

Older Adult Scam Prevention Clinic

JUNE 5, 2025



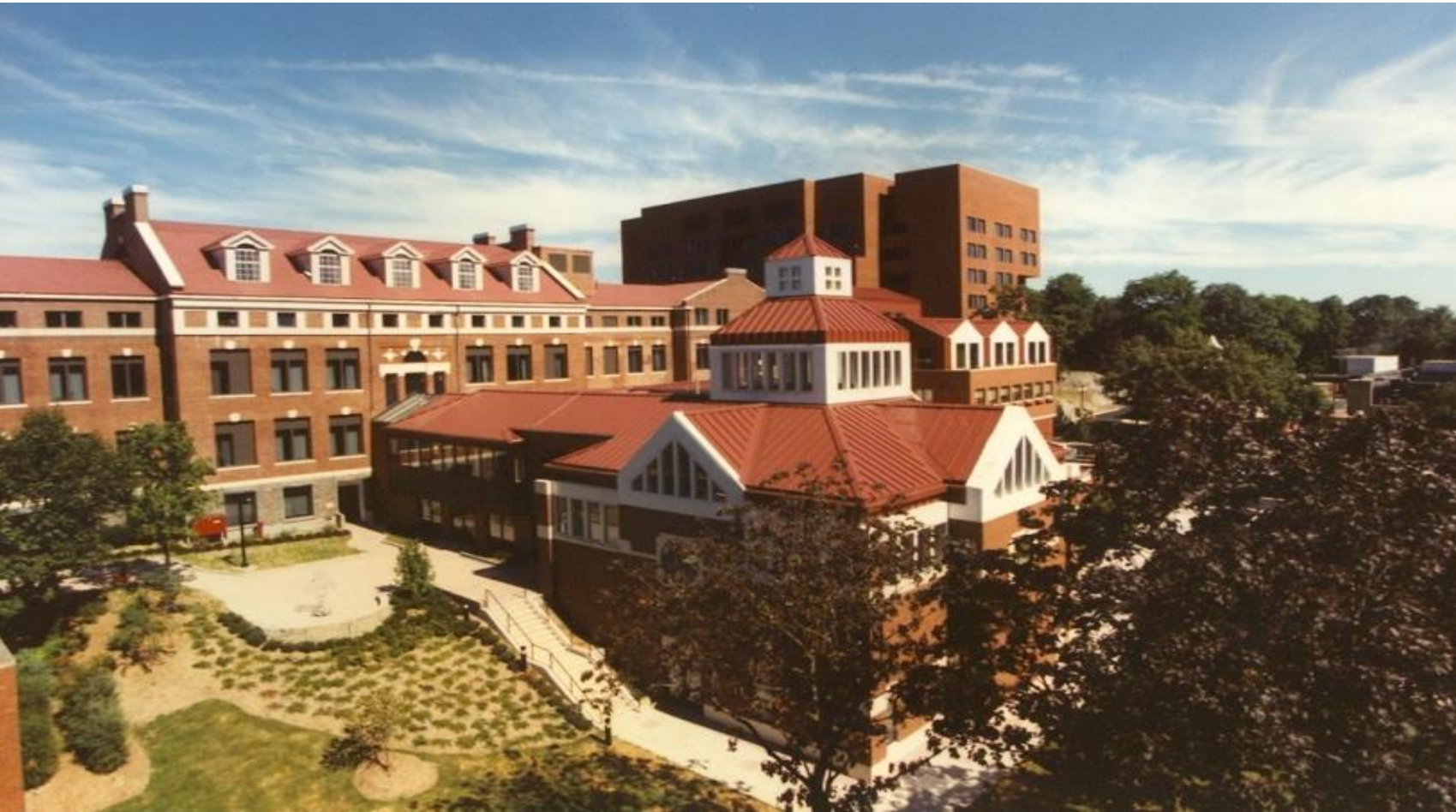
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Weinberg Center for Elder Justice
AT THE HEBREW HOME AT RIVERDALE

Deirdre Lok, Esq.
Director and Managing Attorney

John Holt, Esq.
Senior Staff Attorney



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Scam Tactics

Emotions

- Fear, Secrecy and Urgency

Anatomy of a Scam

- Scammers reach targets through a variety of channels
- Direct transfer of funds
- Provision of personal information
- Access to digital devices or online accounts



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Scam Trends

Increase use of technology = increase in cyber crimes

- Most prevalent reported cyber fraud was phishing scams
- Highest losses were from investment scams (\$4.57 Billion)
- Cryptocurrency scam losses have increased by 7,100% since 2020
- In last 4 years, number of complaints grew modestly (11%), while reported losses grew more rapidly (198%)

Increased use and effectiveness of AI



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Package Delivery Scams

Don't click that link!

Maintain records and reach out directly to the shipping company or retailer



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Charitable Giving Scams

Scammers use emotional appeal to engage target and reference current events or personal tragedy

May seek to confuse giver by representing they have already pledged funds



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Government Impersonation Scams

Will try to elicit personal information, request payment, or provide a link that can compromise device or account security

Contact government agencies or insurance providers directly



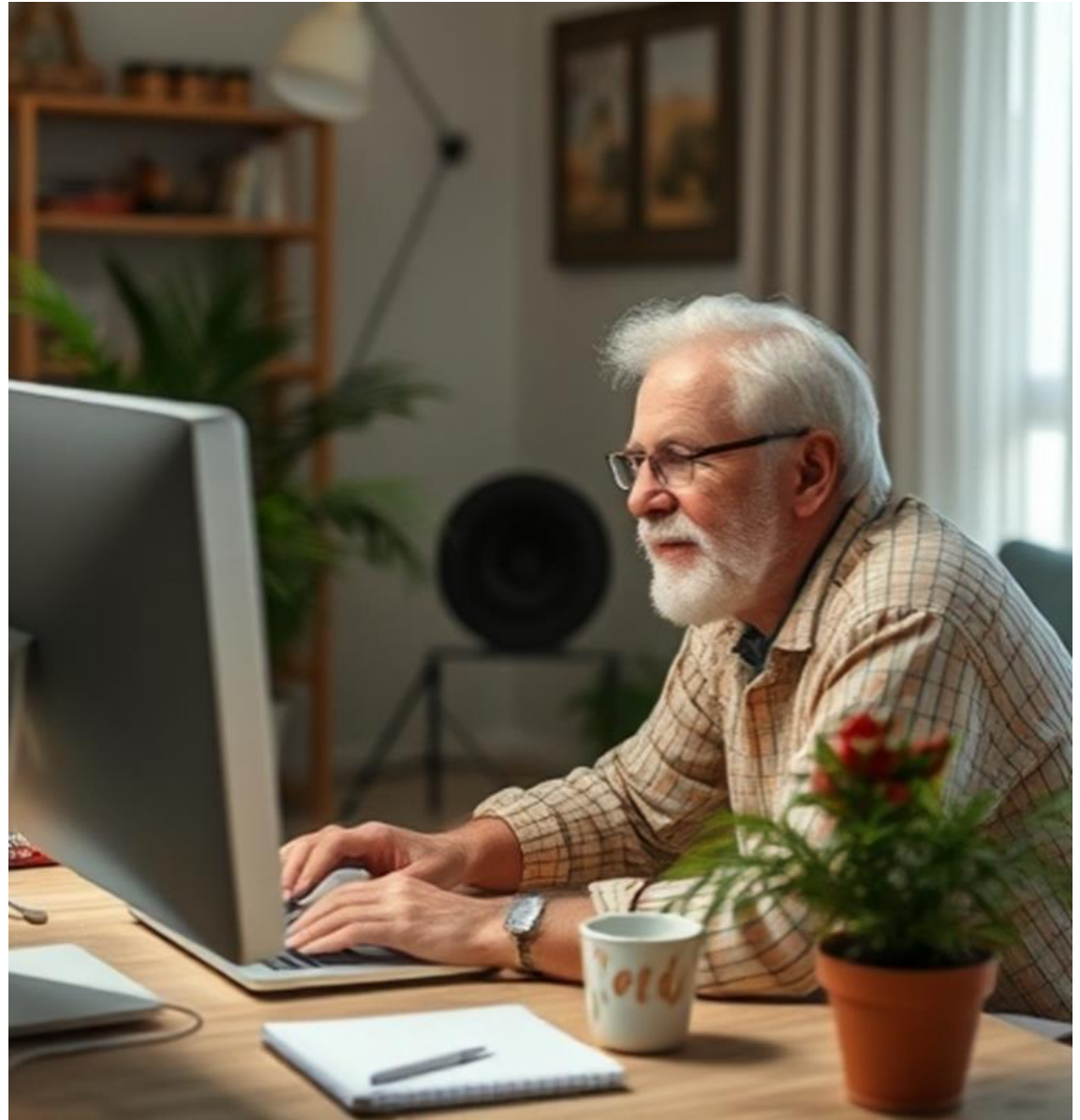
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Romance Scams

Ask for money while creating excuses for inability to meet in person

Can lead to further scams and extortion attempts

Very challenging to break the cycle of exploitation



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3 Tips to avoid being scammed

Slow Down

- Re-read
- Don't Act Immediately
- Urgency is a red flag

Ask a Friend

- Financial Friend

Don't Respond, Initiate

- Don't say anything
- Don't give money
- Don't give personal information
- Don't Click
- Don't Reply



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What about Artificial Intelligence?

AI is not scam

AI is a tool that can make scams more effective

Become familiar with AI's capabilities and limitations

As AI capabilities improve, it may become more challenging to identify AI generated content (Grandparents Scam)



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Action Plan If You Have Been Scammed

Identify the risk

Take immediate action to reduce chance of additional fraud

- Call Bank
- Change Passwords
- Close Accounts
- Stop Contact
- Call police, FBI, FTC
- Credit Monitoring
- Look out for future attempts to defraud

Assess restorative options

Reflect on experience and share information with others



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The Weinberg Center Team



Deirdre Lok, Esq.
Director & Managing Attorney
Deirdre.Lok@theweinbergcenter.org
(718) 581-1843



Rachael Domanico, LMSW
Elder Justice Specialist
Rachael.Domanico@theweinbergcenter.org
(718) 581-1670



Malya Levin, Esq.
Assistant Director & General Counsel
Malya.Levin@theweinbergcenter.org
(718) 581-1474



John Holt, Esq.
Senior Staff Attorney
John.Holt@theweinbergcenter.org
(718) 581-1696



Meredith Levine, LMSW
Senior Elder Justice Specialist
Meredith.Levine@theweinbergcenter.org
(718) 581-1755



Perla Guzman
Program Assistant
Perla.Guzman@theweinbergcenter.org
(718) 581-1641