

SPOTTING AI SCAMS · PRINT & POST

Is this real, or an AI scam?

AI has made fake emails, cloned voices, and even video calls cheap and convincing. Here are the red flags worth a second look before you act.

**Urgency and secrecy**

"Do this right now, and don't tell anyone." Real emergencies rarely need both at once.

**A voice or video that's slightly off**

Odd pauses, flat tone, or a "boss" who can't answer a simple personal question. Cloned voices are easy now.

**A money or access request**

Wire transfers, gift cards, changed bank details, or a login prompt you weren't expecting.

**A new address or a switch of channel**

The "vendor" or "exec" emails from a slightly-off address, or wants to move you to text or WhatsApp.

**It's too perfect, or just slightly wrong**

A flawless email from someone who never writes that way, or small details (name, title, amount) that don't quite fit.

THE ONE RULE TO REMEMBER

Urgency plus a request for money, access, or secrecy? Stop and verify on a channel you already trust.

**Learn more**

Scan for the full plain-English guide & a printable "verify before you act" checklist.

insidepartners.ai/ai-scams

GOOD AI HYGIENE
ALIGNED TO **NIST AI RMF**