

# Protect Yourself From A.I. Scams

**Financial Education Webinar**



DEPARTMENT OF FINANCIAL  
PROTECTION & INNOVATION



# Important Information about this Presentation

- Your cameras and microphones have been turned off. Please submit your questions into **Zoom's Q&A feature**.
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- This presentation is for educational and informational purposes only. **This is not financial or legal advice.**
- The DFPI does not assume responsibility for the completeness of the information presented in this presentation.
- For more information:
  - Visit: [www.DFPI.ca.gov](http://www.DFPI.ca.gov)
  - Email: [Outreach@dfpi.ca.gov](mailto:Outreach@dfpi.ca.gov)





# The Department of Financial Protection & Innovation

## Who Are We? What Is Our Role?

- The DFPI's central purpose is to maintain a fair, healthy, and trusted financial services marketplace for all Californians.
- The Department accomplishes its mission through regulation and enforcement of a variety of financial services, products, and professionals.
- Provide presentations throughout California to inform and protect consumers and to prevent them from falling prey to frauds and scams.
- Learn more at: [dfpi.ca.gov/consumers](https://dfpi.ca.gov/consumers)

Call us at:

**1-800-275-2677**



# How is the DFPI Promoting Consumer Awareness?

- DFPI provides in-person and virtual presentations
- DFPI website features:
  - News and Consumer Alerts ([www.dfpi.ca.gov/news](http://www.dfpi.ca.gov/news))
  - Crypto Scam tracker ([www.dfpi.ca.gov/crypto-scams](http://www.dfpi.ca.gov/crypto-scams))
  - Events and investor education ([www.dfpi.ca.gov/events](http://www.dfpi.ca.gov/events))
- **FREE** DFPI publications ([www.dfpi.ca.gov/outreach](http://www.dfpi.ca.gov/outreach))
- DFPI YouTube Channel ([www.youtube.com/cadfpfi](http://www.youtube.com/cadfpfi))



# Access Free Online Financial Education

These courses are designed to meet you where you are, help build your money management skills and demystify the world of personal finance.

## Course topics include:

- Budgeting
- Investing education
- Retirement planning
- Paying for college
- Debt management
- and more!



➔ Get started at: [dfpi.ca.gov/learn](https://dfpi.ca.gov/learn)



# What is Artificial Intelligence (aka. A.I.)?

A.I. is a catchall term for a concept and technology that performs complex tasks that once required human input.

- Examples:
  - Autocorrect and voice-recognition
  - Facial detection and recognition
  - Chatbots
  - Search and Recommendation Algorithms
  - Photo and video editors
  - Text, language, and image generators



# How Scammers and Fraudsters are using A.I.

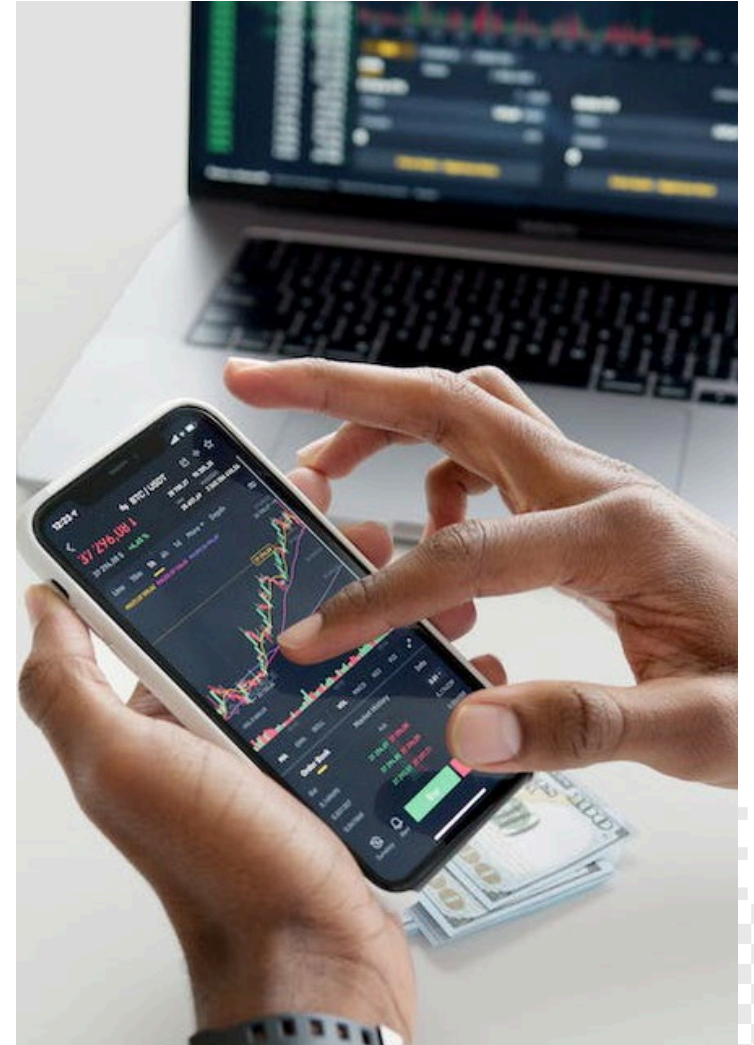
Because A.I. is such a new technology, scammers and fraudsters are using it in these examples of scams and fraud:

- **Enhancing their scams**
- Mimicking human behavior
- Identity theft
- Creating “deepfakes” photos/video
- Publishing fake news
- Creating fake accounts
- Automated attacks



# A.I. Investment Scams

- Some investments claim to use A.I. to make money for investors
- These are usually scams
  - There is no A.I.
  - There is no trading activity
- Red flags include:
  - Crypto assets
  - Investments that seem too good to be true
  - Investments promoted on social media
  - Investments that pay commissions to investors to recruit





# A.I. Investment Scams

- Scammers are also using A.I. to trick investors
- In one case, scammers used A.I. to create a fake CEO



# A.I. Human Mimicking

- AI-powered bots can be programmed to mimic human behavior, **making them more difficult to detect**. These bots can analyze large amounts of data to determine patterns and generate responses that seem genuine.
- Examples include:
  - **Voice cloning**
  - Texting or messaging chatbots
  - “Deepfake” photos and videos
  - Publishing fake news
  - Creating fake accounts



Watch this video at:

[https://youtu.be/V6\\_jCGzR020](https://youtu.be/V6_jCGzR020)

NIGHTLY  
NEWS



# Identity Theft and Automated Attacks

- Scammers use AI to develop malware that can bypass traditional antivirus software.
- This malware can be used to steal personal data, such as login credentials and credit card information, from unsuspecting victims.

# Tips to Identifying A.I. in Scams

- In text:
  - Typos, wrong formats, and incorrect or outdated information
  - Repetitive words or phrases
  - Tone of voice
- In photos:
  - Asymmetrical or physical inconsistencies generated by the AI
  - Strange textures, brushed skin tones, or glossy finish
- In videos:
  - Strange shadows, blurs, or light flickers
  - Unnatural body language
  - Audio issues





# Tips to Avoiding A.I. Scams



- Use two-factor authentication.
- Regularly change your passwords.
- Don't click on links in emails or messages.
- Limit personal information on social media.
- Consider using a “pass-phrase” for family and friends.
- Delete any unused digital profiles.
- Always do **your own** research.
- Check with others that you trust!

# Beware these Scams

- **Imposter Scams**

- Grandparent/Relative scams
- Debt collectors
- Government imposters:
  - IRS / Social Security
  - Utility company
  - Law enforcement
  - Financial institutions

- Investment scams
- Romance scams
- Tech support scams
- Payment app scams
- Student loan scams
- Employment scams

# How to Protect Yourself from Scams?



>> Use the 6 Layers of Scam Prevention <<

# 1. Do Not Respond to Scammers



**Ignore anyone contacting you that you don't know.**

- ☐ **Vishing** – Telephone
- ☐ **Phishing** - Computer/Emails
- ☐ **Smishing** - Text Messages
  - ☐ “Click here”
  - ☐ “Callback number”
  - ☐ “Reply back”





## 2. Do Your Research!

- Look for **red flags**.
- Verify information.
- Check credentials.
- Go **directly** to the **official** source, company, or website.
- **Get Help**: ask an employee or professional **in person**.



### 3. Take Your Time

**Ignore** anyone who is:

- Threatening you
  - Giving you a limited-time offer
  - Telling you not to share this information with others
  - Asking for your personal or financial information
- ✓ **Do not** make any big financial decisions for at least 24 hours

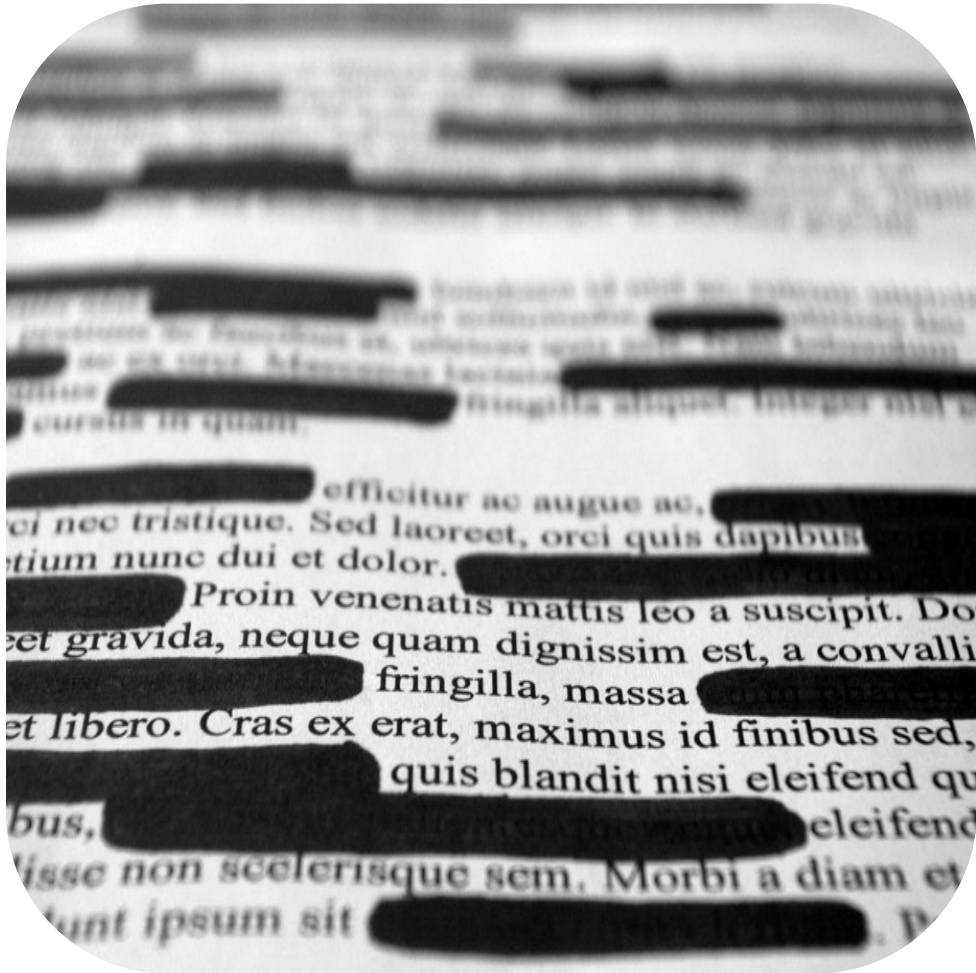


## 4. Do Not Share Your Info

Limit what information you share on:

- Social media
- Websites, forums, communities
- Emails
- Sign-up forms
- Online shopping sites
- Phone apps
- Company or account profiles

\*\*\*When a company suffers a data breach, the more information you've shared, the more you are exposed.



## 5. Talk to Someone You Trust

Ask and get help from a:

- Spouse
- Friend
- Children (18 years or older)
- Community leader
- Financial advisor or professional







## 6. Stay Vigilant

Regularly check your:

- Financial accounts
- Credit reports
- Delete unused accounts and have your data removed from sites
- Use a shredder to dispose of mail and personal documents
- Deposit important mail directly to the post office
- Don't just close your Internet browser
  - log out of websites

# Report the Incident

Report this scam to:

- Local authorities
  - Police
  - District attorney's office
- State authorities
  - DFPI, DCA, AG
- Federal authorities
  - FBI – [www.ic3.gov](http://www.ic3.gov)
  - CFPB, SEC, FTC
  - [www.reportfraud.ftc.gov](http://www.reportfraud.ftc.gov)





# What to do if you've been scammed?

- Report scams and fraud:
  - [www.usa.gov/where-report-scams](http://www.usa.gov/where-report-scams)
  - Federal Trade Commission: [www.reportfraud.ftc.gov](http://www.reportfraud.ftc.gov)
- A.I. Scams
  - DFPI: [www.dfpi.ca.gov/file-a-complaint](http://www.dfpi.ca.gov/file-a-complaint)
  - Federal Bureau of Investigation: [www.ic3.gov](http://www.ic3.gov)
  - Federal Trade Commission: [www.reportfraud.ftc.gov](http://www.reportfraud.ftc.gov)



# The DFPI is Here to Protect You and Your Community:

- Contact us if you:
  - Observe or have been a victim of a scam, financial fraud, or abusive business practice.
  - Observe elder financial abuse.
  - Want to report a violation of California financial laws.
  - Have questions about a financial product, professional, or company.
- Call us at: (866) 275-2677
- Submit a complaint online:  
[dfpi.ca.gov/submit-a-complaint](https://dfpi.ca.gov/submit-a-complaint)

# Webinar Q&A Session



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# Reminders:

- DFPI's Next webinars:
  - **Protect Yourself from Identity Theft webinar:**  
July 9 @ 12 p.m.
    - Register: [www.tinyurl.com/webinar792025](http://www.tinyurl.com/webinar792025)
- Subscribe to the DFPI's newsletter: [dfpi.ca.gov/subscribe](http://dfpi.ca.gov/subscribe)
- Subscribe to the DFPI's YouTube channel: [youtube.com/cadfpfi](http://youtube.com/cadfpfi)



**THANK YOU!**