

# IT PAYS TO STOP AND THINK

If you receive an unusual request for financial or personal information from someone claiming they're the bank or another trusted organisation take a moment to reflect, step back from the situation, and think about what's really going on.

Because, deep down, you probably already know the basic rules on how to beat financial fraud - you just need to take a deep breath and stay calm enough to remember them.

- 1 Never disclose security details, such as your PIN or full banking password**

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- 2 Don't assume an email, text or phone call is genuine**

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- 3 Don't be rushed - a genuine organisation won't mind waiting**

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- 4 Listen to your instincts - you know if something doesn't feel right**

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- 5 Stay in control - don't panic and make a decision you'll regret**

Take Five is a national campaign that offers straightforward and impartial advice to help everyone protect themselves from preventable financial fraud. This includes email deception and phone-based scams as well as online fraud - particularly where criminals impersonate trusted organisations. Led by Financial Fraud Action UK Ltd (FFA UK), it is being delivered with and through a range of partners in the UK payments industry, financial services firms, law enforcement agencies, telecommunication providers, commercial, public and third sector. Visit: [takefive-stopfraud.org.uk](https://takefive-stopfraud.org.uk) for more information about Take Five and which partners are involved.

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**TO STOP FRAUD™**