Trend Micro Leads the Fight Against Scams on Safer Internet Day

Consumer misconceptions and habits towards scams highlighted in new research

DALLAS, Feb. 11, 2025 /PRNewswire/ -- Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity, published research revealing a range of consumer perceptions and habits towards different types of online scams. The study revealed numerous findings about common misconceptions that make people more susceptible to scams, which Trend aims to debunk in its fight against scams.

More than one-third of consumers believe that they can only be a victim of online scams if they overshare online. But with the rise of data breaches, consumers are at risk of cybercriminals obtaining their personal data through private channels. With personal data in hand, criminals can perpetrate a variety of crimes including scams, fraud, or identity theft.

The study also revealed that 45% of respondents believe scams can be easily identified by spotting grammar or spelling errors in a text message or email. While that used to be an easy way to spot scams, cybercriminals now use generative AI tools to craft convincing messages that contain none of these signs.

According to the Global Anti-Scam Alliance (GASA)*, consumers lost over$1 trillion to scams in the past year. Despite this, only 15% of respondents to the study confirmed that they have discussed with family or friends what to do if they are ever targeted by criminals with romance or investment scams.

Russell Slater, Director, Corporate Partnerships at the National Council on Aging:"Scams are one of the most dangerous online challenges today, not only for older adults but people of all ages. We are dedicated to addressing this as a national priority and appreciate our collaboration with Trend to protect older adults and the public at large through our education initiatives."

Cybercriminals continue to employ increasingly aggressive techniques to target consumers of all ages worldwide. Trend has committed to addressing this problem through:

- **Innovation**: The newest version of Trend Micro ScamCheck helps consumers identify potential scams and growing AI threats like deepfakes.
- **Education**: Since 2008, Trend has reached over 5 million people through its curriculum and events. The company will kick off a new webinar series starting early March 2025 dedicated to the issue of fighting scams.
- **Collaboration**: Trend is the first foundation partner of GASA and will be a thought leadership sponsor at GASA Summits worldwide in 2025, including the upcoming summit in London on March 26-27. Trend representatives will be presenting and chairing a track on Scam Prevention.

For more information or to register for the summit, visit:https://www.gasa.org/all-events.

Trend's research was conducted from January 27–February 5 among over 6,000 consumers inAustralia, Singapore, Taiwan, the U.K. and the U.S.

**Global State of Scams Report 2024 - GASA*

About Trend Micro
Trend Micro, a global cybersecurity leader, helps make the world safe for exchanging digital information. Fueled by decades of security expertise, global threat research, and continuous innovation, Trend Micro's AI-powered cybersecurity platform protects hundreds of thousands of organizations and millions of individuals across clouds, networks, devices, and endpoints. As a leader in cloud and enterprise cybersecurity, Trend's platform delivers a powerful range of advanced threat defense techniques optimized for environments like AWS, Microsoft, and Google, and central visibility for better, faster detection and response. With 7,000 employees across 70 countries, Trend Micro enables organizations to simplify and secure their connected world. www.TrendMicro.com.

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