



Launches October 2!


## Results to date:

- **2,227** banks participated in all 50 states
- **767,142** unique visits to banksneveraskthat.com
- **1.5M** video views
- **91K** plays of Scam City



# BanksNeverAskThat.com Refresh

Fan-favorite quiz is returning—plus more educational content



**See if you think each situation is legit or a scam.**

Remember, these conversations can happen anywhere – on the phone, by text, or online.

LET'S GO!

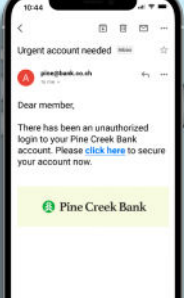
Let's start with this email.

Is this something your bank would ask?

What do you think?

Legit

Scam




Urgent account needed

pinecreekbank.us

Dear member,

There has been an unauthorized login to your Pine Creek Bank account. Please [click here](#) to secure your account now.

Pine Creek Bank




**Don't stop there. Spotting scams is just the beginning.**

Beef Up Your Defenses

Got Scammed? Do This.

**Strengthen your online bank account.**

1. Enable multi-factor authentication on top of your username and password.
2. Use a strong and unique password.
3. Update your software and devices.
4. Use antivirus software on your computer.



**Want an even deeper look into scam safety?**

DOWNLOAD THE PDF



# Spanish Language Website and Toolkit Materials

**PHISHING: CÓMO EVITARLO**

Llame al número que figura en su tarjeta.

**BANCOS NUNCA PIDEN ESO**

“¿Preferirías renunciar al azúcar o a la sal?”

**BANCOS NUNCA PIDEN ESO**

**Alértate de estas señales de phishing**

**MESAJES DE TEXTO**

Solicitando tu PIN	Solicitando tu SSN	Solicitando tu código de acceso
--------------------	--------------------	---------------------------------

**CORREO ELECTRÓNICO**

Pidiendo descargue de un archivo adjunto	Pidiendo que abras un enlace	Palabras mal escritas
--	------------------------------	-----------------------

**LLAMADA TELEFÓNICA**

Pidiendo tu dirección	Usando tácticas para asustar	Preguntando tu fecha de nacimiento
-----------------------	------------------------------	------------------------------------

**APLICACIONES DE PAGO**

Pidiendo que te envíes dinero a ti mismo	Pidiendo tu contraseña	Envíos de mensajes de texto o llamadas de improviso
--	------------------------	---

**BANCOS NUNCA PIDEN ESO**

# Videos Captioned in Spanish



**BANCOS NUNCA  
PIDEN ESO**.com

Proteja su dinero. Aprenda a detectar estafas en  
**BancosNuncaPidenEso.com**

American Bankers Association



# Social Media Influencer

Engaging social media influencer Cathy Pedrayes again. She will create new videos in English and Spanish.



# Other New Components

---

- New social graphics
- Reformatted videos for Instagram
- Refreshed PR and Marketing materials

**REGISTER NOW AT [aba.com/BanksNeverAskThat](https://aba.com/BanksNeverAskThat)**

