



HOW DO SCAMMERS USE ARTIFICIAL INTELLIGENCE?

- Scammers use A.I. to generate convincing fake images and videos.
- They use A.I. “voice cloning” to copy real people’s voices on phone calls.
- Before you act, verify that what you see or hear is real.



Scan to learn more
from DATCP's
Bureau of
Consumer Protection.

**LEARN MORE ABOUT SCAM METHODS AND PREVENTION FROM
THE BUREAU OF CONSUMER PROTECTION.**

Visit datcp.wi.gov or call (800) 422-7128

Department of Agriculture, Trade and Consumer Protection (DATCP)