

# 8 SCAMS THAT PREY ON THE ELDERLY #INFOGRAPHIC

From  
phony



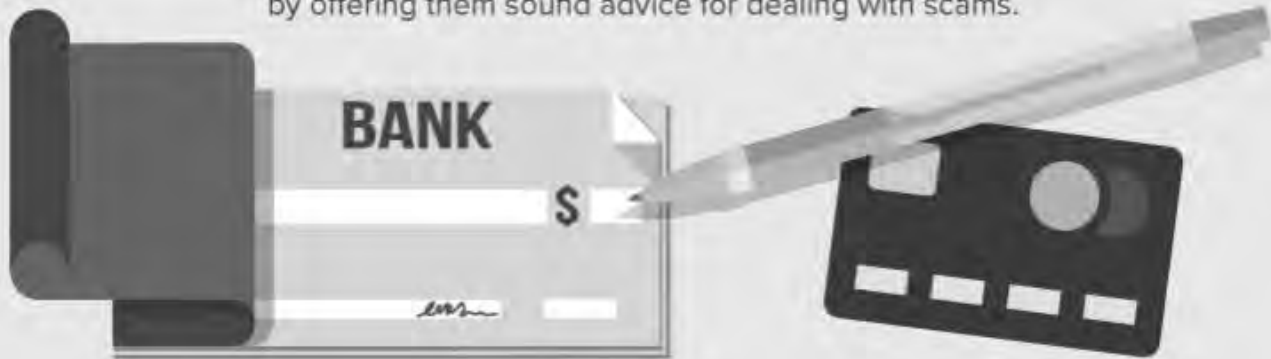
salesmen to identity theft, older people are favoured targets for fraudsters. Protect those at risk - parents, grandparents, neighbours - by offering them sound advice for dealing with scams.



# AND HOW TO AVOID THEM

From phony salesmen to identity theft, older people are favoured targets for fraudsters.

Protect those at risk – parents, grandparents, neighbours – by offering them sound advice for dealing with scams.



## Easy targets



Research shows that as **WE GET OLDER** our judgement deteriorates, making us more likely to fall victim to fraud.

**60**

The age at which our brain begins to deteriorate – making us **more trusting**.



**PEOPLE OVER 60** are **twice as likely** to believe something even when the information is misleading.



**2/3** of victims are over the age of **56**.

40%

of adults are worried their parents will be victims of scammers.



But only **1 IN 5** warn them about the different types of scams.



## The scams

Here are some popular scams that target older people – protect them and their finances with these smart tips.

1

### The cold call

They are called by someone posing as an official company representative requesting credit card details, PIN or personal information.



Month on month increase in reported 'vishing' attacks between 2012-2014.

### TIPS

Make sure they never give PIN or password information to people over the phone

Help them block unwanted calls through their phone provider

### The door to door imposter

A bogus sales person, charity collector or company official tries to persuade them to

2

part with money or gain access to their home.

Victims of doorstep scams suffer a more rapid decline in health than non-victims of the same age.

## TIPS

Advise them to keep the chain on the front door at all times

Get them to ask anyone at the door for their employee ID

3

## The online shopping fraud

They have their bank details stolen or are sent faulty items after buying something from an illegitimate online company.

\$300 USD

The average amount that most people lose on a fake purchase.

## TIPS

Show them how to check the website link is genuine by hovering the mouse over it and making sure it matches the hyperlink

www. www.



Tell them to pay for items over **\$150 USD** by credit card as they can claim the money back

## The false investment scheme

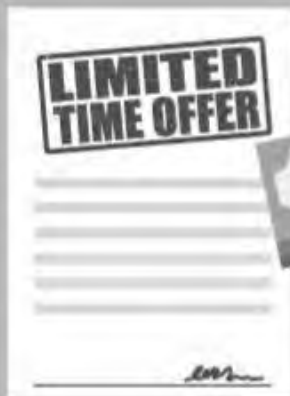
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They are offered a holiday home or shares with a professional website with no solid proof of the product's existence.



The average loss of savings for each investor.

### TIPS



Make sure they talk to you or other friends and family first to get a second opinion

Tell them not to feel pressurised to hand over any money hastily just because they're told it's a great opportunity

5

## The online dating dupe

They get involved in a new online relationship and are asked for money under false pretences.



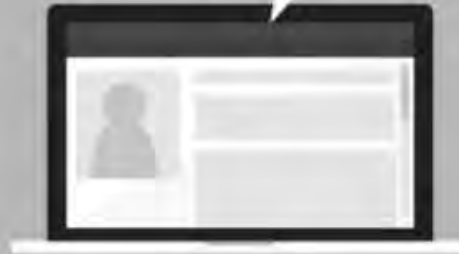
of online dating fraud victims are female.



## TIPS



Advise them not to give their credit card details to anyone they don't know



Ask them if you can check the profile. Block it if you think they're a fake or untrustworthy



## The junk mail prize

They receive direct mail with the promise of a prize, reward or bad luck if they don't pay.

# 6

The most popular include:



Lotteries and prize draws



Clairvoyants



Pyramid schemes



More than  
**\$82bn**

has been lost to date on Nigerian prize draw and investment scams.

## TIPS



Contact the company and get their name taken off the mailing list



Tell them to put the letters straight in the bin

7

## The lottery winning

On supposedly winning a prize, the company demands a service fee from them to release the reward.



7 0 0 0 0

The estimated number of people worldwide who've lost money through lottery scams.

### TIPS



Make sure they don't reveal any personal details or hand over money

**CONGRATULATION!**

ON WINNING THE

**NATIONAL LOTTERY!**



Help them check its credibility by looking for spelling mistakes or grammatical errors



## The stolen identity

They have their personal details stolen and credit cards and loans taken out in their name

8





45% of confirmed fraud cases in 2014 were attempted identity thefts.



8 out of 10 people throw personal information in the bin.

## TIPS



If they think their bank cards are being used by someone else, help them report it to the police



Get them to invest in a shredder to safely dispose of personal documents

243 Shares



Look after the older people in your life. With the right advice, they needn't fall victim to these all too common scams.



Bluebirdcare.ie

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