

People in Swords urged to learn more about how to avoid scammers and keep their money safe

Ulster Bank hosts anti-scams information morning in new Swords digital store

26 February 2020: People in Swords learned more about how to avoid scammers and keep their money safe at an special information morning in Ulster Bank's new digital store in the Pavilions Shopping Centre - the first Ulster Bank branch of its kind in Ireland.

Colleagues hosted a walkthrough of Ulster Bank's anti-scams education programme 'Friends Against Scams', which aims to empower people to protect themselves from hoaxers, and improve their digital banking skills.

The 'Friends Against Scams' initiative has been rolled out around Ireland by Ulster Bank to help individuals and organisations to train colleagues and spread the anti-scams message.

Speaking following the event, Branch Manager Mark Mackey said:

"A recent survey conducted by Ulster Bank revealed that 76% of respondents felt they have taken all the necessary precautions to shop safely online, however nearly a quarter admit they would sometimes take a chance on clicking a link if it promised a great deal.

"We want people to be vigilant at all times and remember that if something seems too good to be true, it probably is. That's why we're urging people to drop into our stunning new digital branch in the Pavilions Shopping Centre any time to learn more about protecting themselves from scammers."

The seminar was held in the surrounds of Ulster Bank's new digital store – the first Ulster Bank branch of its kind in Ireland. Located in the Pavilions Shopping Centre, the digital store has been enhanced to support all existing and future customers with education on how to bank digitally when and where they choose. Colleagues can also assist customers with more complex banking needs such as Mortgages, and lending.

The 'Friends Against Scams' seminar was the first in a series of information events taking place in the digital store to support customers in North County Dublin. Other upcoming events include:

- Long Term Savings and Investments – Information seminar 12 March 2020 @ 7pm
- Switching your Mortgage – how and what can you save 26 March @ 7pm

In addition, customers can call in anytime outside these events to get help or information. For more information about Friends Against Scams, visit the Ulster Bank online Security Centre <https://digital.ulsterbank.ie/personal/security-centre.html>

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NOTES TO THE EDITOR

Ulster Bank Fraud Survey referenced above

The Ulster Bank fraud research was carried out by Empathy Research in October 2019. Research was conducted through an online survey across a nationally representative sample of 1,080 adults aged 18+, of which 1,023 were online shoppers.

Friends Against Scams

The 'Friends Against Scams' programme was introduced into Ulster Bank in November 2018. 'Friends Against Scams' was created in the UK to provide information about scams and those who fall victim to them. RBS was a founding partner of the 'Friends Against Scams' programme.