

![Facebook is testing a TikTok-style short video format on its main app in India | HT Tech](https://images.hindustantimes.com/tech/img/2020/08/15/960x540/2020-08-13T083905Z_1_LYNXNPEG7C0JU_RTROPTP_3_EU-APPLE-FACEBOOK-MICROSOFT_1597465110652_1597465123759.JPG)July 16, 2021
KUALA LUMPUR, July 12 ♦ As part of the industry effort to fight financial fraud, Royal Malaysian Police's Commercial Crime Investigation Department (CCID) and Facebook Malaysia, in partnership with government agencies, industry and consumer associations today launched a nationwide #TakNakScam awareness campaign to educate the public on how to identify, check and report against highly deceptive tactics employed by scammers.

In a statement, Facebook said this ongoing campaign held from July till the end of September is a joint effort between CCID, Royal Malaysian Police, Ministry of Domestic Trade and Consumer Affairs (KPDNHEP), Securities Commission Malaysia (SC), Bursa Malaysia Bhd, Malaysian Communications and Multimedia Commission (MCMC), CyberSecurity Malaysia (CSM), The Association of Banks in Malaysia (ABM), Federation of Malaysian Consumers Associations (FOMCA) and the Education and Research Association for Consumers, Malaysia (ERA Consumer Malaysia).

♦More people than ever before are now online and social media helps people stay connected with communities, families, and friends around the world, ♦ Facebook Malaysia Acting Country Director Justin Murugaya said.

♦However, it is not just the good guys that are online.

♦With the rising scam cases across Malaysia, we hope that this campaign will help support various law enforcement and government agencies, industry and consumer associations and the financial services sector in building and ensuring a safer online ecosystem in Malaysia.

Many Malaysian have become victims of frauds and scams since the beginning of the Movement Control Order (MCO), financial scams being most prevalent, as scammers exploit increasing reliance on technology.

According to PDRM, cybercrime fraud in Malaysia is on the rise at a concerning level.

Over the last five years, a total of 67,552 cyber scam cases were reported between 2017 till this June 20, recording a total loss of RM2.23 billion.

Of the total, e-commerce scams top the chart with 23,011 cases, followed by illegal loans 21,008 cases and investment scams, 6, 273 cases.

♦We are acutely aware of the rising cases of financial related scams across Malaysia, especially on the online and social media platforms and it is more important than ever for public and private sectors, NGOs and community to come together in combating scams by raising awareness, encouraging critical thinking and empowering people to take actions through streamlined and easy to

understand messaging, information, tips and support systems, Deputy Minister of Domestic Trade and Consumer Affairs Datuk Rosol Wahid said.

In Malaysia, the most prevalent types of financial scams include bank and identity impersonation, illegal loans, investment scams, e-commerce scams and money muling and ATM card rentals, which are the key focus areas of this campaign.

The #TakNakScam campaign calls for the public to remember three simple steps: Spot, Check, Report to stay vigilant in identifying, verifying and reporting financial fraudsters.

During the campaign, educational videos, as well as tips and tricks to identify, tackle and report fraudulent activities will be shared comprehensively on various online and offline channels of all partners of this campaign.

If the public comes across any form of financial fraud, they are advised to file a report to CCID which is contactable between 8 am to 8 pm every day at 03-26101559 or 03-26101599.

Source: <https://dailystraits.com/2021/07/16/facebook-collaborates-on-taknakscam-campaign/>