

Don't Get Fooled by a Fake Face

Scammers aren't just
after adults. They'll
target you too.

What's an impersonation scam?

It's when someone pretends to be someone you trust - a bank, the police, a delivery driver, even a family member or friend.

They're not who they say they are.
They're after your **money** or **personal info**.

They don't break in, **they trick you into letting them in**.

**Need help? Visit our resource hub or
speak to a trusted adult**



Childline – 0800 1111 – childline.org.uk
The Mix – themix.org.uk
Ditch the Label – ditchthelabel.org
Report Harmful Content – reportharmfulcontent.com

Why it matters to you

Scammers don't just target adults. They message teens too – through texts, emails, social media or game chats.

They might say your mum's in trouble... or a friend needs help. They want you to panic, act fast, and **not tell anyone**.

Spot the red flags

Pretending to be a bank, police, or someone you

“ Don't tell anyone ”

Asking you to send money or buy gift cards

Wanting you to install random apps/programs

“ It's urgent – act now ! ”

How to Outsmart Them

Pause. Think. Don't rush.

- ➔ Never keep secrets about money or messages
- ➔ Don't send money to someone you've never met in real life
- ➔ Ask a trusted adult – even if you're unsure
- ➔ Avoid clicking strange links or downloading apps you didn't ask for
- ➔ Use strong passwords. - **Keep them private**

If You Already Replied

1. Tell your bank or payment app.
2. Save messages, names, numbers.
3. Report at ***actionfraud.police.uk*** or call **0300**
4. Talk to someone you trust.

Scammers rely on panic.
You stay safe by pausing, checking, and talking.