Stay safe from scams

Reassura is the UK’s leading fraud and scam avoidance service.

Our service offers expert advice and guidance to stay safe from scams and fraud.

Our team of specialist Fraud Advisors can help put you ease and help you to make better-informed decisions.

Call 0800 888 6400
Our Service

- Unlimited access to UK based Fraud Advisors
- Scam alerts as soon as a new scam appears
- Newsletter to keep members current & safe
- Access to all our online guides and videos

Expert Fraud Advisors

All our Fraud Advisors are based in the UK. They all complete our advanced training scheme, developed by Professor Mark Button at the University of Portsmouth, as well as the National Trading Standards ‘Friends Against Scams’ programme.
How Does Reassura Work?

1. Whenever you're worried about a potential scam call Reassura on 0800 888 6400.

2. Our Fraud Advisors will listen to the problem or question and give you expert and personal advice.

3. You can then make a better-informed decision, helping to keep them safe and confident.

4. Whether it's a suspicious email, an unsolicited text, a cold caller, a sales person at the door, or a website, we can help.
Always pay with a credit card as your protection from fraud is much greater than using a bank transfer, debit card or even PayPal.
#2

Never click on any links, attachments, pop-ups or a text unless you are 100% certain that you trust the sender.
#3 Don’t buy anything from a cold call.
Never allow anyone remote access to your PC unless you have approached them as a trusted supplier for assistance.
Always check letters, texts and emails to see if they are personally addressed to you, and if they are not, ignore it.
Verify who any caller is by phoning the company’s customer support with the telephone number you have found on Google.
Secure your tech by installing and keeping anti-virus protection up to date and be sure to regularly change and use strong passwords.
Never if you make regular payments and someone emails or writes to you requesting a change of bank details always call them directly to check.
Review your social media privacy and security settings as controlling who you share your posts with is key to staying safe.
#10

Don’t overshare. Telling the world your date of birth, where you live and when you’re away is the same as leaving the front door unlocked.
Follow the crowd. Whenever shopping online, check out independent reviews and avoid anybody with poor or few reviews.
If a deal sound too good to be true. It’s a scam.
Action Fraud

Action Fraud is the UK’s national reporting centre for fraud and cybercrime where you should report fraud if you have been scammed, defrauded or experienced cyber crime in England, Wales and Northern Ireland.

Action on Elder Abuse

Working to protect and prevent the abuse of vulnerable older adults.

Age UK

Age UK is the country’s largest charity dedicated to helping everyone make the most of later life.

BBC Watchdog

Consumer rights show and information.

BBC Radio 4 Moneybox

The latest news from the world of personal finance plus advice for those trying to make the most of their money.

British Banking Association

The British Banking Association is the leading trade association for the UK banking sector with 200 member banks headquartered in over 50 countries with operations in 180 jurisdictions worldwide. Eighty per cent of global systemically important banks are members of the British Banking Association. As the representative of the world’s largest international banking cluster the British Banking Association is the voice of UK banking.

Chartered Trading Standards Institute (CTSI)

The Chartered Trading Standards Institute (CTSI) is a not-for-profit membership organisation founded in 1881 to support and represent trading standards professionals in the UK and abroad. Sustainable excellence in local trading standards services and the continued development of trading standards professionals are at the heart of the organisation’s ethos.

CiFAS – UK Fraud Prevention Service

CiFAS is a not-for-profit fraud prevention membership organisation. They are the UK’s leading fraud prevention service, managing the largest confirmed fraud database in the country. CiFAS members are organisations from all sectors, sharing their data across those sectors to reduce instances of fraud and financial crime.

Citizens Advice

Aim to provide the advice people need for the problems they face and improve the policies and practices that affect people’s lives. Citizens Advice provide free, independent, confidential and impartial advice to everyone on their rights and responsibilities.

Counselling Directory

When you are going through a difficult time, it can be very easy to keep your worries to yourself and believe that you are the only one experiencing such painful feelings. While we all have our own ways of coping, information and support can make a huge difference.

CrimeStoppers

An independent charity that gives people the power to speak up to stop crime, 100% anonymously. Whoever you are, wherever you live, from communities to companies. By phone and online, 24/7, 365 days a year.

Equifax

Equifax is a consumer credit reporting agency. Equifax collects and aggregates information on over 800 million individual consumers and more than 88 million businesses worldwide.

Experian

Experian is a consumer credit reporting agency. Experian collects and aggregates information on over one billion people and businesses.

Financial Conduct Authority (FCA)

The Financial Conduct Authority is the conduct regulator for 58,000 financial services firms and financial markets in the UK and the prudential regulator for over 18,000 of those firms.

Friends Against Scams

Friends Against Scams is a National Trading Standards (NTS) Scams Team initiative, which aims to protect and prevent people from becoming victims of scams by empowering communities to “Take a Stand Against Scams”.

Get Safe Online

Get Safe Online is a leading source of unbiased, factual and easy-to-understand information on online safety.
HM Revenue & Customs (HMRC)

HM Revenue and Customs or HMRC is a non-ministerial department of the UK Government responsible for the collection of taxes, the payment of some forms of state support and the administration of other regulatory regimes including the national minimum wage.

Independent Age

Independent Age can provide you and your family with clear, free and impartial advice on the issues that matter: care and support, money and benefits, health and mobility.

Information Commissioner’s Office (ICO)
The ICO is the UK’s independent body set up to uphold information rights.

Metropolitan Police

Resources for fighting fraud and cybercrime

Money Advice Service

Free and impartial money advice (including information on a wide variety of scams).

Moneysavingexpert.com

MoneysavingExpert.com is the UK’s biggest consumer website, with about 15 million users a month. The site’s dedicated to cutting your bills and fighting your corner with journalistic research, cutting-edge tools and a massive community – all focused on finding deals, saving cash and campaigning for financial justice.

National Crime Agency

Organised crime is one of the greatest threats to the UK’s national security. The role of the National Crime Agency is to protect the public by disrupting and bringing to justice those serious and organised criminals who present the highest risk to the UK.

National Cyber Security Centre

The NCSC was set up to help protect our critical services from cyber attacks, manage major incidents, and improve the underlying security of the UK Internet through technological improvement and advice to citizens and organisations. Our vision is to help make the UK the safest place to live and do business online.

National Trading Standards eCrime Team

part of a wider strategy to protect consumers and tackle rising e-crime, the Government has set up the National Trading Standards eCrime Team (NTSect).

Neighbourhood Watch

The UK’s largest voluntary movement.

Royal Mail (Report Scam Mail)

Like telephone, email and online scams, there are a few different types of scams that can be sent in the post. Sometimes they are tricky to spot. Royal Mail want to help you look out for scam mail, and explain how you can avoid falling victim to it.

Senior Citizen Liaison Team (SCLT)
The Senior Citizen Liaison Team (SCLT) came into existence in December 2009 in the major UK city of Bristol, with the intention of helping the older adult population feel safer in their daily lives.

Telephone Preference Service (TPS)

A free opt out service enabling you to record your preference on the official register and not receive unsolicited sales or marketing calls.

The Silver Line

The Silver Line operates the only confidential, free helpline for older people across the UK that’s open 24 hours a day, seven days a week.

The Online Dating Association

An independent body created in 2013 to help the sector to work together on standards and speak as one voice with regulators, law enforcement agencies and others.

Think Jessica

Shortly after her mother Jessica died in 2007, Marilyn started the Think Jessica Campaign. Her aim was, firstly, to shock the government and postal services into taking action and protecting others like her Mum. Secondly, she wanted to educate professionals about the powerful psychology criminals use to trap their targets, and how it is strong enough to turn them against their loved ones and those trying to help them.

UK Finance

UK Finance represents nearly 300 of the leading firms providing finance, banking, markets and payments-related services in or from the UK. UK Finance has been created by combining most of the activities of the Asset Based Finance Association, the British Bankers’ Association, the Council of Mortgage Lenders, Financial Fraud Action UK, Payments UK and the UK Cards Association.

Victim Support

Victim Support (VS) is an independent charity dedicated to supporting victims of crime and traumatic incidents in England and Wales. Their purpose is to provide specialist help to support people to cope and recover to the point where they feel they are back on track with their lives.

Which?

Which? exists to make consumers as powerful as the organisations they deal with in your daily life.