

# Kent Fraud Alert System



TO STOP FRAUD™

## FRAUD ALERT FROM CITY OF LONDON POLICE

### Criminals stole over £879 million through investment fraud in 2025

Victims of investment fraud lost an average of £1,675 every minute last year, new figures from the City of London Police, the National Lead Force for Fraud, have revealed.

**Criminals stole £879.8 million through investment fraud last year - an average of £2.4 million a day.**

In 2025, 34,673 people reported investment fraud to Report Fraud, the national service that replaced Action Fraud in December 2025. This marks a 31 per cent rise on the previous year. The rise in reporting is not only linked to an increase in investment fraud, but also due to the point at which victims realise what has happened. Reports began climbing steadily from March and spiked in July and September when many people review their investments, move money into new products or check their returns ahead of the new financial year.

As part of wider fraud-prevention work, **we are urging the public to take simple steps to protect themselves.**

- Before making any investment, use the FCA's [firm checker tool](#), to confirm whether a firm or individual is authorised. The tool can be accessed via the FCA website and is one of the most effective ways to avoid cloned firms and bogus advisers.
- We encourage anyone considering an investment to be cautious of unsolicited messages, adverts promising unusually high returns, or requests to keep the offer "confidential."
- You can also contact the Financial Conduct Authority's consumer helpline on 0800 111 6768 or report suspicious businesses or individuals by using the reporting form on their website.

### Preventing fraud

Together, let's stop scammers.



Remember, ABC:

 never Assume

 never Believe

 always Confirm



If you have been a victim of any type of scam, then contact your Bank immediately, which you can do by calling 159 and reporting to Report Fraud at [Reporting cyber crime and fraud or phishing attempts - Report Fraud](#) or call 0300 123 2040.

Find out more by visiting our website at [Advice about fraud | Kent Police](#) and also from the Home Office at [Stop! Think Fraud - How to stay safe from scams](#)



**Kent  
Police**

Report a non-urgent crime online [www.kent.police.uk/report](http://www.kent.police.uk/report)

Talk to us on LiveChat – available 24/7 [www.kent.police.uk/contact](http://www.kent.police.uk/contact)

In an emergency, if crime is in progress or life is in danger call **999**

If you have a hearing or speech impairment, use our textphone service **18000**. Or text us on 999 if you've pre-registered with the emergency SMS service.

[www.kent.police.uk](http://www.kent.police.uk)   

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## Text Scam Alert

I have had reports today of Kent residents receiving a message stating that their card has been added to an Apple Pay wallet named "Mason's Device" and asks you to call a number to verify your identity. This is a common tactic used by scammers to obtain personal information, such as credit card numbers or Apple IDs.

It is advised to ignore this message and not respond. If you receive this message, you can report it by forwarding to 7726 and then block the sender and delete the message.

Apple will not call or text you to warn of an issue. It will not send you a number to call. It will never ask for any codes or passwords. It will never email or message with links or ask you to download software.

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# APPLE PAY SCAM TEXT



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## Doorstep criminals busy across the County

This week, doorstep criminals have been active in Maidstone, Ashford, Faversham and Sheerness targeting residents.

They are knocking on doors and claiming there are issues with roofs, such as loose or damaged tiles. In several cases, residents have been pressured into agreeing to work, given invoices with little or no trader details, or made to feel intimidated.

Doorstep criminals, often referred to as rogue traders, cowboy builders or building and gardening scammers, make unsolicited visits to homes, offering attractive deals to persuade homeowners to agree to numerous services.

However, accepting their offers typically results in paying exorbitant prices for substandard, unnecessary, and occasionally hazardous work.

Find out how to protect yourself from doorstep criminals, go to - [How to say no to doorstep crime - Kent County Council](#)

Always get three quotes and use a safe, local trader that has been vetted by Kent Trading Standards: [Trading Standards Checked](#)

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