



中國銀行(香港)
BANK OF CHINA (HONG KONG)

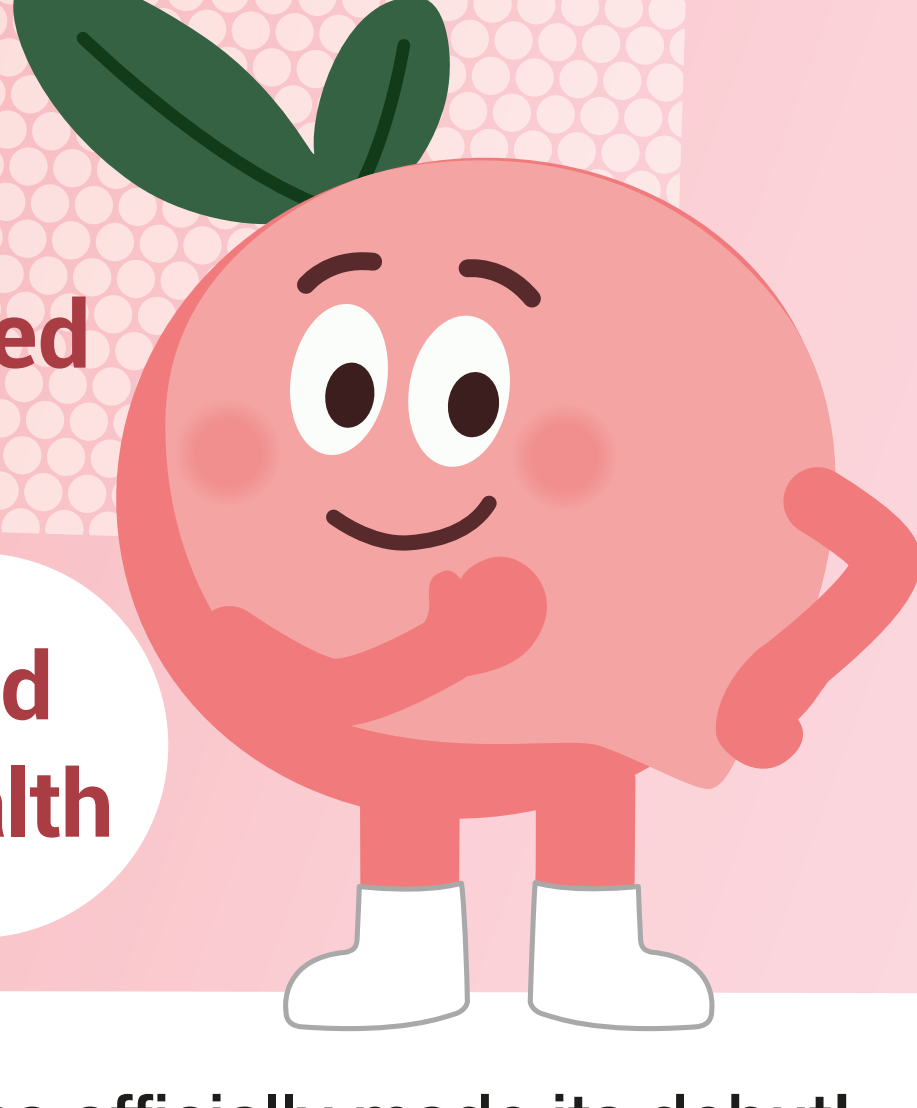
深知 所以更近
Understanding Brings Us Closer

BOCHK

“Trusty”

Officially Launched

Helps you
identify scams and
protects your wealth



“Trusty” by BOCHK has officially made its debut!

This friendly and helpful character is here to assist customers in staying alert and safeguarding their wealth. Through various channels, “Trusty” will share practical information and inspire everyone to remain vigilant against fraud.



Remember:

Stay with Trusty, Stay Safe from Scams!

“Anti-Fraud Class” TV Programme Highlights

BOCHK and TVB have jointly produced the “Anti-Fraud Class” TV programme, starring Ms. Hedy Chan and Mr. Patrick Lam. Based on true stories, the programme exposes some common scam tactics, helping to raise public awareness and encouraging everyone to stay away from fraud traps. Watch all three episodes and discover useful anti-fraud tips!

Programme Replay



BOCHK YouTube Channel

Subscribe

Episode 1

AI Deepfake Voice Challenge

Ms. Hedy Outsmarted an
AI Contestant



Guest

Ms. Hedy

Episode 2

The Anti-Fraud Newsroom

Stay away from investment traps
with Patrick Sir



Guest

Patrick Sir

Episode 3

Romance Scam Alert

How to avoid Romance Scams
with Patrick Sir



Guest

Patrick Sir

Scams are everywhere. The sneaky trouble maker **“Phishy”** who looks just like Trusty, is always trying to steal your money. Make sure you stay alert and keep away from him.



If you encounter any scams, follow the below **Trusty’s** tips:



Cut off all contacts with the scammer immediately. Keep all relevant records, including transfer records, chat screenshots and call recordings for investigation purposes.



Call the BOCHK customer service hotline (852) 3988 2388 (select your language, press 3, # then 2) to instruct the bank to freeze all related accounts and credit cards, and to prevent further loss.



18222

999

Call the Anti-Scam Helpline 18222 to seek help from the Anti-Deception Coordination Centre of the Hong Kong Police Force. In an emergency, dial 999.

Trusty will join you on a series of anti-fraud adventures, so stay tuned for the latest updates!

Remember: Nothing comes for free - only scams in disguise.



Stay alert, avoid traps, **Trusty** stands with you against scams.