

96% Of Canadians Fail To Spot Fraud In Test

March Is Fraud Prevention Month; Interac Shares Tips To Detect And Prevent Falling For Scams

TORONTO: Canadians are overconfident in their ability to spot fraud. While seven in 10 Canadians (71 per cent) say they feel confident in their ability to detect a phishing scam, a recent survey conducted by Interac Corp. found that 96 per cent were unable to identify the safest option forward when put to the test through the Interac #SafeNotSorry Experiment.

“In today’s complex digital landscape, hackers are becoming increasingly sophisticated, which means it’s becoming more difficult to tell real from fake, phishing from friendly,” said Rob Fodor, Chief Data Scientist and VP of Fraud, Interac Corp.

“At Interac, we work closely with our partners to manage fraud risks systematically and arm Canadians with the information they need to spot, avoid and report scams they may come across.”

As part of the Interac #SafeNotSorry Experiment, Canadians could not identify the level of risk in scenarios involving suspicious requests to accept money transfers (84 per cent), verify personal banking credentials (63 per cent) and click on phishing links (82 per cent).

Interac #SafeNotSorry Experiment Results:

- Over half of Canadians (55 per cent) believe that they are safe



from scams if they don’t click on any links – but there are many other ways for fraudsters to obtain your private information.

- Gen Z Adults are the least confident in their abilities to spot a phishing scam (65 per cent) despite the fact they are the most likely to spend more than three hours a day online.

- More than two-fifths of Millennials (44 per cent) think they are more likely to be stung by a swarm of bees than lose their savings to a financial scam.

- Nearly half of Boomers (46 per cent) mistakenly think that the right solution if they’ve spot-

ted a phishing scam is to close the internet browser or delete the text.

“Canadians are a first line of defense in preventing fraud. However, we are concerned by the fraud literacy gaps identified in our #SafeNotSorry Experiment as most respondents did not catch common fraudulent scenarios such as suspicious requests for their banking and security information,” added Fodor. “Our message to Canadians is to be on the alert. If you receive a message that makes you suspicious, trust your instincts and verify the source.”

In recognition of Fraud Pre-

vention Month, Interac Corp. is sharing its top three tips to help keep Canadians #SafeNotSorry when faced with possible instances of fraud:

1. Trust your intuition: Fraudsters are constantly adapting their tactics so staying alert is your best defense. Whether it’s a money transfer you weren’t expecting, or an email asking for your personal information, if you think there’s something wrong, there probably is.

2. Be on the link out: Never click on links or open attachments you receive from a sender you don’t recognize. The Interac

#SafeNotSorry Experiment found that Canadians were particularly susceptible to fraud related to unsecure URLs (82 per cent).

3. Keep calm but don’t carry on: If you receive a deposit or money request notification you weren’t expecting, don’t proceed in the hopes that it is safe without checking. Contact the sender through a different channel to check if it’s real. If you think the notification is a scam designed to look like an Interac e-Transfer alert, forward the email to phishing@interac.ca so our fraud team can investigate for you.

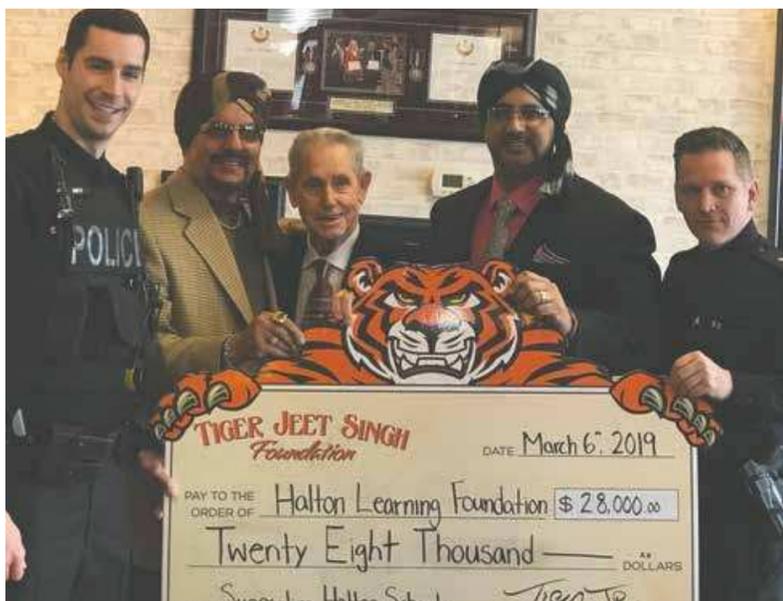
Interac has built tools and technologies into every product to help keep consumers safe from fraud. For more information about Interac security, visit www.interac.ca/fraudprevention.

About the Interac #SafeNotSorry Survey

Hill+Knowlton Strategies conducted an online survey with 1,064 Canadians to explore consumer awareness of online fraud and gauge Canadians’ ability to recognize suspect communications.

The survey was conducted February 1-5, 2019 and included a representative sample of the Canadian adult general public. Final survey data was weighted based on Census figures according to region, age and gender.

Tiger Jeet Foundation Raises Over \$700,000 For Charity



MILTON: The Tiger Jeet Singh Foundation’s Miracle on Main initiative and the Halton Regional Police Service’s Toys for Tots campaign jointly collected more than \$700,000 in toys and cash during the holiday season.

In addition, \$30,000 was donated to various elementary schools in support of initiatives such as mental health, literacy, inclusive classrooms, coding, art workshops, classroom technology, and breakfast programs.

The toys collected were donated to families in need of support within the Region of Halton as well as several community organizations including the local Salvation Army chapters, Halton Women’s Place, SickKids, and McMaster Children’s Hospital.

Since 2009, several millions of dollars in toys and cash has been collected and since 2015, \$100,000 has been donated to elementary schools in support of local initiatives.

Tiger Jeet Singh Junior said: “Thank you to all our volunteers, public schools, media partners, dignitaries, sponsors, Maple Leafs Alumni, Hamilton Tiger Cats and the community for your incredible support with helping us reach this milestone!”

“Sickness and poverty do not discriminate, neither should the spirit of giving,” he said.

“This has always been our foundation’s message. Therefore as you can appreciate I’m so humbled in forming this amazing alliance with Halton police, because as a tag team we’ll now be able

to share this message with more families than ever before.”

Highlights of this year’s campaign included a Region-wide Cram-a-Cruiser event and the annual Miracle on Main celebration that took place in Milton.

“Halton residents, business partners and community organizations once again showed their generous spirit of giving during the holiday season which had a direct impact on this year’s overall success,” said Halton Police Chief Stephen Tanner. Also present was the Mayor of Milton Gordon Krantz.

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