

## **What is Smishing?**

Because of HSBC's online security measures like password protection and advanced encryption technology, fraudsters will often choose to target you, the consumer. Take smishing for example. Smishing is a fraudulent text message designed to trick you into handing over personal information including details of your bank account. Here's how it works; you receive a text message claiming to be from HSBC. It may even appear alongside our official text messages or, instead of a link, it may include a phone number. Protecting yourself is simple, don't click, don't call, don't reply. If in doubt, stay safe and verify by calling us on the official HSBC number shown on your bankcard. Remember HSBC will never ask for personal details via text message, text you a link that takes you directly to our login page, try to scare you into giving us your personal information.