

16th July 2025





To further protect the elderly from scams, Hong Kong Monetary Authority (HKMA) and The Hong Kong Association of Banks jointly launched the "Smart Seniors Anti-Scam Ambassador Programme". The first two promotional videos (Impersonate law enforcement officers and Deepfake related) were launched with the "Three Anti-Scam Tactics" – Keep Calm, Give Nothing, Verify and Seek Help. For more details, please refer to the following.

Hong Kong Monetary Authority's Press Release:

https://www.hkma.gov.hk/eng/news-and-media/press-releases/2025/06/20250623-3/

Hong Kong Monetary Authority YouTube Channel :

https://www.youtube.com/playlist?list=PLSPxT7NJ5Rrh9gB1W9FUCMM8FOxS43rh4

Bank of China (Hong Kong) Limited