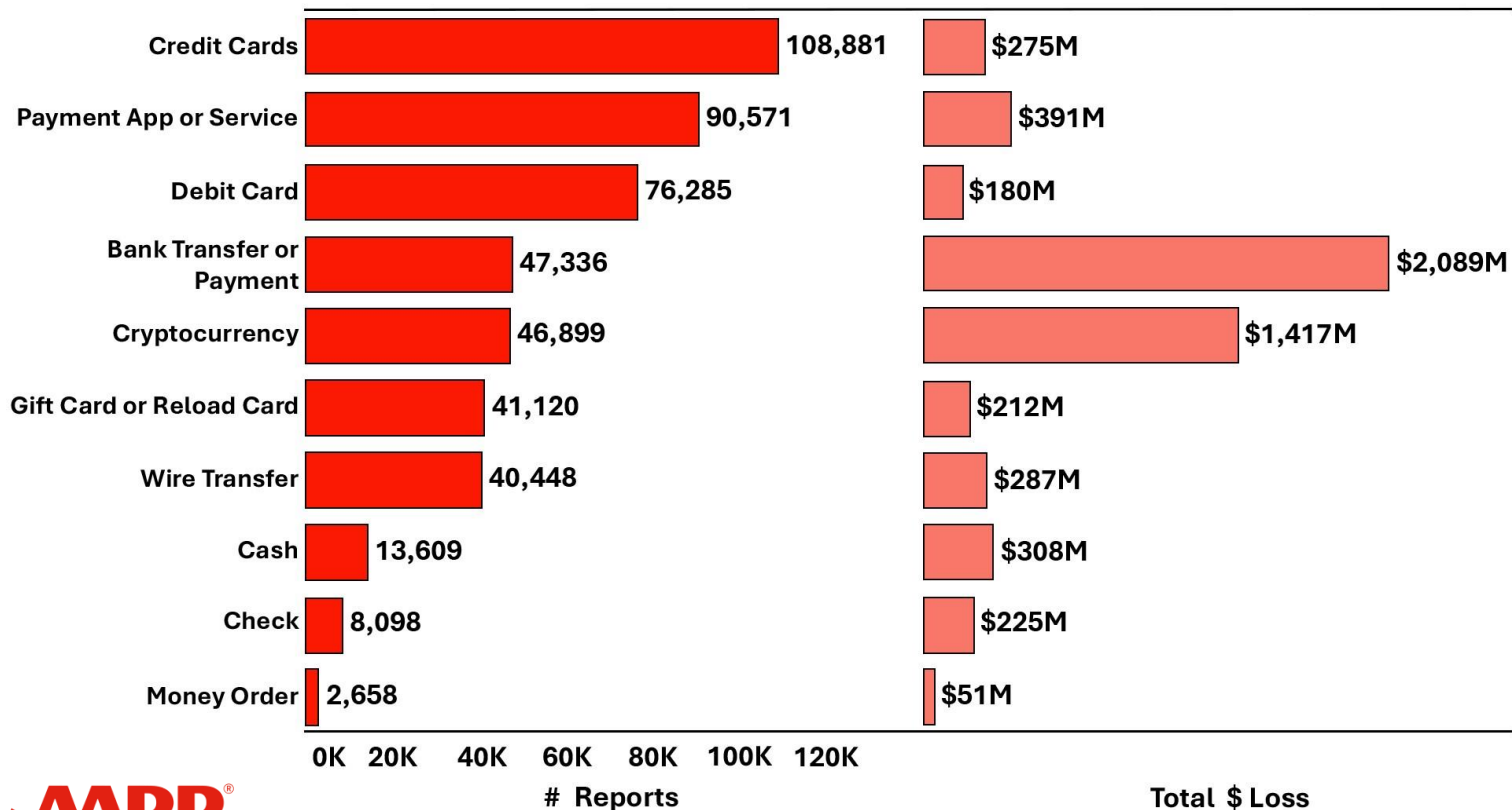
- Voice cloning
- Fraudulent texts and emails
- Photographic like fake images
- Fake videos
- Instantly created fake websites



Payment Methods

Popular with Criminals

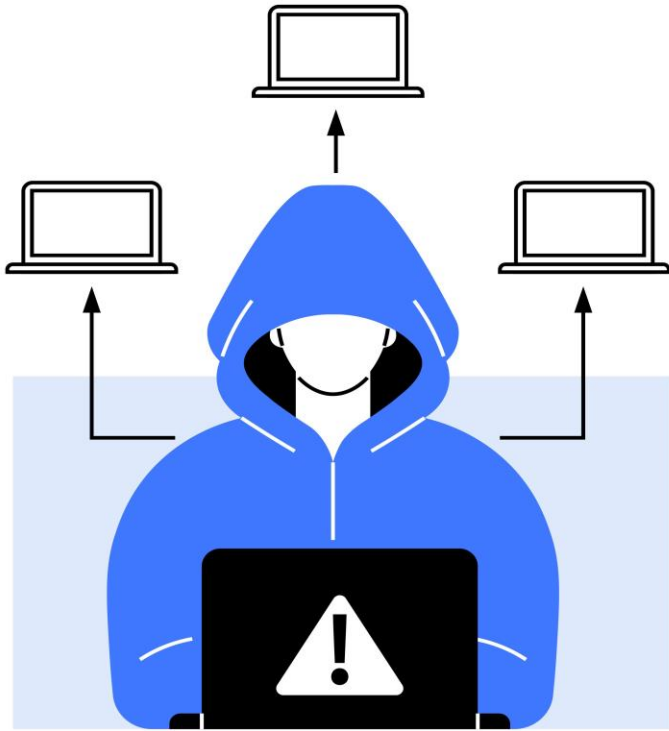
Common Fraud Payment Types





Gift Cards

- Virtually untraceable
- Readily available with little oversight
- Easily converted to cash or crypto
- Large amounts of money contained in a small package
- Not a legitimate form of payment



Crypto and Fraud

- Fastest growing fraud vector – payment form and investment schemes
- Crypto ATM machines abound; little regulation
- Criminals exploit lack of understanding of crypto and crypto ATMs



KENTUCKY HOUSE BILL 380

Consumer Protections

Licensing Requirements

1

- Statewide money transmitter licensure for crypto kiosk operators
- Regulations promulgated by KY Department of Financial Institutions
- Surety bonding required
- Does not ban cryptocurrency

Protecting Kentucky Consumers

2

- Fraud prevention measures
- Establishing daily transaction limit
- Posting fraud notifications
- Providing transaction receipts

Enforcement Provisions

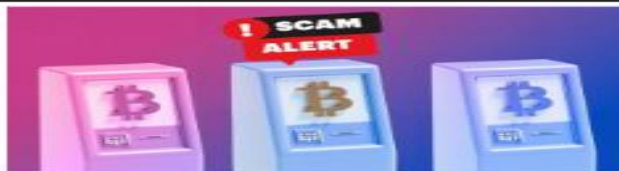
3

- Civil and licensing penalties
- Authority to impound unlawful kiosks
- Designation of consumer protection violations

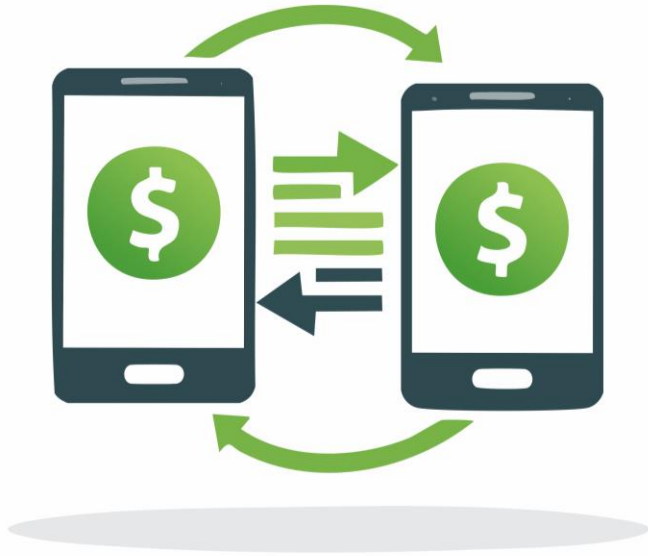
HB380 Status

4

- AARP Kentucky supports passage
- Primary Sponsor: Representative Tom Smith (House - 86)
- Assigned: House Banking & Insurance



Peer-to-Peer Payment Apps



- Zelle, CashApp, Venmo
- Instantly send and receive payments
- Equivalent to paying cash
- Unprotected transactions
- Use as suggested
 - People you know
 - Companies you do business with



How We React

to Fraud and Scams



Why Scams Succeed – The Ether

- Heightened emotions block logical thinking
- Fear
- Excitement
- Isolation or Loneliness

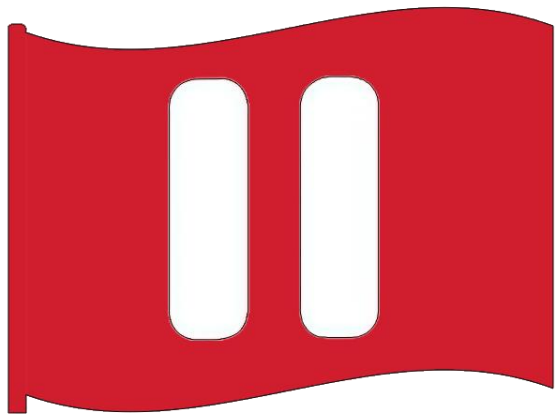
Unexpected
Contact

High
Emotion

Urgency

Common Elements of Fraud and Scams

A Safe Response Plan to Scams



Pause



Reflect



Protect



Fraud Prevention

Strategies



Top 5 Proactive Actions

- Better passwords
- Multi-factor authentication
- Review credit report & credit freeze
- Automatic software updates
- Don't click on links or answer unknown calls

Additional Protective Actions

- Shred!
- Carry mail into the Post Office
- Bank online
- Use P2P apps safely
- Use VPN for public Wi-Fi
- Change password on Wi-Fi router
- Secure social media accounts
- Be wary of social media ads
- Get an IRS PIN for returns
- Add numbers to donotcall.gov
- Create a backup of your data

AARP Resources

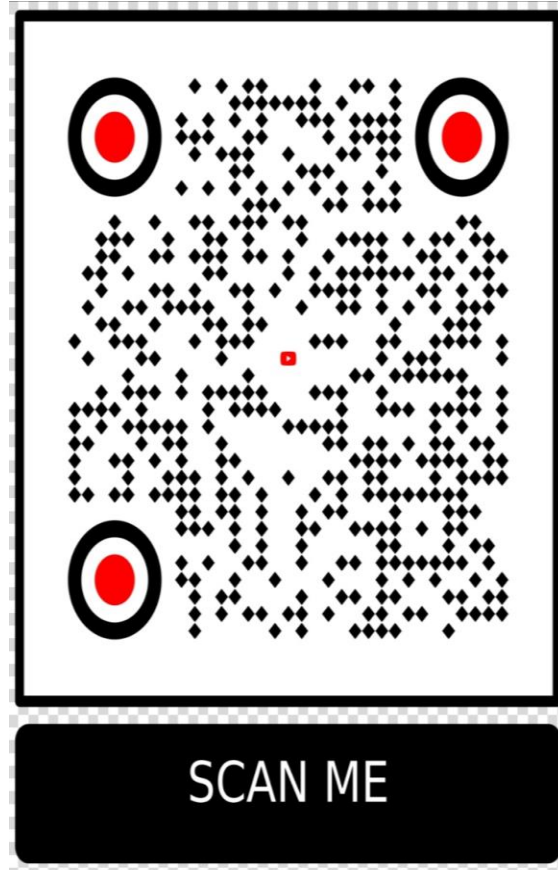
- AARP Fraud Watch Network – aarp.org/fraudwatchnetwork

- AARP Fraud Watch Network Helpline – **877-908-3360**

- AARP Fraud Victim Support – aarp.org/fraudsupport

- Fraud Narrative Change – aarp.org/saythis

Fraud Watch Network





One guide for one of life's most important roles.

In Kentucky, 3 out of 10 adults are caring for someone they love.* If you're one of them, you don't have to figure it all out alone.

AARP's FREE Family Caregiving Guide gives you practical tools, trusted guidance, and resources to help you care for the person you love—and yourself.



Scan the QR code to get your FREE Family Caregiving Kit today. Or visit us at aarp.org/KYcarekit



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- AARP Destination Guides
- AARP Travel Center Powered by Expedia
- AARP Vacation Ideas
- Avis
- Budget
- Choice Hotels
- Holland America Line
- Great Rail Journeys
- Wyndham Hotels & Resorts

❤️ HEALTH & WELLNESS

- AARP Fitness Center
- AARP Hearing Center
- AARP® Hearing Solutions™ provided by UnitedHealthcare® Hearing
- AARP Navigator: Making the Most of Medicare, Medicare Initial Enrollment, Medicare Open Enrollment
- AARP® Online Therapy by BetterHelp
- AARP® Personalized Nutrition
- AARP® Prescription Discounts provided by Optum Rx®
- AARP® Staying Sharp®
- BMI Calculator
- Free Hearing Test
- LensCrafters
- Purposeful by Kumanu

🏠 HOME & TECHNOLOGY

- AARP Fraud Watch Network®: Helpline, Scam-Tracking Map, Watchdog Alerts
- AARP Personal Technology Resource Center
- AARP Tech Guides
- Consumer Cellular
- In-Person and Online Technology Classes
- LifeLock by Norton
- The Perfect Scam™ Podcast
- Tracfone Home Internet

🛡️ INSURANCE

- AARP® Auto Insurance Program from The Hartford
- AARP® Dental Insurance Plan administered by Delta Dental Insurance Company
- AARP® Medicare Plans from UnitedHealthcare®
- AARP Term Life Insurance From New York Life
- AARP® Vision Plans from VSP®

🍴 EVERYDAY SAVINGS

🍴 DINING OUT & EATING HEALTHY

- Auntie Anne's
- Bonefish Grill®
- Denny's
- Free Recipes
- Moe's Southwest Grill
- Outback Steakhouse®

🛒 SHOPPING & GROCERIES

- bistroMD
- FTD Flowers & Gifts
- The UPS Store®

🎬 ENTERTAINMENT

- AARP Members Edition®: Exclusive Articles, Videos and Books
- AARP Streams App
- AARP Theater
- Free in-person and virtual events
- Free Online Games
- Movies for Grownups
- TV for Grownups

🚗 GAS & AUTO SERVICES

- AARP Driver Safety: AARP Smart Driver® Course, CarFit™, Smart DriverTEK™, We Need to Talk
- AARP SafeTrip™ App
- Allstate Roadside
- Exxon™ Mobil™
- Shell



See all benefits and even
more online exclusives!

aarp.org/browsebenefits



Conclusion

Share what you learned with your friends and family to help protect them, too.

If you can **SPOT** a scam
You can **STOP** a scam



Keep in Touch with Us

Email: kyaarp@aarp.org

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Web: aarp.org/ky



facebook.com/aarpky



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Thank You
for Joining Us!

