


3rd September 2021

ASDA Gift Card Scam

If you receive an unsolicited email asking you to click on a link and complete a survey in return for a £100 Promotional Gift Card, it is a scam. The link will simply take you to a website where scammers will steal your personal data and then use it to take out financial products or purchase goods using your data, with you ending up with an unexpected debt.

If you receive an email like this, then please forward to report@phishing.gov.uk.

 **Action Fraud**  @actionfrauduk · Aug 27

 **SCAM:** Watch out for this Asda gift card scam. We followed the links in the emails and they lead to malicious websites that are designed to steal your personal info.

Report suspicious emails by forwarding them to:
report@phishing.gov.uk #PhishyFridays

SCAM WARNING

Watch out for this Asda gift card scam

Action Fraud has received 159 reports within 48 hours about fake emails purporting to be from Asda. The emails state that the recipient can win a "£100 promo reward gift card" by completing a marketing survey. The links provided in the emails lead to phishing websites that are designed to steal your personal information.

Your bank, or any other official organisation, won't ask you to share personal information over email or text. If you need to check that it's a genuine message, call them directly.

Spotted a suspicious email? Forward it to the Suspicious Email Reporting Service (SERS) - report@phishing.gov.uk



If you or someone you know is vulnerable and has been a victim of fraud, please call **Essex Police** on 101
Report fraud or attempted fraud by contacting **Action Fraud** at actionfraud.police.uk or call 0300 123 2040

Keep up to date with fraud and
do **even more** Online at essex.police.uk





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