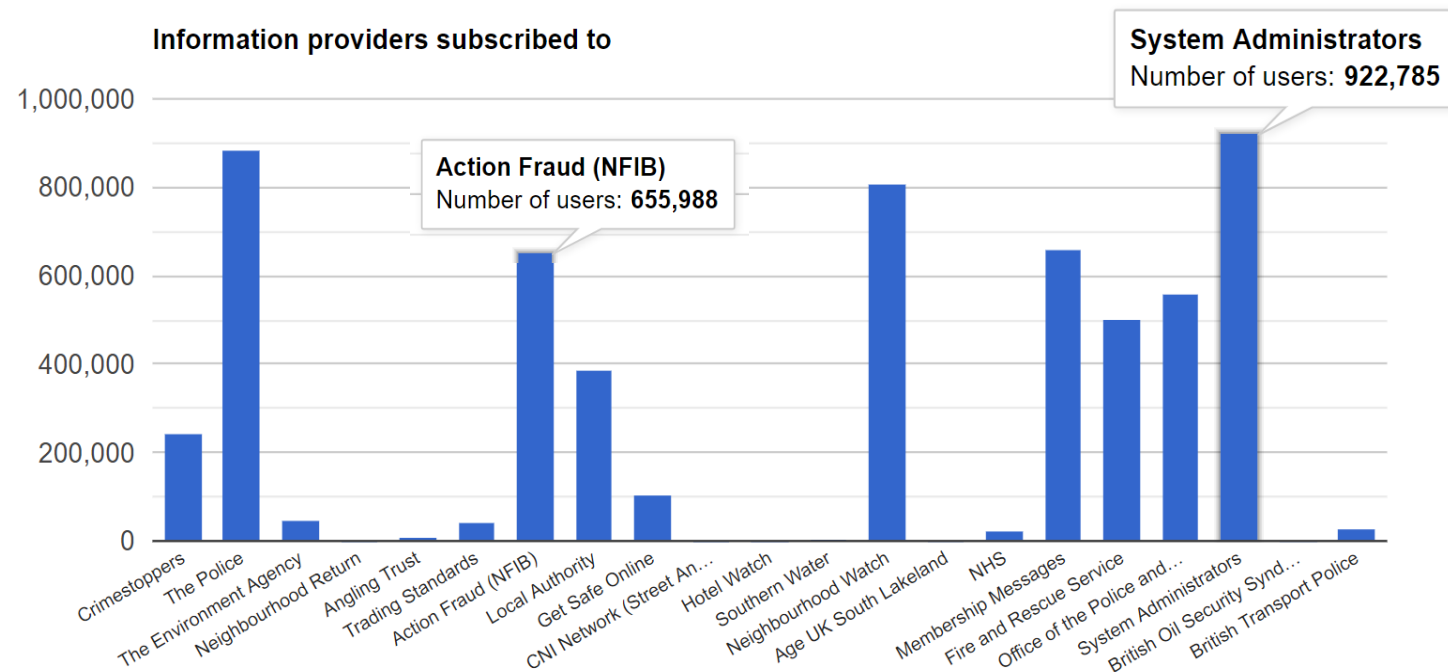


Action Fraud

Presentation points

Presence of Action Fraud on the System



Of the 922k members, 655k have opted in to Action Fraud (71%)

AF Messages Benefit Local Forces

Message sent	Sent by	Message sent	# Ratings (Average)
12/02/2021 16:06:00	Action Fraud (Action Fraud, Administrator, National)	Bitcoin-related scam emails	307 (5.48 /6)
08/01/2021 14:45:00	Action Fraud (Action Fraud, Administrator, National)	ALERT - Coronavirus vaccination scams	379 (5.81 /6)
23/12/2020 17:37:00	Action Fraud (Action Fraud, Administrator, National)	Scam warning - Fake DPD emails and texts	348 (5.7 /6)
06/12/2020 18:21:00	Action Fraud (Action Fraud, Administrator, National)	Improve your cyber security by taking six actions	342 (5.65 /6)
26/11/2020 17:39:00	Action Fraud (Action Fraud, Administrator, National)	Surge in online shopping fraud	185 (5.7 /6)
06/11/2020 12:17:00	Action Fraud (Action Fraud, Administrator, National)	Scam warning - Fake PayPal emails	307 (5.56 /6)

Don't send many but they are really well received and highly rated.




Consistent and Numerous Positive Ratings

Rating from [Charles Ramsay](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

General feedback
The system is fantastic
The messages in general are excellent

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

 send a REPLY  add a NOTE  mark as CLOSED?




Rating from [Lyn Hills](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

Further comments
As always these messages are informative and relevant. I have noted the contents myself, and will be passing them on to all in my network. Thank you.

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

General feedback
The system is fantastic
The messages in general are excellent




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Brenda Hedges](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

No additional feedback left

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [John Fullarton](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

Further comments
Many thanks for warning people of this

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Alan Marlow](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

General feedback
The system is fantastic
The messages in general are excellent

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Phillip Robinson](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

General feedback
The system is fantastic
The messages in general are excellent

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

 send a REPLY  add a NOTE  mark as CLOSED?




Rating from [Sandra Reavill](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

Further comments
Many thanks again, very clear advice.

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

General feedback
The system is fantastic
The messages in general are excellent




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Lynda Brant](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

General feedback
The messages in general are excellent

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Sue Hall](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

General feedback
The messages in general are excellent

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

 send a REPLY  add a NOTE  mark as CLOSED?




Rating from [Hugh Ranscombe](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

Further comments
Well done for publicising this - it could prevent a lot of people being caught out.

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

General feedback
The system is fantastic
The messages in general are excellent

 send a REPLY  add a NOTE  mark as CLOSED?




Rating from [Hilda Harries](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

Further comments
Honestly- shocking individuals! Thankyou once again for the timely email.

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

General feedback
The system is fantastic
The messages in general are excellent




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Maggie Lewis](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

General feedback
The system is fantastic
The messages in general are excellent

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Stephen Cleverley](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

No additional feedback left

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

 send a REPLY  add a NOTE  mark as CLOSED?




Rating from [Nicola Bruce](#) (identity not verified)

Overall rating : ★★★★★★ 6 / 6

Further comments
Very useful everyone should take notice.

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

General feedback
The system is fantastic
The messages in general are excellent




 send a REPLY  add a NOTE  mark as CLOSED?

Rating from [Diane Small](#) (identity not verified)

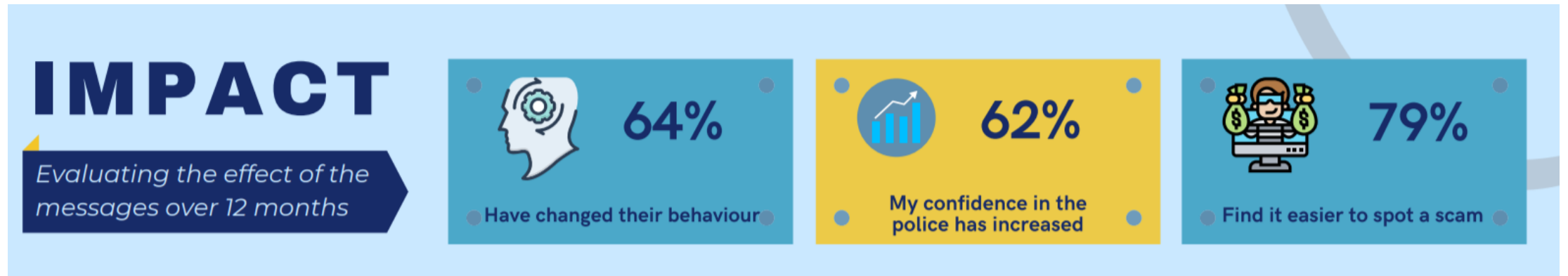
Overall rating : ★★★★★★ 6 / 6

No additional feedback left

Relevance : ★★ 2 / 2
Content : ★★ 2 / 2
Quality : ★★ 2 / 2

 send a REPLY  add a NOTE  mark as CLOSED?

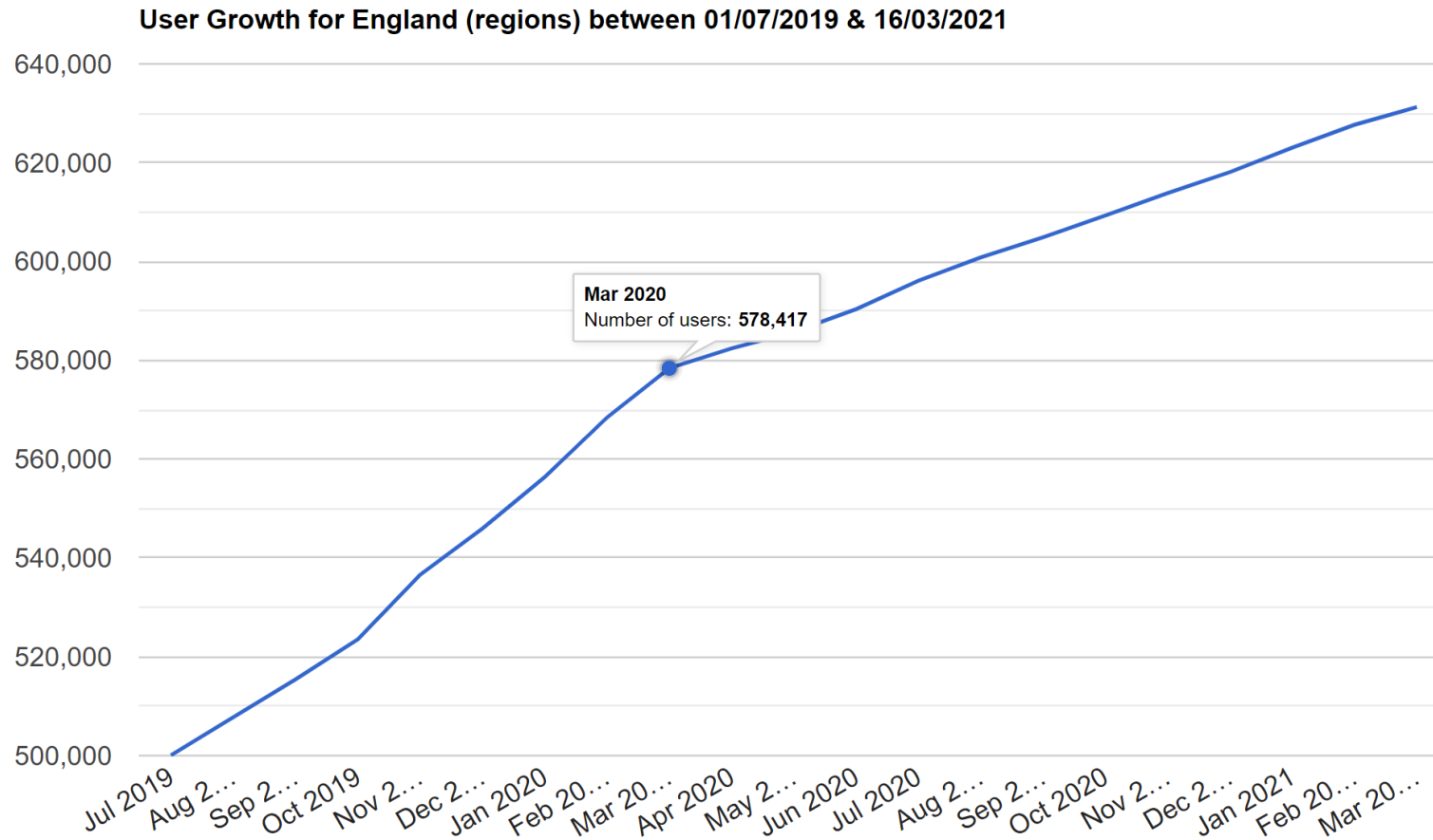
Impact and Behaviour Change



79% of message recipients say they now “Find it easier to spot a scam” since receiving Alert messages 9AF send most of the scam messages)

70% of the 51k free text comments on the survey results relate to AF messages and content.

Rate of Growth



- Since GDPR changed the opt-out position the rate of growth of members selecting Action Fraud has declined

Request for Support

Who can send you messages?

Select below the Information Providers that you want to share your data with and receive messages from (this can be changed at any time later).

- ☐ Fire & Rescue Service * [More info](#)
- ☐ Get Safe Online [More info](#)
- ☐ Local Authority * [More info](#)
- ☐ Neighbourhood Watch * [More info](#)
- ☐ Office of the Police & Crime Commissioner * [More info](#)
- ☐ SGN (Gas Emergency Service) * [More info](#)
- ☐ The Police * [More info](#)
- ☐ Action Fraud (NFIB) [More info](#)

* Suggested selections for a basic service.

I consent to share my data as defined above for the purposes of receiving information in accordance with the website [terms and conditions](#) and [privacy policy](#). I also understand that VISAV Ltd will have access to my information in order to manage the system and send important system updates to me.

Submit

All alert Sites have a registration form that offers “Action Fraud” as an optional “Information Provider”

If Forces authorise VISAV to make Action Fraud a recommended provider then anyone registering is reminded to consider them before they proceed.

Action: email Mike@visav.net and authorise AF to be a recommended provider.

“Add user” process on the mobile admin: Rapport

Information providers

Please advise registrants that:

- Any of these that are ticked now will be able to see their data and send them messages.
- They will be able to change these options at any time.

- ☒ Fire & Rescue Service *
- ☐ Get Safe Online
- ☒ Lancashire County Council *
- ☐ Neighbourhood Watch
- ☒ Office of the Police & Crime Commissioner *
- ☐ The Environment Agency
- ☒ The Police *
- ☐ The Police > Action Fraud (NFIB)
- ☐ West Lancashire Borough Council

* Suggested selections for a basic service.

Site to join

In the Know - Lancashire

NOTE: If you have signed somebody up with an email address, they will receive a verification email which they will need to complete.

Finish >>

In Rapport, recommended Information Providers are ticked for officers when registering the public (the citizen is sent an email to confirm this selection before it is actioned).

Please educate front line officers regarding the value of Action Fraud so they “sell” it to the public

Again, consider making it recommended if it is not currently

The Future Is Bright??

- More frequent messages
- Integration into more departments and campaigns
- Revamped www.ActionFraudAlert.co.uk website
- Promotion more from main AF website
- Increased growth of the database which will increase each Force database
- Exploring options for “Single sign on” for Action fraud Reports and other developments
- Plans to assist national survey to examine behaviour change