

## 2025: A YEAR OF NEW FRAUD ATTACKS – HERE’S HOW TO STAY PROTECTED

Fraud is evolving at an alarming rate. “In 2025, we’re seeing smarter scams and more dangerous technology being used by fraudsters. But don’t worry—knowledge is power, and your First Bank team is here to help you stay one step ahead,” said Carolyn Moore, First Bank’s IT Compliance Manager. Below are key fraud trends for 2025 and how you can protect yourself.



### 1. Synthetic Identity Fraud

is on the rise. Imagine fraudsters creating fake identities by combining real information stolen in data breaches with made-up details. These synthetic identities are being used to open fake accounts and apply for loans. In 2024 alone, synthetic fraud accounted for 20% of all credit card fraud.

### 2. Deepfake Tech Targeting Authentication

Deepfake videos and audio are no longer just for movies—they’re being used in scams to impersonate your voice or face. This could lead to unauthorized access to your accounts. Banks are now adding extra layers of security, like multifactor authentication to add an extra shield to your accounts.

### 3. New Payment Processing Rules Bring Risks

Changes to payment systems, like faster transfers, make banking convenient—but they also give fraudsters less time to be caught. In 2025, AI-driven tools that monitor transactions in real-time will be essential for catching these crimes. Ensure your financial institution is keeping up with these changes.

### 4. Scams Are Getting Harder to Spot

Authorized Payment Scams (where you are tricked into sending money) are increasing. In 2025, banks will focus more on monitoring both incoming and outgoing transactions. You can help by double-checking payment requests, especially from unfamiliar sources.

### 5. Fraudsters Are Adapting to Shifts in Liability

As banks become more responsible for fraud prevention, scammers are shifting to newer, less-regulated payment channels. Stay cautious about new payment apps or features, and always verify requests before approving any transactions.

We understand that these threats can feel overwhelming, but you don’t have to face them alone. By staying informed and partnering with experts like First Bank, you can protect your finances and your future. Let’s work together to outsmart fraud in 2025!



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