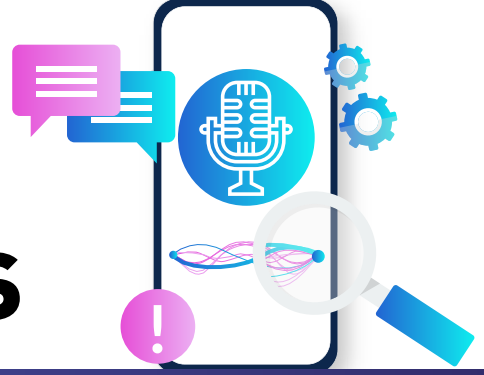


How to Spot AI Voice Scams



Provided by: Associates Insurance Agency

The advancement of artificial intelligence (AI) has created many opportunities for individuals and businesses, but this technology may also help criminals develop new methods for stealing. AI voice scams are a rising threat and generally entail a perpetrator using software programs to impersonate someone in an attempt to extort another party.

If criminals can find a recording of someone's voice, such as through a video posted on social media, they may be able to "spoof" that person's voice. The voice audio can be uploaded to AI software and used to record text composed by a scammer while sounding like the victim. Perpetrators may then target family members or business associates using the fake voice and attempt to extort money or information, such as by fabricating an urgent or dangerous situation that requires swift action.

To identify potential AI voice scams and avoid falling for them, consider the following tips:



- **Check to see if your personal information has been previously exposed by a data breach using identity-monitoring services.**
- **Avoid providing scammers access to voice recordings, such as by adjusting your social media privacy settings.**
- **Establish a code word with others that will be used if someone is in legitimate need of assistance.**
- **Ask suspicious callers questions that only the person they may be impersonating would know the answer to.**
- **Hang up on any suspected scams and then call the person in question back using their regular phone number.**

Contact us today for more information about staying safe from scammers and managing personal risks.

