

# WISIRA

## YOUR GUIDE TO AI

### Module 15: AI Scams Every Caregiver Should Know

Caregivers play a critical role in protecting older adults from AI-driven scams. Fraudsters now use advanced tools like voice cloning, deepfake videos, and AI chatbots to deceive vulnerable individuals. This guide outlines the most common AI scams every caregiver should know, with practical tips for prevention.

#### Voice Cloning Scams

- Scammers clone a loved one's voice to make urgent requests for money or help.
- Often claim to be in trouble (accident, jail, emergency) to pressure quick action.
- Prevention: Establish a family safe word or challenge question. Always verify by calling back.

#### Deepfake Video Scams

- Fraudsters create fake videos of celebrities, officials, or even relatives.
- Used to endorse fake charities, investments, or medical cures.
- Prevention: Cross-check on official websites or trusted news sources before believing or sharing.

#### Phishing and Smishing

- AI-generated emails or texts mimic banks, Medicare, or delivery companies.
- Messages may include perfect grammar and realistic logos.
- Prevention: Never click suspicious links. Go directly to the official website.

#### Investment and Crypto Scams

- AI chatbots push 'guaranteed' returns or fake trading platforms.
- Deepfake influencers or fake financial advisors may appear convincing.
- Prevention: Remind seniors there are no guaranteed profits. Verify investments with licensed professionals.

### Healthcare and Insurance Scams

- Scammers pose as Medicare reps or insurance providers using AI phone systems.
- They request Social Security or policy numbers to steal identities.
- Prevention: Hang up and call the provider directly with the official number on your card.

### Romance and Companion Scams

- AI-generated profiles use stolen photos and smooth conversation to build trust.
- Fraudsters request money for emergencies, travel, or gifts.
- Prevention: Warn loved ones to never send money to someone they have not met in person.

### Fake Tech Support

- AI-powered pop-ups or calls warn of 'viruses' and push urgent fixes.
- Fraudsters may remote into devices and steal sensitive information.
- Prevention: Never call numbers from pop-ups. Use official support channels.

### Online Shopping and Prize Scams

- AI-generated ads or fake stores offer huge discounts or fake products.
- Emails or messages claim you have won a prize but need to pay shipping or taxes.
- Prevention: Shop only on trusted websites. Ignore 'you won' messages.

Caregivers are the first line of defense. By knowing these scams, you can better educate and protect loved ones from losing money, privacy, or peace of mind. Share this guide widely and revisit it often, as AI scams continue to evolve.

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