

# Your Guide to Avoiding Falling Foul of Financial Scams



At Pure Retirement, we want our customers to be as safe as possible from any type of fraud. To help you avoid becoming the victim of a scam, we've put together some tips and some examples of common scams.

Fraudsters are using more and more sophisticated methods to target their victims. This could be bogus emails containing links which allows them to access your computer or bank account, or phone calls/text message where they pretend to be someone else; these are known as imposter calls.

## Some examples of the types of people imposter calls may try and impersonate are:

**Your bank:** they may say your account is at risk of fraud and ask you to move your money to a different account.

**Your internet/phone provider:** they may say there are problems with your internet and ask for your computer passwords to fix the problem.

**The police:** a common scam is saying they have apprehended someone attempting to use your debit/credit card, and want you to provide the full card details to confirm the fraud.

**The tax office/HMRC:** they may say you have an unpaid tax bill, and you will be arrested if you don't pay them over the phone within 2 hours.

**Investment/pension scams:** the fraudster will convince you to invest in their business, and may even convince you to hand over your computer and banking passwords and apply for loans in your name. Not only that, they may even coach you what to say to your bank to assure them you are not being scammed!

**Claiming to be with a relative that needs your help:** this could also happen by text message, where they say they have lost their phone and need you to immediately transfer them some money to help them.

## Other types of scams:

**Romance scams:** fake profiles will be very convincing and are designed to lead you to believe that you are talking to a real person. They may declare their love for you, convince you it is a real romance, and ask you to transfer them money so they can come to the UK.

**Email/text message scams:** these are designed to look like they are from a genuine company and usually contain some form link asking for personal information including passwords and banking details.

## Tips to remember:

**If someone is rushing you to transfer or invest money, STOP**, and take your time to make full checks that this is genuine. It's also worth taking the time to speak to a family member or even your bank before providing any bank details, passwords, or money. There are no guaranteed get-rich-quick schemes. At Pure, we have a Tariff of Charges so you can check that fees are legitimately related to your account or call us on 0113 3660 599 if you have any queries.

**Check the email is genuine** - If you are unsure that the sender is genuine, click on the sender's email to see the full email address, and check this is the correct email address for the company in question. Some may be very close to the real one, so speak to the company in question if unsure. Never click on a link in a text or email if you are not sure it is genuine and if in doubt, log on to the website directly.

**Check they are genuine** i.e., if they say they are calling from your bank, and you have reason to doubt this, end the call and if possible, use a different phone to ring your bank by using the phone numbers on your cards or bank statements. The fraudulent caller may give you a number to call to verify they are genuine - do not use the number they provide.

At Pure Retirement, along with most firms, we will ask for certain information to verify that we are speaking to the account holder or someone with the account holder's permission before we disclose any account-specific information. However we would not ask for any security passwords relating to your phone, computer, My Pure Portal account, or bank etc. In addition, for your peace of mind, all our outgoing numbers are from a UK landline (our office number is available on our website) and we operate from a UK-based office. Additionally, we would not call in the evenings.

**Never provide any personal details** without making your validation checks first, the fraudsters are very good at sounding convincing.

**Always seek independent financial or legal advice** if a proposition involves money, time, or commitment.

When it comes to equity release, the Equity Release Council standards and FCA regulation make it a requirement for independent financial and legal advice to be obtained prior to taking out a lifetime mortgage, providing assurance that we would not rush a customer into a decision without them being fully informed.

**Always report if you spot a scam or have been scammed.** Don't be embarrassed if you've been scammed, as fraudsters are cunning and there is no shame in being deceived. Reporting it creates awareness and makes it harder for the scammers to be successful - you could prevent it happening to someone else.

We would also ask you to let us, as your lender, know if you are concerned fraudsters may target your equity. There are additional measures we can put in place to safeguard your account in these circumstances.

If you think you've uncovered a scam, been targeted by a scam, or fallen victim to fraudsters, contact **Action Fraud** on **0300 123 2040** or find help online at **[www.actionfraud.police.uk](http://www.actionfraud.police.uk)**

Additional resources offering help and information regarding scams can be found here: **[www.ageuk.org.uk](http://www.ageuk.org.uk)** or **[www.citizensadvice.org.uk](http://www.citizensadvice.org.uk)**

☎ **0113 366 0599**

✉ **[info@pureretirement.co.uk](mailto:info@pureretirement.co.uk)**

🌐 **[pureretirement.co.uk](http://pureretirement.co.uk)**

Company registered in England and Wales No. 7240896.

Pure Retirement Limited, 2200 Century Way,  
Thorpe Park, Leeds, LS15 8ZB.

Pure Retirement Limited is authorised and regulated by the  
Financial Conduct Authority. FCA registered number 582621.

**Pure**  
Retirement

Providing solutions for your future