



HSBC UK: 'Nice Alert' Transcript

[SFX alert]

Nice Alert. Nice Alert.

Oh hi there,

Nice people – like you – are 10% more likely to be a victim of fraud.

You're friendly, kind, co-operative, and willing to please.
The qualities fraudsters also love. Especially on the phone.
They may sound like authority, they may sound as nice as us.
And often, it'll all sound so *urgent*.

Because you're nice, you'll oblige.

Now, please don't stop being nice.

Just remember to never hand over personal details such as your PIN, full password, card details or secure key code.

If in doubt, end the call and phone the company back using the number on your card or from an authorised website. And remember a genuine bank will never contact you out of the blue to ask for you to move money to another account.

One more thing, please tell the nicest people you know.
Because that's what a nice person would do.
Thank you.

[SFX alert sting]