



BRITS 'NOT BOVERED' BY INTERNET FRAUD

Johnny Ball explains all in Lloyds TSB Internet security podcast

Half the British population (51 per cent) say they are not concerned about Internet banking fraud, even though nine out of ten (93 per cent) realise it is not a victimless crime, new research from **Lloyds TSB Internet banking** reveals.

To help customers understand how to protect themselves from online fraudsters, Lloyds TSB has produced an Internet security podcast, voiced by the former children's TV presenter Johnny Ball available at www.lloydstsb.com/security

The lack of concern about Internet fraud seems to be driven by a belief that little can be done to prevent it. A quarter of the population (26 per cent) say Internet fraud does not concern them because 'these things happen'. Two fifths (39 per cent) say they are not bothered by the thought of online crime because their bank will always reimburse them, while almost half (48 per cent) do not care because they feel that the convenience of Internet banking outweighs the risk of fraud.

Despite the fact that nine out of ten people (90 per cent) believe they have done all they can to avoid becoming a victim of online banking fraud, only a fifth (20 per cent) feel they fully understand how to stay safe on the Internet. Almost a quarter (24 per cent) say they could be better informed about online security.

Interestingly, the younger generation feels the least well informed about how to avoid Internet fraud. Only 15 per cent of people aged 18-25 say they feel 'very well informed' about what they need to do to avoid becoming a victim of online banking fraud, compared to a fifth (22 per cent) of 35-50 year olds and a third (29 per cent) of those over 65. Men are also much more likely to feel they have adequate knowledge than women. A quarter of men (26 per cent) say they are well informed, compared to just 14 per cent of women.

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Ian Larkin, managing director, consumer banking, Lloyds TSB said: "Internet fraud is an issue no one can afford to ignore and it is by no means a victimless crime. Its impact stretches far beyond the customer whose money is taken and the bank it is taken from, with the proceeds often used to fund other more serious crime around the world.

Ian continued: "As a bank, we do everything in our power to keep fraudsters at bay by making sure our online security is second to none. But our customers also have a part to play in the fight against online crime.

"Anyone using online banking needs to make sure they choose strong passwords, regularly update the security of their PCs and keep their details secret at all times. Some customers do believe fraud just happens, but sitting back and doing nothing is the surest way to turn this into a self-fulfilling prophecy."

To help customers keep their PC safe, Lloyds TSB offers free security scans and discounted anti-virus software at www.lloydstsb.com/security. The site also provides customers with useful hints and tips on protecting their PC.

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Notes to Editors:

* Research conducted by Tickbox.net with 1400 people in July 2007.

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