

Which?

Scam Alerts

Deepfake warning: videos impersonate the BBC and others

A deepfake video is when a person's face or body has been digitally manipulated using artificial intelligence to appear to be someone else. These videos have become increasingly common on social media and can be difficult to spot.

Scammers continue to misuse AI to create fake videos using celebrities and trusted brands. Find out more about our investigation into deepfake videos and [how to spot one](#).

5 fraud trends you need to know about

Around 3.1m fraud offences were committed in England and Wales in the year to December 2023, according to a new Office for National Statistics report.

Social media and email hacking is just one type of fraud that's on the rise, increasing by 55% in 2023. Fraudsters who hack into your social media and email accounts can do a lot of damage, including posing as you and contacting your friends and family, sending them fake gift card requests, selling your data on the dark web, or stealing your identity.

We've taken a closer look at data from Action Fraud to identify [five growing threats](#), and explain how to avoid being scammed.

Sneaky Scam Messages

Fraudsters are targeting EE customers again with fake competition texts. If you receive one of these, be wary as these scam texts lead to malicious websites that attempt to gather personal details and other data.

[Find out what these messages look like](#) and how this scam works.