

This essay will look at the campaign known as the scams awareness campaign that is being completed by Citizens Advice. Also, it will also look at what the goal of this campaign, has it worked and what are the positives and the negatives of it. It will also include the legislations that are relevant to the current topic. It will also briefly explain how the current global pandemic known as the coronavirus and its link into scams, and also what are the different scams that an individual must be aware of. At the end of this essay and its topic of the scam awareness campaign will be summarized.

The scams awareness campaign tries to create a positive network of information in such areas as alert the consumers and how they can spot if a scam is happening to them and how to report this if it happens to them (Citizens Advice, No Date)

It is stated in the Citizens Advice page that in twenty twenty this campaign will be taking place over a two-week gap, from the fifteenth and the twenty fourth of June. The main objective of this campaign is to raise awareness on the issue of scams that have emerged because of the coronavirus outbreak (Citizens Advice, No Date)

The coronavirus has created an increase in scams. This means that more people are having issues, in such areas as employment, being driven into debt, housing and within their health (BBC,2020).

This has resulted in most people being or becoming into vulnerable situations. If you add this, to overall sensitive uncertainty and the anxiety that has been caused by the pandemic. This has made the vast majority of the most vulnerable and to be more likely to become a victim of a scam. The Citizens Advice wants to empower the public against scams and they believe that this is crucial during these most uncertain times (Independent Age, No Date) (Money Saving Blog,2020).

Citizens Advice want to get the most exposure to help spread the information that scams are crimes. Being a victim of a scam can happen to anywhere and

anywhere. and that everyone can all take a strong stand to help stop scammers. This campaign states that there are actions, such as reporting them, share stories of being scammed and tell the media and within social media, raise awareness of scams in order a safeguard ourselves and others in our society (Citizens advice, No Date).

There are many ways that people can scam another person. For example sending spam emails which have the words download or click on and asking for debit or credit card details over the phone or over emails. People are quite clever with all this new technology available everywhere in the world. People can hack personal accounts and retrieve their personal information such as name, address, bank details and national insurance number (American Bankers Association, 1990).

Citizens advice has a large identified the different scams that can happen they stated that there are seven categories with makeup different types of scams. In the general category have different factors such as (Citizens advice, No Date).

The coronavirus disease or also known as covid-19 is an infectious disease that has been a new pandemic. Most people that are infected with the coronavirus virus will experience respiratory illness and will require special treatment. In the worst-case scenario. If a person does not come under this category will have to self-isolate for seven to fourteen days. If you are classed as an older person, or if you have an underlying medical condition. Such as, diabetes, chronic respiratory disease, cancer is at a higher risk of developing serious illness. Even though people may not be of a certain age but still have any of these illnesses they will be quite vulnerable and are easier to persuade. A lot of people take advantage of vulnerable adults and will start their mission to scam them (World Health Organisation, No date).

The best way to prevent and slow down transmission is be well informed about the COVID-19 virus, the disease it causes and how it spreads. Protect yourself and

others from infection by washing your hands or using an alcohol-based rub frequently and not touching your face (World Health Organisation, No date).

The coronavirus can be spread through droplets of saliva, discharge from the nose or even when an infected person will cough and sneeze. The world health organisation state that the how important it is to practice respiratory etiquette. Such as coughing into a tissue or into your own clothing. (World Health Organisation, No date).

During this time of the coronavirus there is not a vaccine or any treatments for the health coronavirus. Many governments are having clinical trials to find the treatments for the global pandemic (World Health Organisation, No date).

An example of scams that are happening during the coronavirus are that the finance K have stated that scams are aiming at consumers in the aspect of their financial doubts. They have stated that there are ten major scams that the public must be aware of and they are organisations that are impersonating institutions. I found out within the research that it is organisations such as the red cross and sophisticated schemes in which during this global pandemic there have been a massive leap in crimes that are under the term sophisticated schemes that will exploit an individual's finances. The aim of this scheme is to trick an individual into releasing all their financial capital or their personal information. It is also stated that the local authorities have a figure of forty percent increase since the official start of the coronavirus lockdown, in contrast to the local authorities and citizens advice believe that one in three people have become a target by the group known as the covid scammers (BBC,2020).

There is also scams that manipulate their victims by rushing them to become investors and to benefit from the individuals financial downturn, the next one is that the scammers can Impersonate a very well know subscription service and attempt to remove the financials and personal information. Also, a small amount of scammers will pose as representatives from well know organizations such as

the national health service or also know as the NHS and people could also be phoning as a fake representative from the bank or a estate agents. A lot of scammers can be phoning from a fake call centre and which sounds like a good deal on an item for the house or life insurance, obviously people are going to go for it and be very tempted. However, all call centre numbers can be checked online and linked in with their base call centre (BBC,2020).

The legislation that covers scams are the fraud act of two thousand and six cover. This legislation covers the whole of the United Kingdom. There is also theft act nineteen sixty-eight and which will include theft act nineteen seventy-eight. These acts have been created to help protect people from being scammed or being a victim of theft. However, this doesn't mean it doesn't happen therefore in each one it states what to do if it has happened (CPS, 2020) (Citizens Advice, No Date) (IHASCO, 2019).

Within the citizens advice campaign has not been well covered in the media, also on the citizens advice page has not stated if their campaign has been successful (Citizens advice, No Date)

To conclude that the citizens advice helps the most vulnerable. In our society and that everyone can be a victim of scams in our society. Because of this the government are trying to help and prevent this from happing. They are doing this by providing the critical information to protect people from becoming this type of victim. The citizens advice campaign has tried to limit the increase in cases that he happened because of the coronavirus. That have tagged the most vulnerable in our society. And that the citizens advice campaign did not state if it was successful or if it was not. From the campaign that citizens advice has done to try and stop people from being scammed, have not stated if they have changed or created any new or improved on and legislation or policy within the United Kingdom. Even though the British government are trying to combat scammers

they need to improve to protect the most vulnerable in our society. And to how complex scams can be. Also how many different categories that scams have.

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