



AMAZON BECOMES FIRST RETAILER TO JOIN STOP SCAMS UK

- Amazon joins Stop Scams UK, becoming its 22nd member.
- Amazon will contribute global insights and expertise in detecting emerging scams and protecting customers
- Their membership boosts technology sector representation in the unique collaboration that leads UK industry's fight against scams.

Amazon has today become the first retailer to join Stop Scams UK, an industry-led collaboration of responsible businesses from across the technology, financial services, and telecommunications sectors working together to stop scams at source.

The addition significantly boosts representation of technology companies within Stop Scams UK's membership and expands it into retail, where Amazon has 25 years' experience of serving millions of customers and supporting more than 100,000 small and medium-sized businesses who sell on Amazon.

Amazon is committed to ensuring customers are protected from scams when they shop, and partnering with organisations, such as Stop Scams UK, who share the same objectives.

When it comes to protecting consumers, knowledge is power, and scammers are constantly devising creative new tactics to avoid detection and exploit trusted brands. By joining Stop Scams UK, Amazon will be able to share insights about real-time emerging trends reported by customers, such as business impersonation scams, to better protect UK consumers.

Amazon will also share expertise from their team, that includes machine learning scientists and expert investigators, who protect the store and consumers, and partner with law enforcement across the globe to ensure scammers are held accountable.

With fraud representing 41 per cent of all UK crime, the scam crisis has now become an emergency. UK consumers lost £1.2 billion to fraud in 2022, or nearly £2,300 every minute, according to UK Finance figures, which have been steadily rising for more than a decade. The City of London Police predicts fraud will grow between a quarter and 65 per cent more over the next four to five years.

Amazon's arrival brings the total number of Stop Scams UK members to 22 – following VISA, Monzo, and Tide in financial services, and remote desktop services suppliers TeamViewer and Anydesk, who also joined this year. Amazon adds significantly to the group's ability to deliver technical innovation.

With its growing membership Stop Scams UK is better positioned to accelerate new approaches to data sharing across sectors, to push for policy changes making it easier for industry to prevent scams, and to work on initiatives around the world to help keep even more people safe from harm.

Ruth Evans, Chair of Stop Scams UK, said:

“I am delighted to welcome Amazon on board as our latest member. Amazon brings global digital reach, consumer understanding and technical leadership that will add enormously to Stop Scams UK’s collective efforts to deliver ever more impact in the fight against scams.

“Amazon arrives as we are starting to unlock cross-sector data sharing as one of industry’s most important approaches to tackling scams. Pilot projects between our members show that technology can identify bad actors and yield rich insight about how scammers operate.

“We look forward to the additional expertise Amazon brings to these unique collaborations so we can identify more tech-based solutions to prevent scams and keep people safe.”

John Boumphrey, UK Country Manager at Amazon said,

“We’re committed to ensuring that scammers do not use our brand, or other trusted brands, to take advantage of people.

“Partnerships across the public and private sectors are critical for protecting consumers and more effectively tackling scams, which is why we are pleased to be working alongside like-minded organisations as a member of Stop Scams UK to help stop scammers.”

ENDS

¹ <https://www.ukfinance.org.uk/policy-and-guidance/reports-and-publications/annual-fraud-report-2023>

NOTES TO EDITORS

ABOUT STOP SCAMS UK - www.stopscamsuk.org.uk

- [Stop Scams UK](http://www.stopscamsuk.org.uk) is a collaboration led by its members, responsible businesses from the financial services, technology and telecoms sectors who have come together to stop scams at source.
- The members are Amazon, AnyDesk, Barclays, BT, Gamma, Google, HSBC, Lloyds Banking Group, Meta, Metro Bank, Monzo, Nationwide, NatWest, Santander, Starling Bank, TalkTalk, TeamViewer, Tide, The Co-operative Bank, Three, TSB and VISA.
- An ambitious programme of data-sharing innovation is under way between members to test solutions that work across sectors. If they prove replicable at scale, they will make a real difference in preventing scams. Pilot projects include reporting of information about scams from banks to technology platforms and gathering intelligence about how scammers operate scams by engaging directly with scammers over text and email.
- Stop Scams UK helps consumers protect themselves through 159, the number that connects you directly with your bank. 159 is offered by 16 bank brands covering almost all UK retail current accounts. It has received around 400,000 calls to date, potentially cutting off thousands of scams. If you think someone is trying to trick you to hand over money or personal info “Stop, Hang Up, Call 159”.

ABOUT AMAZON - www.aboutamazon.co.uk

- Our goal is to ensure that customers are protected when they shop on Amazon. Scammers that attempt to impersonate Amazon put consumers at risk. We will continue to invest in protecting consumers and educating the public on scam avoidance.
- We encourage consumers to report suspected scams to us so that we can protect their accounts and refer bad actors to law enforcement to help keep consumers safe. Please visit our help pages to find additional information on [how to identify scams](#) and report them at amazon.co.uk/reportfraud
- Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow [@AmazonNewsUK](#)