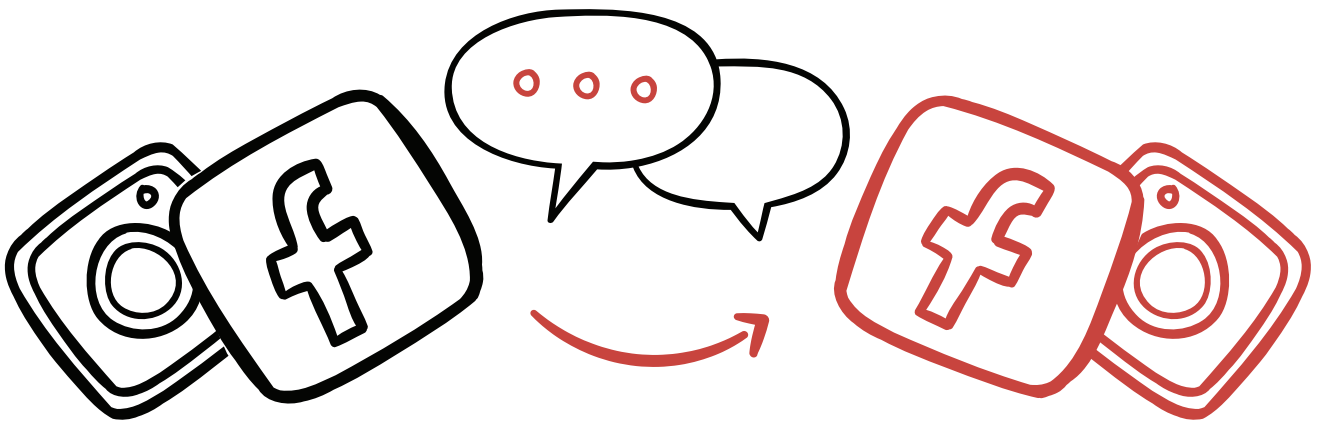




SOCIAL MEDIA **ISN'T** ALWAYS YOUR FRIEND

Have you ever received a friend request from someone you thought you were already friends with? This is because a cybercriminal has cloned their account.



You may wonder why they'd do this and what they can possibly stand to gain from cloning a social media account. But these simple scams can often prove to be quite lucrative.

HOW DOES IT WORK?

A cybercriminal uses the information and profile picture found on social media to create an account that looks exactly like the original.

Pretending to be this person (a legitimate friend), they will get in touch and try to get you to send them money, passwords or other information.

They often play on your emotions, saying that they've been mugged, are stranded or that it is an emergency.

WHAT SHOULD YOU DO?

- If you receive a request from a friend you are already friends with, you must report it to the platform and notify your friend.
- If you are concerned about your account being cloned, you can occasionally search to see if any duplicated content pops up.
- Remember to maximise your privacy settings and keep your friends list hidden.

Cloning is not a hack, so unless you have shared any details, you do not need to worry that the scammer has access to your account. They can however, use the cloned account to scam your friends and other contacts.

WATCH CRIMINAL MINDS - SOCIAL MEDIA TO SEE HOW A CYBERCRIMINAL USES INFORMATION FOUND ONLINE TO CLONE AN ACCOUNT AND CATCH OUT AN UNSUSPECTING (AND TRUSTING) FRIEND.

