



Kingston, Jamaica
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Scotiabank helps Business owners and Retailers Fight Card Fraud

Over 1000 business owners and managers operating in Montego Bay, Ocho Rios and Kingston recently received training in electronic usage and card fraud from Scotiabank. The merchants, who all use Scotiabank point of sale machines, attended a series of merchant seminars running from January 22-24 to focus on the issue of identity theft and credit and debit card fraud.

In the past year, the issue of debit and credit card safety has come to the fore even more as occurrences of misuse, theft and fraud grew in prevalence across Jamaica. Fraudulent activities involving these cards range from very simple and unsophisticated to very organized and complex methods. They may include skimming, phishing, identity theft and exploiting 'cookies' on the internet and micro-cameras, scanners and card-reading systems.

Audrey Tugwell Henry, senior vice president of Retail and Electronic Banking at Scotiabank explained the rationale behind the Bank's staging of these seminars. "The financial sector has been heavily promoting the use of electronic channels to customers and has seen an increase in reported cases of card fraud. We therefore think it is our responsibility to educate our individual and business customers about the risks involved and preventative measures to counteract card fraud to the Bank and minimize client losses."

Officers from the Financial Investigations Department, in the Ministry of Finance and Planning, the local umbrella organization that has the responsibility of investigating electronic frauds and identity theft, were guest presenters at the seminar. Their presentations covered:

- Statistics on cases of card fraud nationally
- Identification of the various schemes and machinery being used by these fraudsters
- How business and customers can protect themselves
- Measures being undertaken by the government to contain the escalation

Representatives from the Jamaica Constabulary Force, who also work with the Ministry's Financial Investigations Department, looked at investigative issues such as tracking and punishing offenders.

The officers showed the business leaders the various devices and equipment used by fraudsters and images of what compromised machines or card may look like; all in an effort to assist business leaders and managers to be able to identify these machines if they should be brought into their premises.

The seminars were held in Montego Bay, Ocho Rios and Kingston.

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Contact:

Simone Hull
Public Relations Specialist
Scotiabank
Tel: 932 0549
Mobile: 398 5326
Email: simone.hull@scotiabank.com