

## **Mass Marketing Fraud Publicity Encourages Victims to Come Forward**

Recent media coverage of the work of SOCA and its partners to tackle mass marketing fraud and romance scams in particular has encouraged more victims to make themselves known. This has enabled SOCA to prevent a number of people from becoming victims and potentially losing hundreds of thousands of pounds.

If you think you have been a victim, would like to report a fraud or seek advice, call Action Fraud on 0300 123 2040 or visit the website at <http://www.actionfraud.org.uk/>

Romance scams are a particularly vicious form of mass marketing fraud, which prey on people's search for love and happiness and turn it against them. Criminals search for potential victims on lonely hearts columns and dating websites. They pose as suitors, establish trust and then pretend to be in urgent need of money.

The extent of the increased reporting became particularly apparent following the global day of action against mass marketing fraud on the 1st of June 2010 which resulted in a doubling of the number of calls and online reports received by [Action Fraud](#).

SOCA fraud expert Colin Woodcock is interviewed during the piece which focuses on a particularly harrowing story of one victim and follows a journalist's attempt to uncover and confront some of the criminals in Ghana.

The piece highlights the arrest of a man suspected of posing as an American soldier and conning British women out of at least £772,000. He was arrested after SOCA instigated a sting operation in conjunction with the local police.