

# Kensington & Chelsea Fraud Cyber Crime Summary

## March 2025

### Executive Summary

Number of offences	90
Total loss	£953,494.33
Average per victim	£10,594.38

### Top 5

The top 5 by **volume** (number of reports) type of fraud is as follows:

Fraud Type	Amount of Offences	Amount Lost
NFIB1H - Other Advance Fee Frauds	12	£42,297.81
NFIB3A - Online Shopping and Auctions	9	£59,358.29
NFIB3D - Other Consumer Non Investment Fraud	8	£47,872.69
NFIB1D - Dating Scam	6	£372,532.00
NFIB5A - Cheque, Plastic Card and Online Bank Accounts (not PSP)	6	£65,530.00

The top 5 by **amount** reported lost:

Fraud Type	Amount Lost	Amount of Offences
NFIB1D - Dating Scam	£372,532.00	6
NFIB2A - Share sales or Boiler Room Fraud	£100,000.00	1
NFIB3C - Door to Door Sales and Bogus Tradesmen	£66,580.40	3
NFIB5A - Cheque, Plastic Card and Online Bank Accounts (not PSP)	£65,530.00	6
NFIB3A - Online Shopping and Auctions	£59,358.29	9

### Fraud Advice

#### Romance and Dating Fraud

Dating online is now one of the most popular ways for new couples to meet, with millions of people finding new relationships, romance and love this way. Unfortunately, amongst the genuine profiles are fake profiles set up by fraudsters. They are after your money, not your love. They are masters of manipulation, playing on your good nature and emotions to ultimately steal your money.

Criminals will build a relationship with online members, quickly asking to move communication off the dating website. This is so they can continue their contact with you, even if their profile is later identified by the site as fraudulent and subsequently deleted.

Fraudsters are often very flattering, appearing really interested in you within a short space of time. However, they will use a range of excuses as to why they can't meet in person, such as they are stuck overseas, have a family emergency or have an issue with their business. They then start asking for money to help with their problems, assuring you they will pay it back as soon as they can. The fraudster may claim to be desperate to meet you as soon as this obstacle is overcome. This is all a scam and their true intention is to take as much money from you as they can.

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### How to Protect Yourself

- Stay on site.
- Keep all communication on the dating website you are using. Don't be convinced by profile pictures, they may have been taken from somewhere else on the internet. You can check photos using a reverse image search on the internet through websites like <https://www.tineye.com> or <https://reverse.photos>
- Do your own research on the person – are they members of any other social networking sites? Can you confirm what they are telling you about themselves, such as where they work or where they live?
- Never send money to someone you have not met in person and be extremely wary of giving money to someone you have recently started a relationship with.
- Be wary of anyone asking you to receive money on their behalf and transfer it on. They may be using you to launder money.
- Talk to family and friends for advice, even if the other party is asking you to keep the relationship secret.
- Watch our video on Romance Fraud at [www.met.police.uk/littlemedia](http://www.met.police.uk/littlemedia)

**REMEMBER** - Stay on site! Never send money to someone you have not met in person, or receive/ transfer money on their behalf.

**CAUTION** - Be wary of continuing the relationship away from the dating website you initially made contact on.

**THINK** - Why are they so quick to declare their love for me? How do I know they are telling me the truth?

### Online Shopping and Auction Sites

Online shopping can save you time, effort and money. Millions of people use websites such as eBay and AutoTrader to buy new or second hand goods for competitive prices. These sites give you the opportunity to purchase a huge choice of goods from all over the world. However, among the genuine buyers and sellers on these sites, there are criminals who use the anonymity of the internet to offer goods for sale they do not have, or are fake.

In the majority of transactions, the buyer and seller never meet. Which means when making a purchase or sale on a website, you are reliant on the security measures of the site.

Fraudsters will advertise an item for sale, frequently at a bargain price compared to other listings of a similar type. They may have pictures of the item so it appears to be a genuine sale.

A favoured tactic is to encourage buyers to move away from the website to complete the transaction, and the criminal may offer a further discount if you do so. Many websites offer users the opportunity to pay via a recognised, secure third party payment service, such as PayPal, Android Pay or Apple Pay. Read the website's advice and stick to it. Fraudsters might be insistent you pay via bank transfer instead. By communicating and paying away from the website, contrary to their policies, you risk losing any protection you had.

Criminals may also email or contact you if you have 'bid' on an item but not been successful in winning the auction. They will claim that the winning bidder pulled out or didn't have the funds and offer you the chance to buy the item. Once you agree, they will either provide bank details or even insist payment is made via a third party payment service for mutual protection. Once you agree, they 'arrange' this. You then receive a very legitimate looking email which appears to be from the website or a third party payment service directing you how to make the payment. Some are very sophisticated, even having 'Live Chat' functions that you can use to speak to a sales advisor! Unfortunately, you will again be communicating to the fraudster, so beware!

In both these scenarios, once the payment is made, the 'seller' won't send the item. They'll either not reply to you or make excuses as to why they haven't sent the goods. If they do send the item, they'll send counterfeit

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goods instead of the genuine items advertised. Again, you may struggle to receive any compensation or resolution to this problem from the legitimate website, as it could be against their policies.

Fraudsters also use e-commerce websites to pose as 'buyers.' If you have an item for sale, they may contact you and arrange to purchase this. It is common for criminals to fake a confirmation that payment has been made. Before posting any item, log in to your account via your normal method (not a link on the email received) and check that you have received the money.

You must also be careful what address you send items to. Fraudsters may ask you to send items to a different address. They may claim they need it sent to their work address or to a friend or family member. If you send the item to an address other than the one registered on the user account, you may not be provided any protection from the website or payment service.

### How to protect yourself

- Stay on site!
- Be wary of offers that look too good to be true.
- Read the consumer advice on any website you are using to make a purchase. Use the recommended payment method, or you may not be refunded for any losses to fraud.
- Research the seller/buyer and any of their bidding history.
- Don't be convinced by pictures, they may have been taken from somewhere else on the internet. You can check photos using a reverse image search on the internet through websites like [www.tineye.com](http://www.tineye.com) or <https://reverse.photos/>
- Be suspicious of any requests to pay by bank transfer or virtual currency instead of the websites recommended payment methods.
- Never buy a vehicle without seeing it in person. Ask to see the relevant documentation for the vehicle to ensure the seller has ownership.
- If you are selling online, be wary of any emails stating funds have been sent. Always log in to your account via your normal route (not via link in email) to check.
- Watch our video on Online Shopping Fraud at [www.met.police.uk/littlemedia](http://www.met.police.uk/littlemedia).

**REMEMBER** - Stay on site.

**CAUTION** - Be wary of paying by bank transfer or virtual currency.

**THINK** - Why is this item so cheap? Is it a scam?

### Advance Fee Fraud

**Advance Fee Fraud is an umbrella term to describe a particular fraud type where the criminal convinces a victim to make upfront payments for goods, services and/or financial gains. But the goods/services don't exist.**

Many different types of Advance Fee Fraud using various techniques and scams are used by criminals. Some of these (including Romance Fraud and Recruitment Fraud) are covered more in-depth later in this book. However, the numerous different tactics used by criminals means it's worth describing the basic technique behind the fraud; the criminal will offer something to you, but in order to progress, you'll need to pay something up front. Below is a list of types of Advance Fee Fraud. This list is by no means exhaustive!

- **Clairvoyant or Psychic Fraud**– The criminal predicts something significant in your future, but they need money to provide a full report.
- **Cheque Overpayment Fraud** – The criminal overpays for something with an invalid cheque, and asks for change.
- **Fraud Recovery Fraud** – Once you've been a victim of fraud, the criminal contacts you, claiming that they can recover your losses, for a fee.

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- **Inheritance Fraud** – The criminal tells you that you're in line to receive a huge inheritance, but you'll need to pay a fee to release the funds.
- **Loan Fraud**– The criminal asks you to pay an upfront fee for a loan.
- **Lottery Fraud** – You're told you've won a prize in a lottery, but you'll need to pay the criminal an admin fee.
- **Racing Tip Fraud** – The criminal offers racing tips that are "guaranteed" to pay off, for a small fee.
- **Rental Fraud** – The criminal asks for an upfront fee to rent a property, which may not be theirs, or even may not exist.
- **West African Letter Fraud (aka 419 Fraud)** – The criminal asks for help moving a large sum of money from one country to another, promising to cut you in, but asks for a payment upfront first.
- **Work from home Fraud** – The criminal offers you to make easy money working from home, but you need to pay a fee in advance, for business leads, or a website.
- **Vehicle Matching Fraud** – The criminal contacts you just after you've placed an advert trying to sell something (usually a car). They ask for a "refundable" fee to put you in touch with a non-existent immediate buyer.

### How to protect yourself

- Be extremely wary about giving money to anyone upfront, especially a stranger, for any reason.
- If they claim to be an official, double check their identity, but don't do so using any contact details they give you.
- Don't be pressurised into making a decision in that moment. Always take time to think, don't forget to Take 5.

**REMEMBER** – Criminals will try any lie to get your money

**CAUTION** – Don't give money upfront if you have even the slightest suspicion

**THINK** – Why should I give this person money? Why have they targeted me?

### Remember:

Your bank, the police, or tax office will **never** ask you to attend your bank, withdraw, transfer or pay money over the phone or send couriers to collect your card or cash. Nor would they ask you to buy goods or vouchers.

**This is a scam.**

1. **Hang up** (Never give details or money following a cold call)
2. **Take 5** (Seek a second opinion, tell someone what has happened)
3. **Verify** (if concerned, contact the company via a pre-confirmed method)

All of our videos and electronic leaflets can be found on the following link;

[www.met.police.uk/littlemedia](http://www.met.police.uk/littlemedia)

Free cyber advice can be found <https://www.ncsc.gov.uk/cyberaware/home>

- **STOP**  
Taking a moment to stop and think before parting with your money or information could keep you safe.
- **CHALLENGE**  
Could it be fake? It's ok to reject, refuse or ignore any requests. Only criminals will try to rush or panic you.
- **PROTECT**  
Contact your bank immediately if you think you've fallen for a scam and report it to Action Fraud.

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### Where to Report a Scam:

**If you think you have been scammed, contact your bank first by calling 159**

How it Works; 159 works in the same way as 101 for the police or 111 for the NHS. It's the number you can trust to get you through to your bank safely and securely every time. So if you think someone is trying to scam you into handing over money or personal details – stop, hang up and call 159 to speak directly to your bank.

Always report; scams, fraud and cyber-crime to Action Fraud, either online at [www.actionfraud.police.uk](http://www.actionfraud.police.uk) or by telephone on **0300 123 2040**.

Subscribe to the “Which” Scam Alert Service where you can receive free updates on current scams being used. Copy this link into your search engine <https://act.which.co.uk/> and locate “Scam Alerts newsletter” to register your details. **Which** will then provide practical advice to keep you one step ahead of fraudsters.

**Get advice** and report it to Trading Standards through the Citizens Advice consumer service on 0808 223 1133 or online advice at [www.adviceguide.org.uk](http://www.adviceguide.org.uk)

**The Citizens Advice consumer service** provides free, confidential and impartial advice on consumer issues. It is important that all complaints are referred to the Citizens Advice consumer service as they maintain a national database of complaints that provides an invaluable source of information and intelligence to the trading standards community

Details of all consumer enquiries, dealt with by the Citizens Advice consumer helpline, are made available to Trading Standards

**Report a text message you think is a scam** - most phone providers are part of a scheme that allows customers to report suspicious text messages for free by forwarding it to **7726**. If you forward a text to **7726**, your provider can investigate the origin of the text and arrange to block or ban the sender, if it's found to be malicious.

**Report an email you think is a scam** - If you have received an email which you're not quite sure about, forward it to [report@phishing.gov.uk](mailto:report@phishing.gov.uk)

**If you've been scammed through the post** - Royal Mail investigates postal scams. If you've received something in the post you think is a scam, send it to '**Freepost Scam Mail**'. Include the envelope it came in and a completed scam mail report. You can download a scam mail report from Royal Mail or call them and ask for a form and pre-paid envelope

**If the scam involves financial services** - If the scam involves cryptocurrency, investments, insurance or pensions, report it to the **Financial Conduct Authority - 0800 111 6768**

**Friends Against Scams** is a National Trading Standards Scams Team initiative, which aims to protect and prevent people from becoming victims of scams by empowering people to take a stand against scams.

Online learning available

<https://www.friendsagainstscams.org.uk/training/friends-elearning>