



INTRODUCING OUR NEW

Fraud Awareness Newsletter

Helping you stay protected against the latest financial scams.



Welcome to the first edition of our quarterly Fraud Awareness Newsletter!

In today's fast-changing digital landscape, new scams and fraud tactics are emerging every day. At Southwest Heritage Bank, protecting your financial security is a top priority, which is why we're launching this new quarterly newsletter to keep you informed. Each issue will feature helpful insights, practical tips, and trusted resources to help you spot potential scams and take action before fraud can occur.

Recognize and Avoid Scams

Romance Scam

Romance scammers build fake online relationships to gain your trust then trick you into sending them money.

Romance scammers often say they can't meet in person because they're living or working abroad and will ask for money to cover fake emergencies like medical bills, travel costs, or visas. They pressure you to pay quickly using hard-to-trace



Imposter Scam

Imposters pretend to be banks, government agencies, or charities to trick you into giving personal info or sending money. They often ask for payment through gift cards, wire transfers, or person-to-person apps—methods real organizations don't use.

Phishing Scam

methods like wire transfers, gift cards, money apps, or cryptocurrency.

Phishing scams use fake emails, texts, or ads that look official to trick you into sharing personal or financial info. Watch for generic greetings, typos, and suspicious links that can install malware or lead to identity theft.

[Click Here to Learn About Other Scams](#)

Fraud in the News



Wells Fargo Scheme: Another Victim Comes Forward

A Houston man lost \$20,000 after scammers posed as Wells Fargo fraud investigators and sent someone to his home to collect his debit card. Surveillance video captured one of the alleged scammers.

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Three Key Things to Know About Scams in 2025

AARP reports that Americans lost over \$12.5 billion to scams in 2024—a 25% jump from the year before. Experts say most scams are tied to organized crime rings, and many losses go unreported.

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What You Need to Know About AI Phishing Attacks

Hackers are using AI chatbots to generate fake banking links that look real but lead to phishing sites. Experts warn users to avoid clicking on links from unknown sources and verify URLs directly.

[Read Article](#)

Helpful Resources



FBI: The Cyber Threat

Explore how the FBI fights cybercrime and find resources to protect yourself, report scams, and stay informed about current threats.

[Learn More](#)



People How to Avoid Scams

Learn a quick rule to help you recognize and avoid common scams, including fake emails and texts from imposters.

[Learn More](#)



Federal Trade Commission: Data Breach Response – A Guide for Business

Know how to respond quickly and effectively to a data breach to protect your business and customers.

[Learn More](#)



Southwest Heritage Bank: Fraud Prevention

Visit our website for tips on spotting scams, reporting suspicious activity, and protecting your accounts.

[Learn More](#)

*If you suspect that you have been targeted for a scamming scheme, please **contact** Southwest Heritage Bank immediately.*



For more fraud awareness tips, follow along with us on social media!

Southwest Heritage Bank is Member FDIC.

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