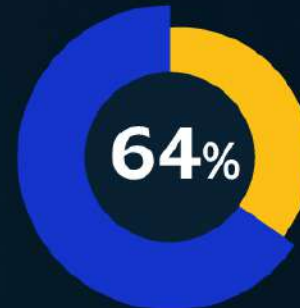


# CONSUMERS ON GUARD

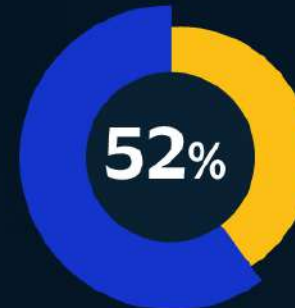
Surveyed consumers in Pakistan are becoming increasingly savvy when it comes to recognizing fraudulent activity

VISA

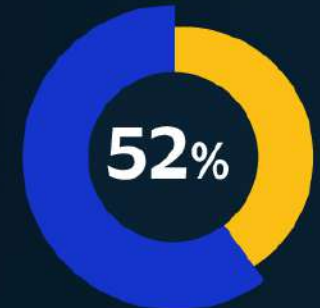
## CAUTIOUS CLICKS



are **suspicious** of requests to **reset** a **password**

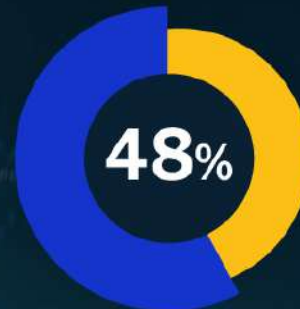


regularly **monitor bank statements** for **suspicious activity**



avoid **email** requests to transfer **money**

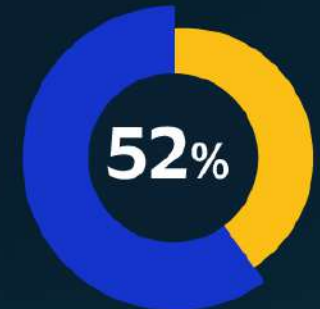
## VERIFIED ACCESS



refrain from **sharing card** and **account details**



take some form of **precaution to secure payments**



have specifically **set up text message alerts** to notify them of **transactions**

Source: Visa's Stay Secure Study 2024, conducted in 17 markets across Central and Eastern Europe, Middle East, and Africa (CEMEA), including Pakistan.