

European Financial Integrity Summit

Amsterdam 2025

15 May 2025



US Law Enforcement Briefing: Fraud Cases & Investigations



Adam Parks
Assistant Special Agent in Charge
US Homeland Security
Investigations



Dariush Vollenweider
Supervisory Special Agent
US Homeland Security
Investigations

To view presentation,
please refer to the
recorded catch-up
session

European Financial Integrity Summit

Amsterdam 2025

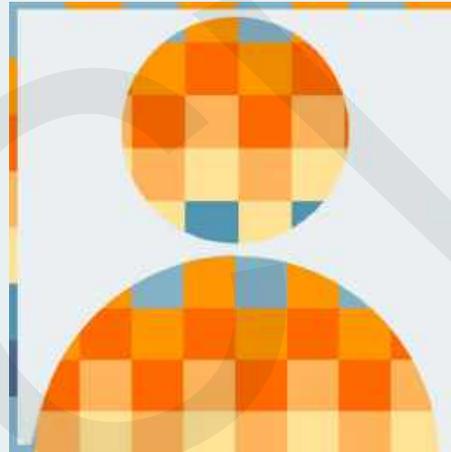
15 May 2025



Gift Card Fraud: Spot It, Share It, Stop It: Law Enforcement, Information Sharing and Victim Support across Europe



Paul Maskall
Strategic Fraud Prevention
and Behavioural Lead,
UK Finance & City of
London Police



Stephen Gray,
Head of Data & Intelligence
National Business Crime
Solutions



Henriëtte Bongers
Directeur Bestuurder
Fraud Helpdesk

AFTERNOON BREAK

See
you at
15:55

40 mins

Visit our exhibitors outside

European Financial Integrity Summit

Amsterdam 2025

15 May 2025



Icebreaker: Break the Pack with our Manufacturers



Hannah Shimko
Managing Director
GCVA



Wendy Trienen
Chair
BVCNL

Icebreaker: Break the Pack with our Manufacturers



Craig Padley
UK Sales Director
Thames Technology



Financial Integrity Summit
15th May

Secure pack cutter profile



To view video, please watch
the recorded catch up
session

NFC paperboard

- Demise of the magnetic stripe 2032
- NFC predicted to be the future of open and restricted loop gifting
- Greater security and anti-fraud measures
- Ease of use at self-checkout
- Available with Thames Technology on Invercote Paperboard





Thank you



www.thamestechnology.co.uk

Icebreaker: Break the Pack with our Manufacturers



Paul Gerrard
Managing Director
Certus Card Group

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Amsterdam 2025

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Fraud Prevention Solutions Showcase



Paul Gerrard
Managing Director
Certus Card Group



Jeroen Hubert
VP eCommerce
BHN



Jup Wijnen
Information Security
Officer (ISO)
Lekkerland



Rens Grim
Advocate Global
Signal Exchange
Global Anti-Scam Alliance



Sjoerd Groot
Chief Growth Officer
Alphacomm



André Moen
Owner
Intersolve



Rob Hadden
SVP of Fraud Ops
InComm Payments

Fraud Prevention Solutions Showcase



Paul Gerrard
Managing Director
Certus Card Group



Managing Director

Paul Gerrard

Gift card fraud...



The gift card market represents a significant sector of retail and provides consumers with a convenient and versatile gifting solution.

However, this popularity has also attracted the attention of fraudsters, leading to a rise in "**gift card draining**". A crime where the information on a card is compromised before being legitimately purchased and activated, resulting in financial losses for both retailers and consumers.

Protecting the customer, YOUR customer...



As an industry, we must protect the consumer, or they will lose confidence.

**Lost
confidence
=
Lost customer
=
Lost revenue**





But how?

It's hard because these
bad actors are bad.

The four-part solution...

GCCVA

The four-part solution...

**Improved
packaging**

GCCNVA

The four-part solution...

**Improved
packaging**

**Better
in-store
training**

The four-part solution...

**Improved
packaging**

**Better
in-store
training**

**Geo
Fencing**

The four-part solution...

**Improved
packaging**

**Better
in-store
training**

**Geo
Fencing**

Secure POS

Let's talk about the product aspect...



Let's shift our focus to the product aspect, specifically the existing POS display and security measures.

As you can see, the current setup presents some challenges for vulnerability to theft, ease of tampering and lack of clear security features.

Let's talk about the product aspect...

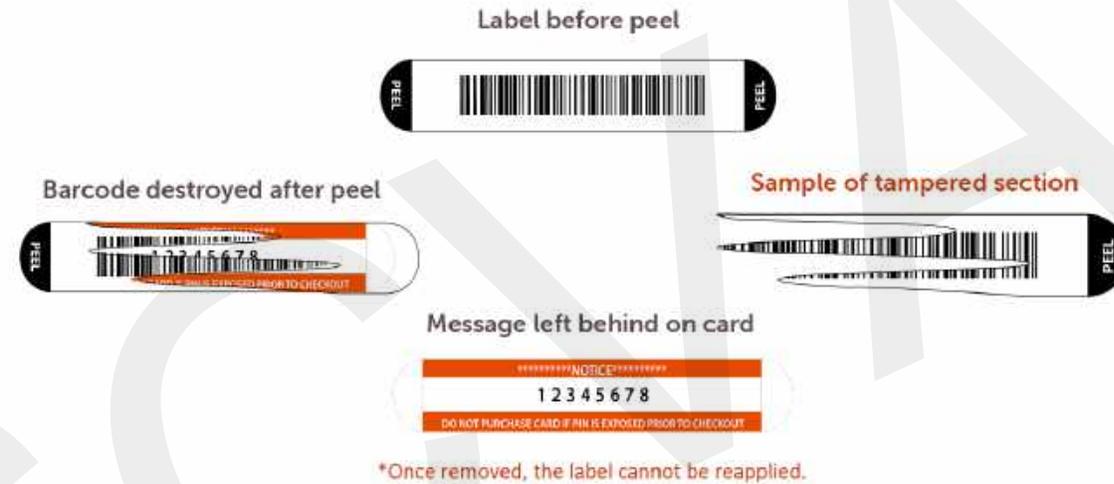


PaperBurstTech® featuring SecureAssure®

- A paper that is designed to be folded
- Unique gluing patterns with camera verification
- Hard to get into without destroying the outer packaging

Beware of imitations!

M6 Form Factor



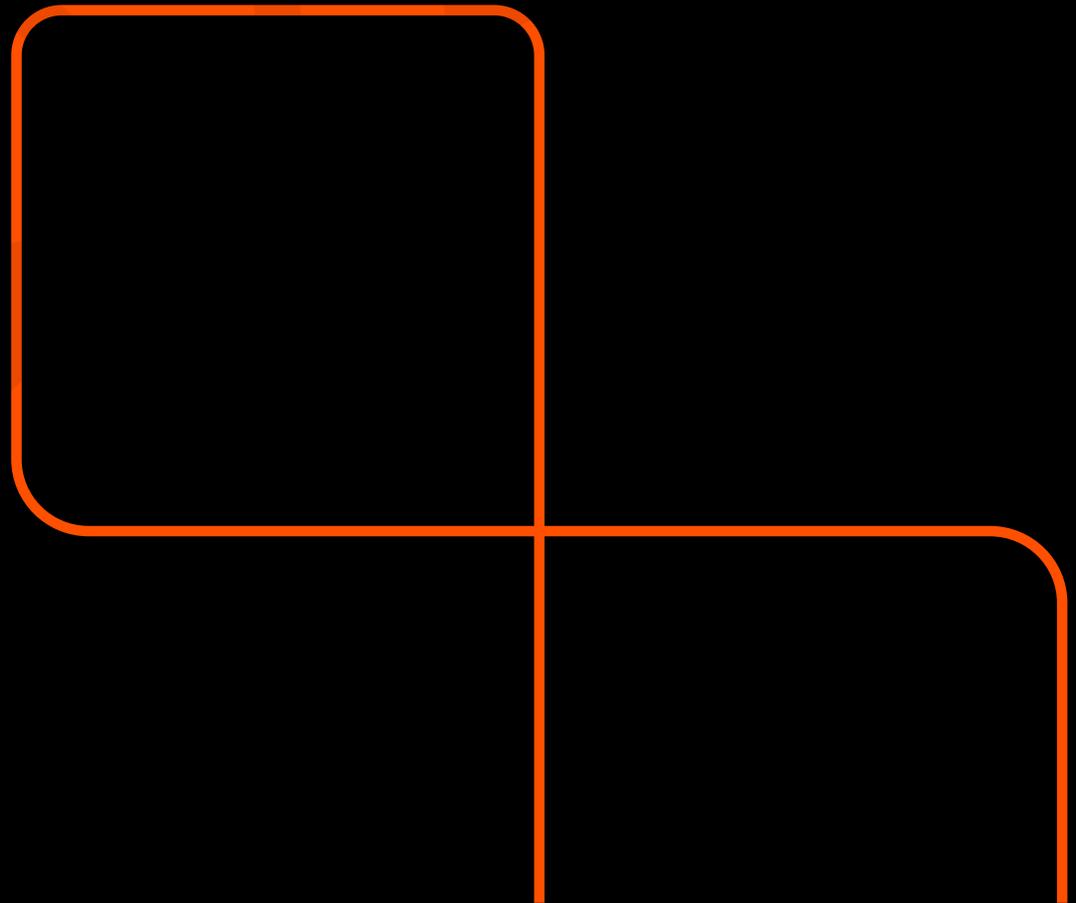
Barcode Activation
Barcode Printed on the Label
Label is removed to show the PIN.

Final Thoughts:

- My prediction is that Host Retailer (DP's) will mandate secure packaging for High Value Brands by 2026 across Europe.
 - For DP / Card Partners – avoid Customer Services issues / time.
 - The cost of the packs are greater, but the customer experience / customer confidence and financial remedy does have an internal cost.
 - The bad actors are not going away.
- “If you do nothing, you will still experience change” UK finance expert.
- The last thing we want to experience is the loss of confidence, the loss of a gift card sale.



paul.gerrard@certuscardgroup.com
certuscardgroup.com



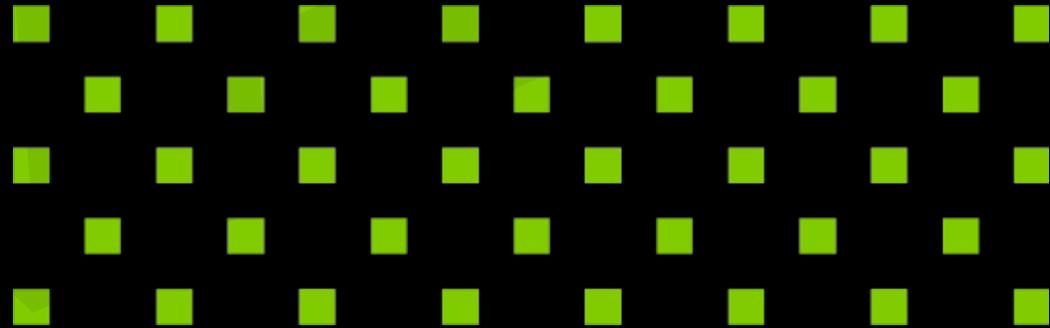
Fraud Prevention Solutions Showcase



Jeroen Hubert
VP eCommerce
BHN



How BHN is Mitigating Fraud?



Jeroen Hubert

VP of E-commerce for EMEA and
Managing Director NL/BE/FR, BHN.

At the Forefront of Gift Card Fraud Prevention

BHN continues to spearhead the fight against fraud to protect the gift card industry, its merchant partners, and their customers by investing in several key fraud-fighting initiatives intended to protect retailers and consumers from experiencing fraudulent loss of gift card funds.

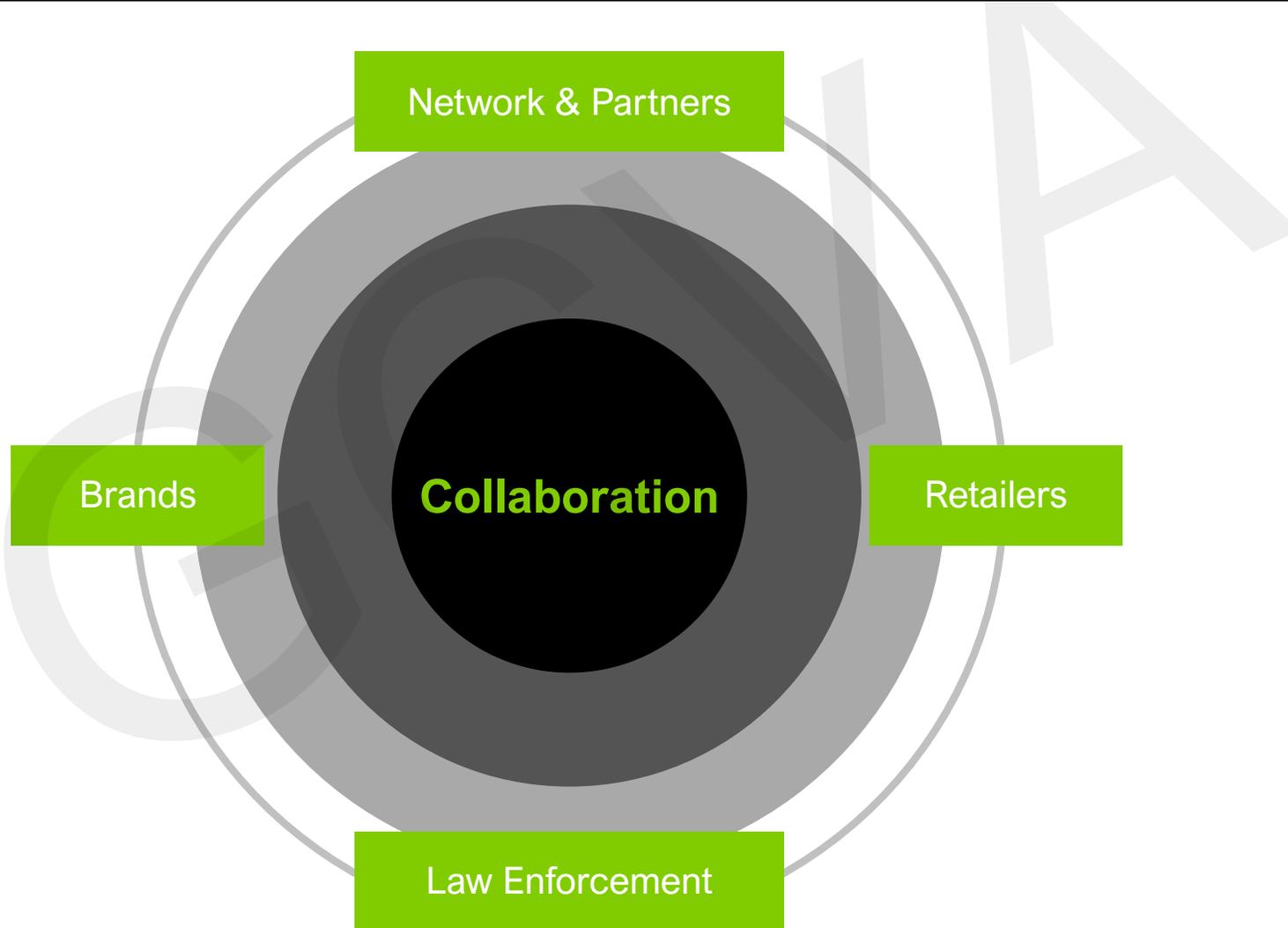
Fraud attempts blocked,
worldwide, during peak 2024

25M



BHN's Approach

Cross-industry and law enforcement collaboration must continue

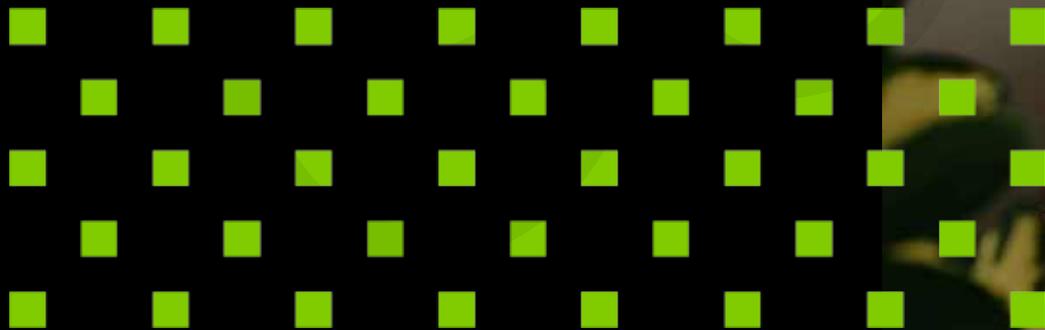




BHN Protect™
A Strategic Defense Against Gift Card Fraud

Fraud Blocks

Implement effective transaction monitoring controls to stop card tampering, behind the scenes



A satellite view of Earth at night, showing the illuminated continents of North and South America against the dark background of space. The city lights are visible as bright yellow and orange spots, with larger, more densely packed areas representing major metropolitan areas.

Geofencing

- Leverages insights from BHN's Distribution and Supply Chain network along with store and merchant level data to deliver automated and real time activation decisions
- Geofencing is recommended for high-risk brands, such as those that can be redeemed for high value electronic hardware, that are a key target for fraudsters.

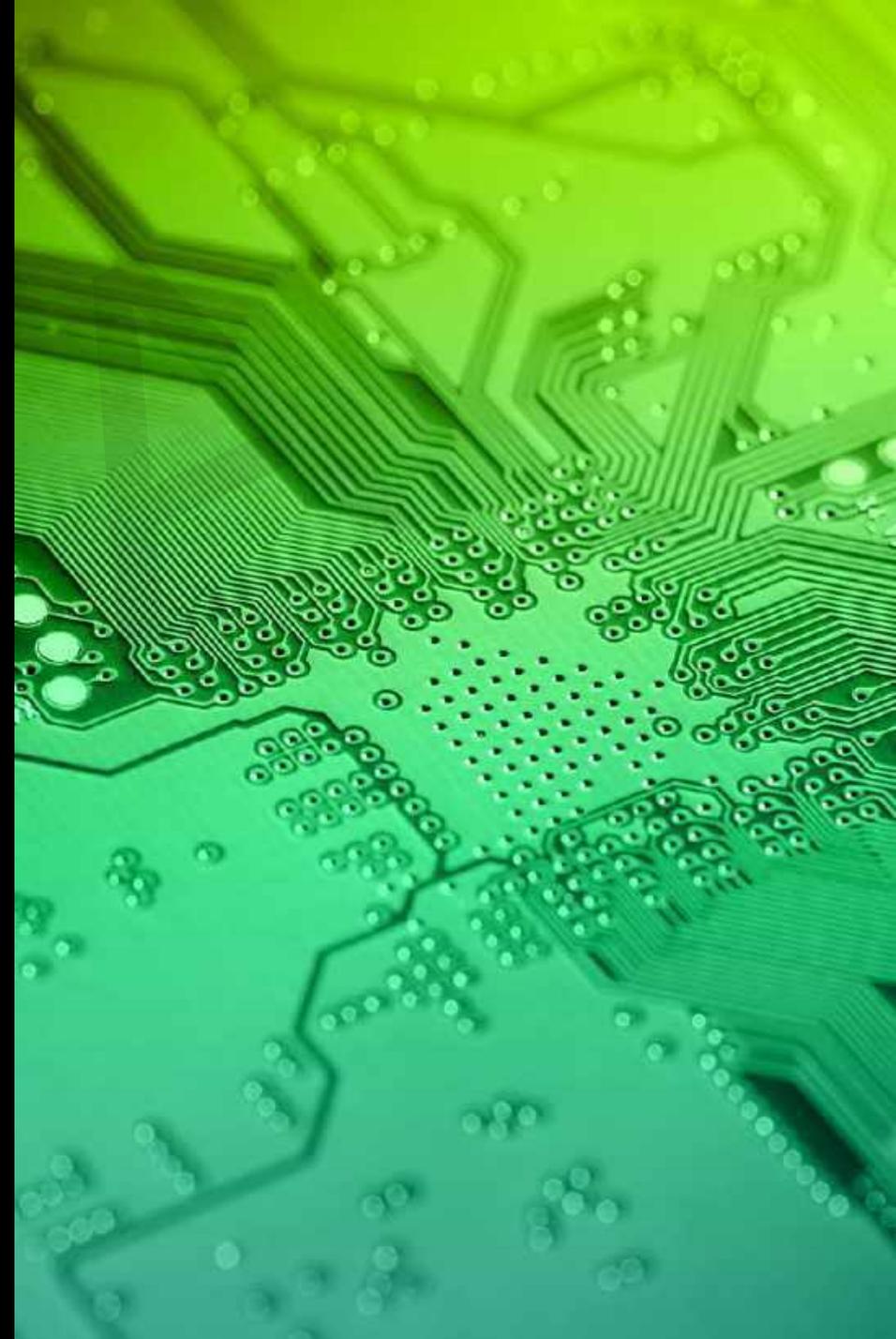
BHN Protect in Action

Data science in action

We implemented our full suite of fraud protections for our partner in Canada. While keeping the approved total volume stable, our partner saw a significant increase in prevented fraud:

2,026	fraudulent transactions prevented across 257 stores
+200%	YoY increase in high-risk transaction blocks*
+20%	increase in recovery rate for package tampering incidents

**40% of these blocks were due to network data flags*



BHN Will Continue to LEAD Industry Collaboration to Protect the Gift Card Industry

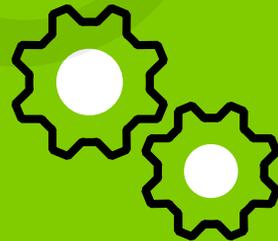
Supercharged
partnerships
& collaboration



Renewed focus
on consumer
protection &
experience



Industry
standards &
supply chain
investments



Proactive
& protective
legislation



Step-change
product
innovation



BHN, ensuring integrity and trust
for our retailers, your customer and
the wider industry

Thank you



Fraud Prevention Solutions Showcase



Jup Wijnen
Information Security
Officer (ISO)
Lekkerland



Training the human element of security

European Financial Integrity Summit

Jup Wijnen | 15 May 2025 | Amsterdam



The human element

- What is the human element?
- Why is training people so important?
- How to do that!

GCCNVA

What is the human element?

- Employees are the first line of defense
 - *Everyone guards the castle and the crown jewels!*
- The human element is involved in 60% of data breaches
- Everyone who has access to company information

What is the human element?



- Recognize threats and know what to protect
- Not all threats have their swords drawn
- Adopt a strategy (like zero trust)
 - Never trust, but verify
 - Least privilege access
 - Assume breach

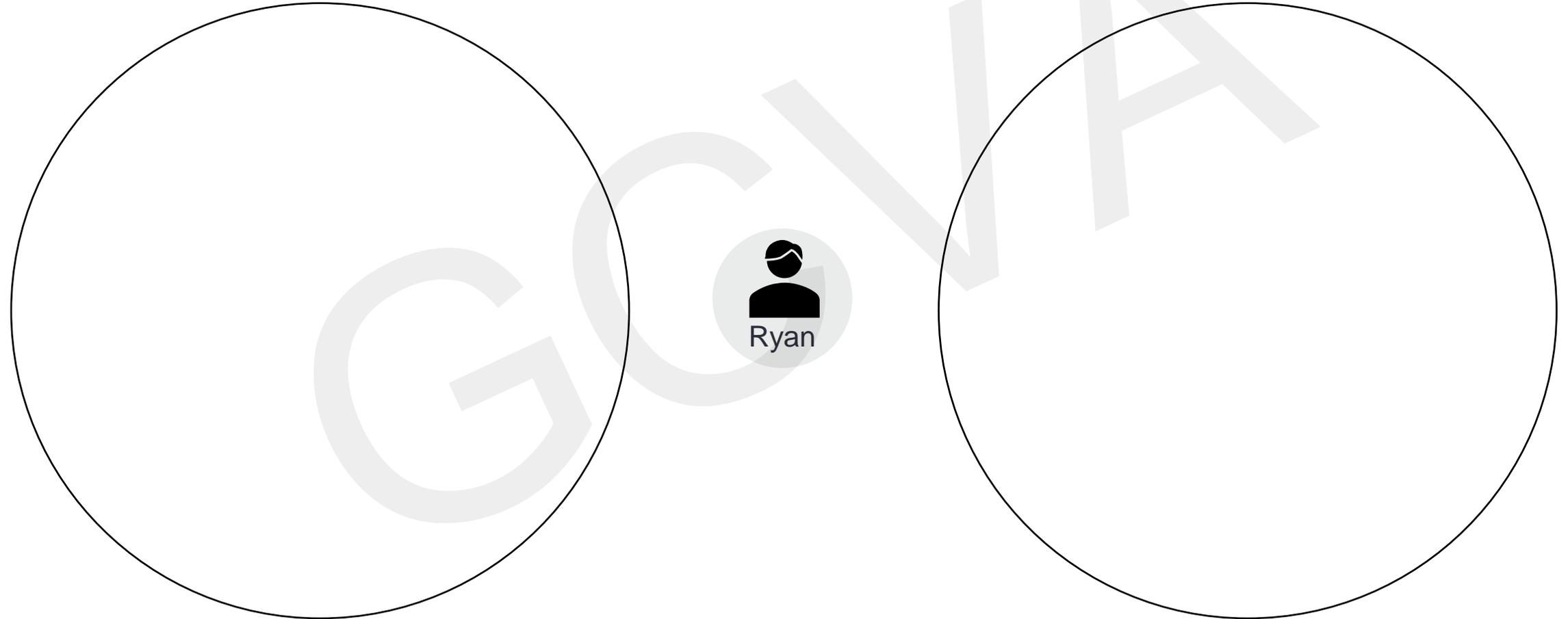
Why is training people so important?

- Train people to know what they are guarding
- Train people to not lose the keys
- Train people what the risk of having keys is
- Train people about threats
- Train people to recognize threats
- Train people by testing them
- Train people by reminding them

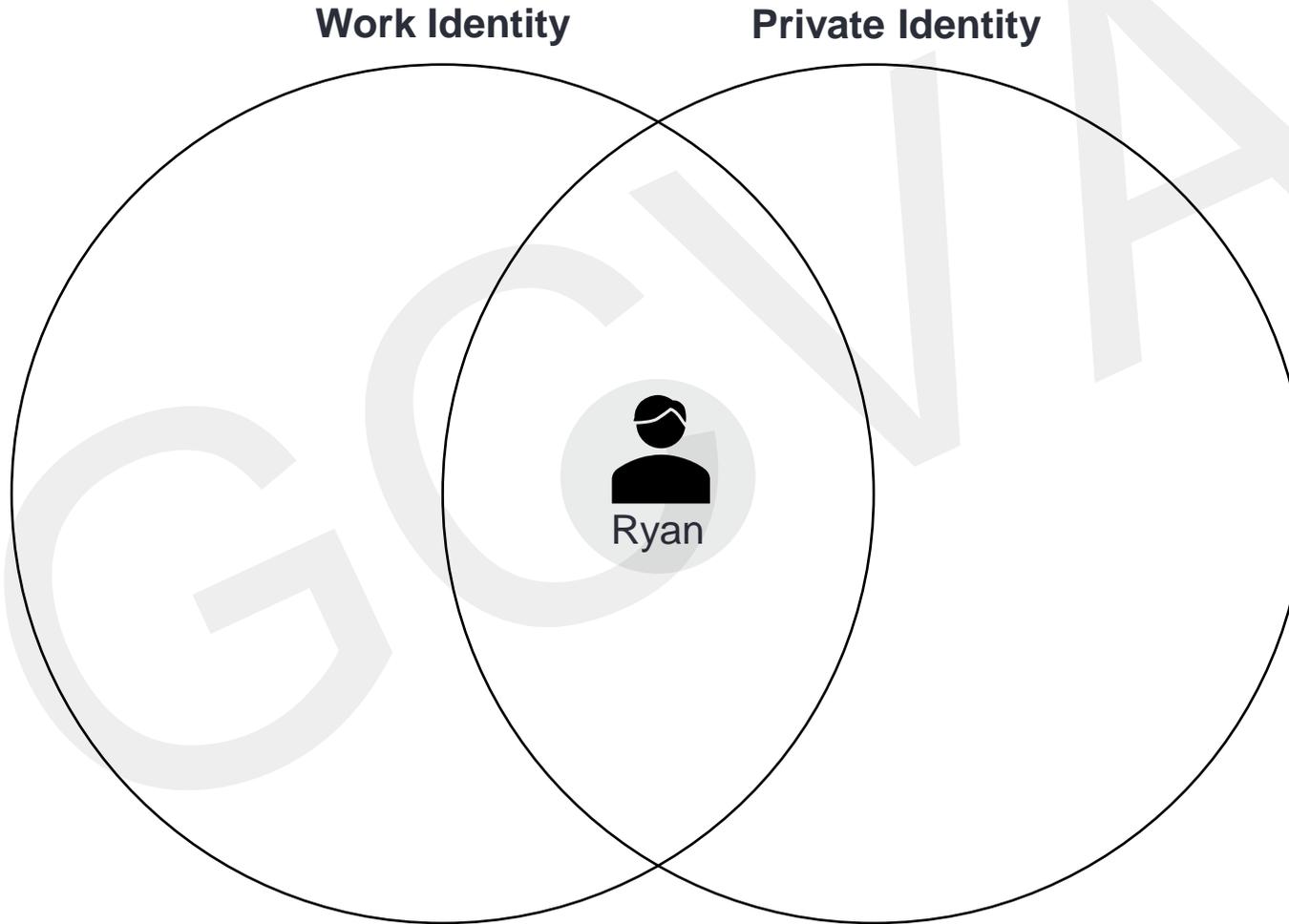
What does Ryan bring to our organization?

Work Identity

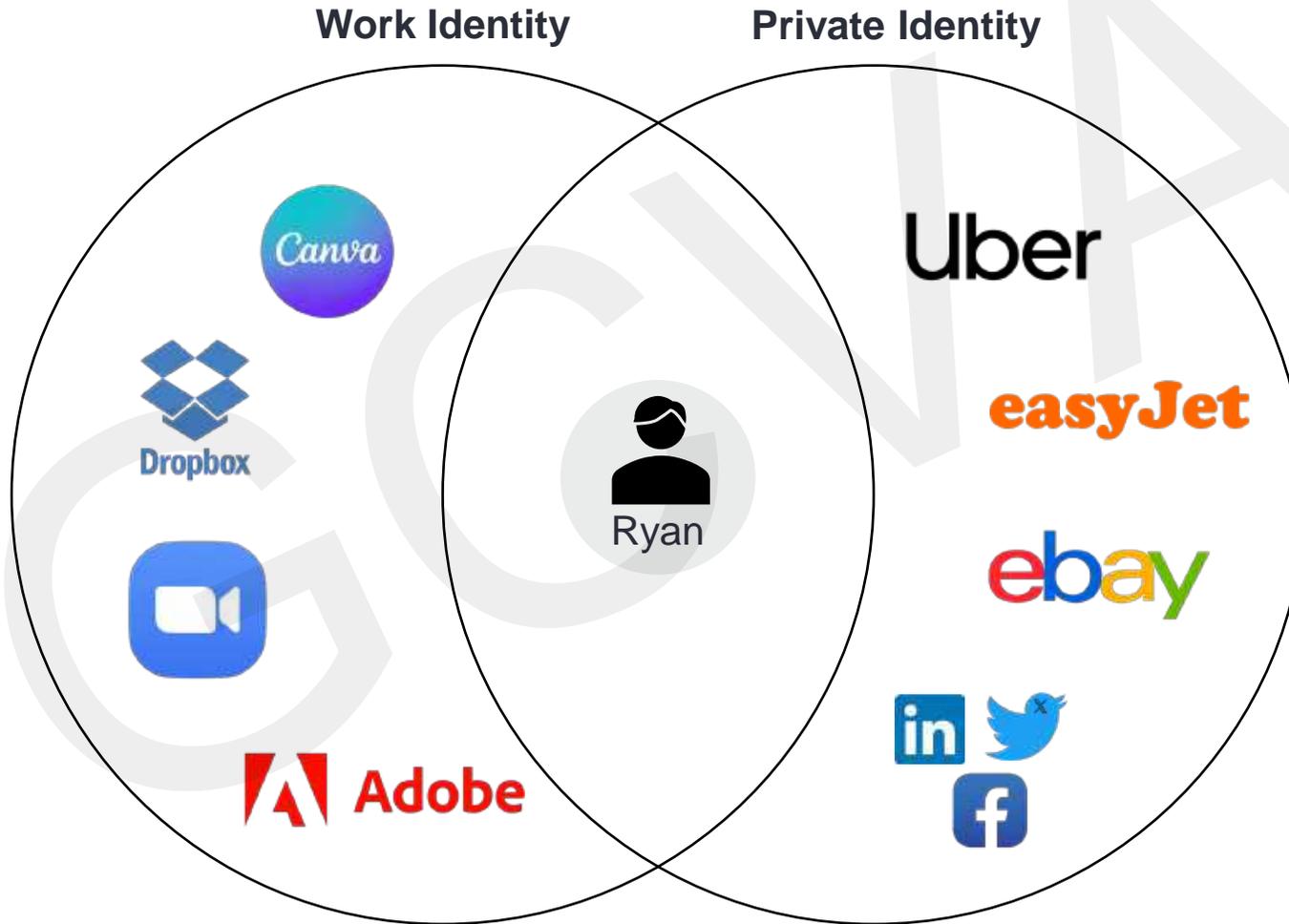
Private Identity



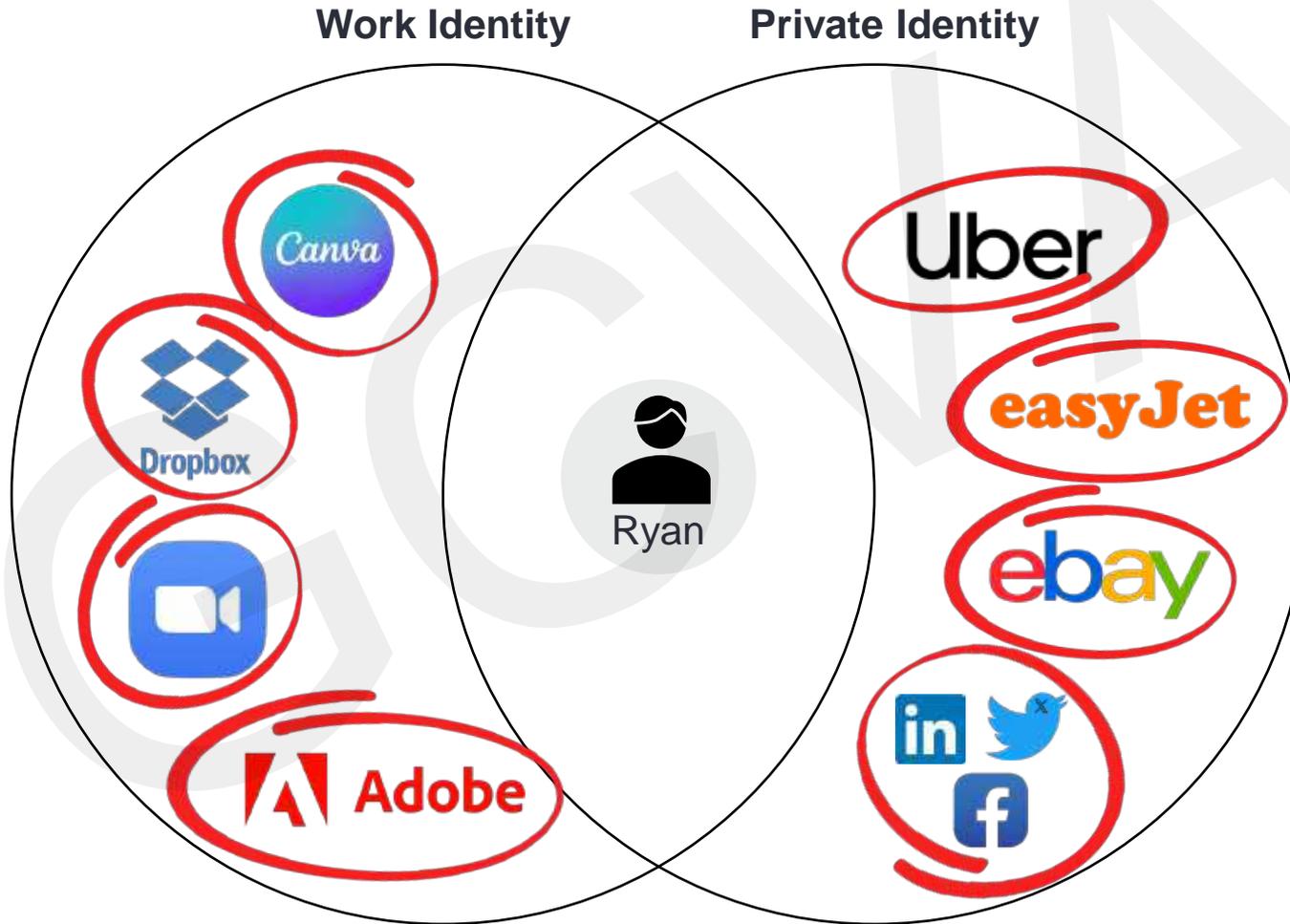
What does Ryan bring to our organization?



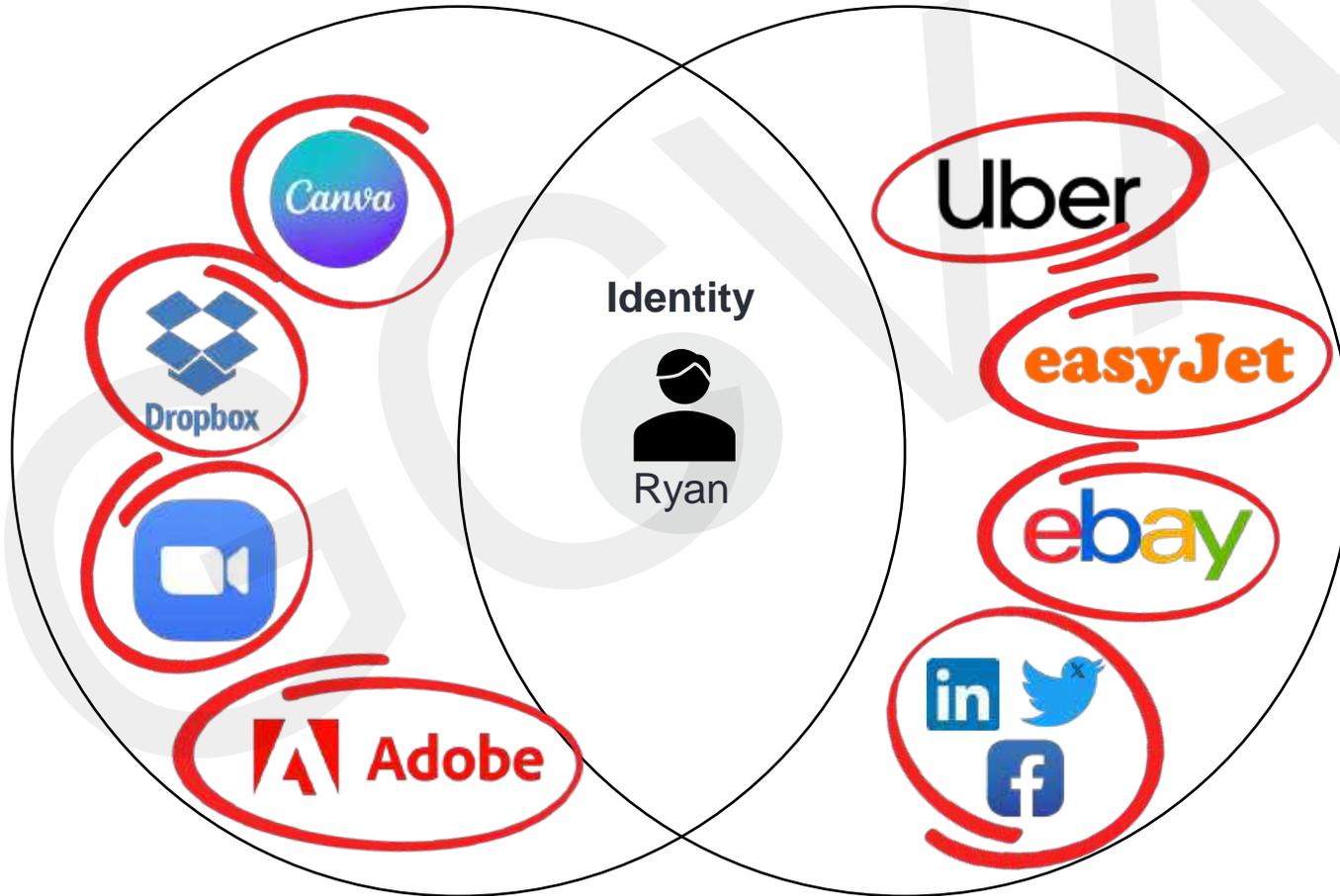
What does Ryan bring to our organization?



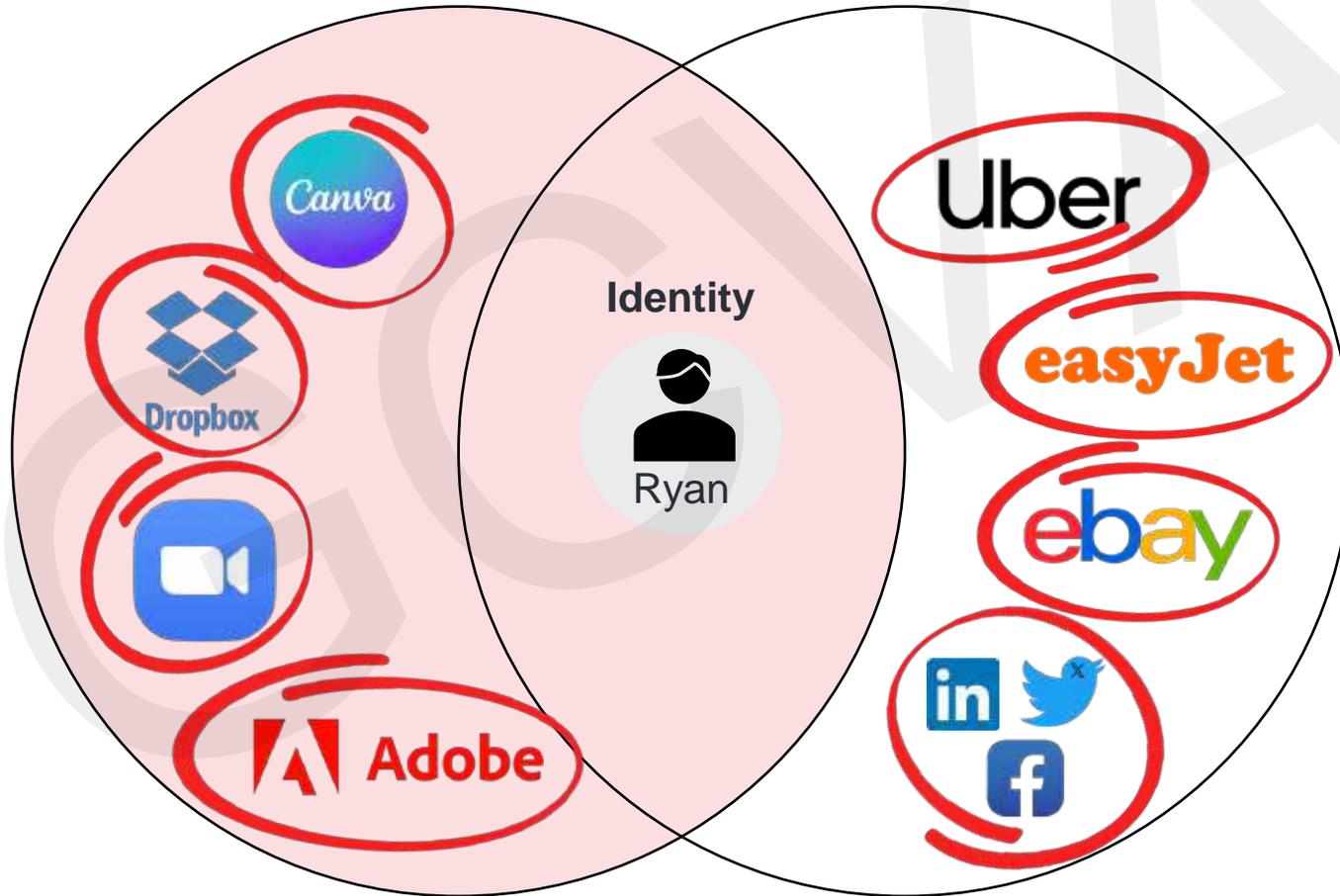
What does Ryan bring to our organization?



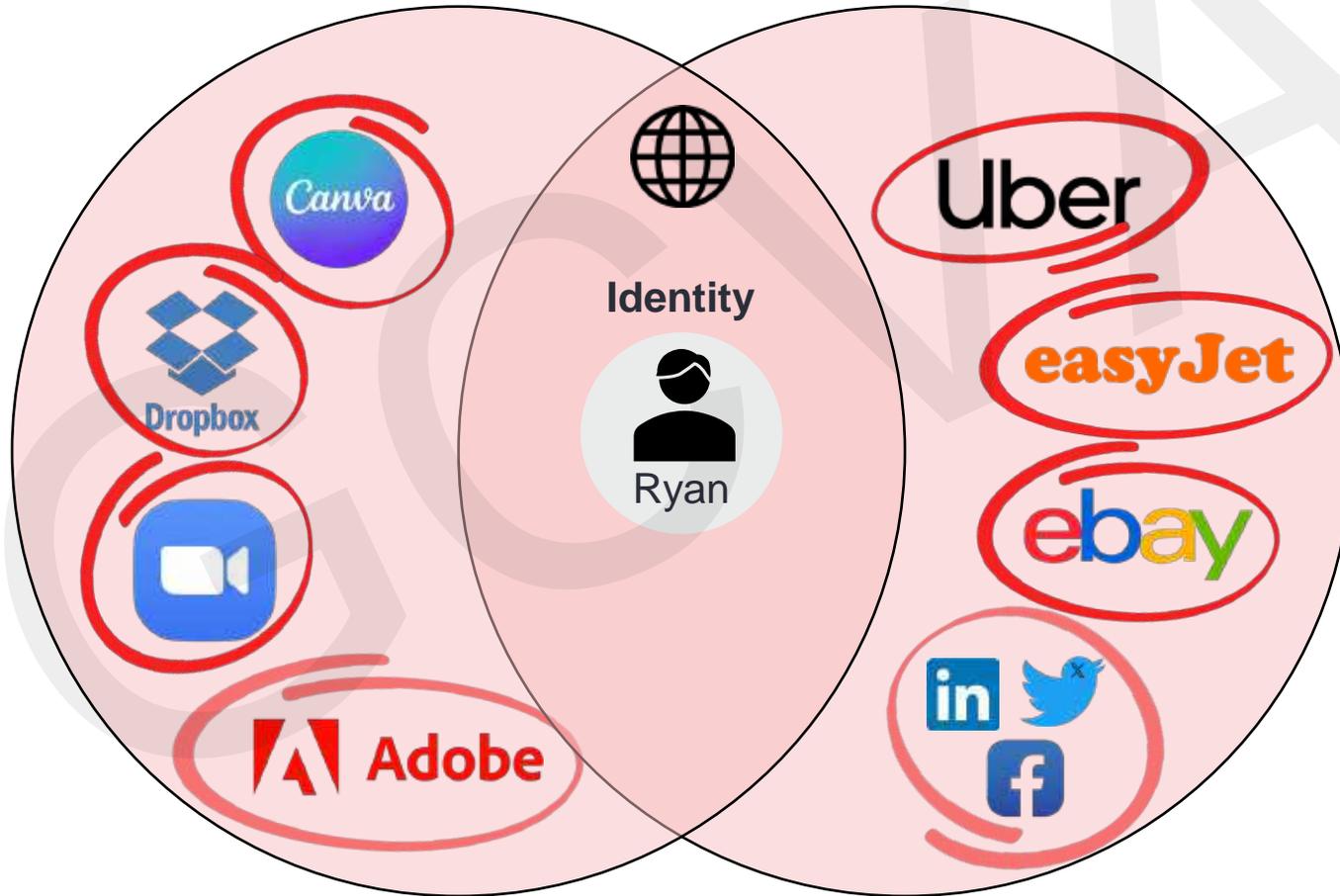
What does Ryan bring to our organization?



What does Ryan bring to our organization?



What does Ryan bring to our organization?



How to do that!

- **Micro Learning**
 - Funnel approach
 - Prepare and lay a foundation
 - Follow-up and Boost
 - Informal

How to do that!

- Security Courses and Certificates
- Periodic Newsletters
- Social Engineering tests (Mystery Visits)
- E-mails about trends
- Security “Idea Box” - “open for suggestions”
- Posters
- Screen savers
- Stickers

Thank you!
Training the human element of security

Fraud Prevention Solutions Showcase



Rens Grim

Advocate Global
Signal Exchange

Global Anti-Scam Alliance



Disclaimer:

No Artificial Intelligence
was used to create this
presentation.

Maybe no intelligence
was used at all...

**Our Mission:
Protect
Consumers
Worldwide from
Online Scams**

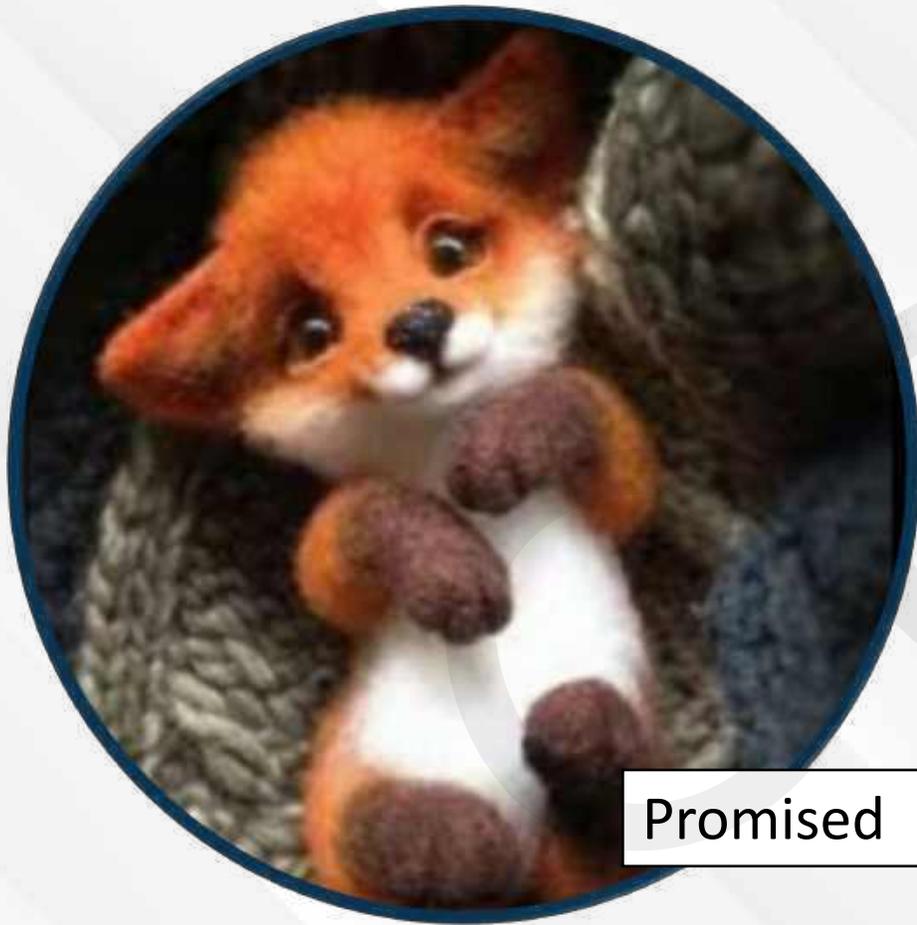




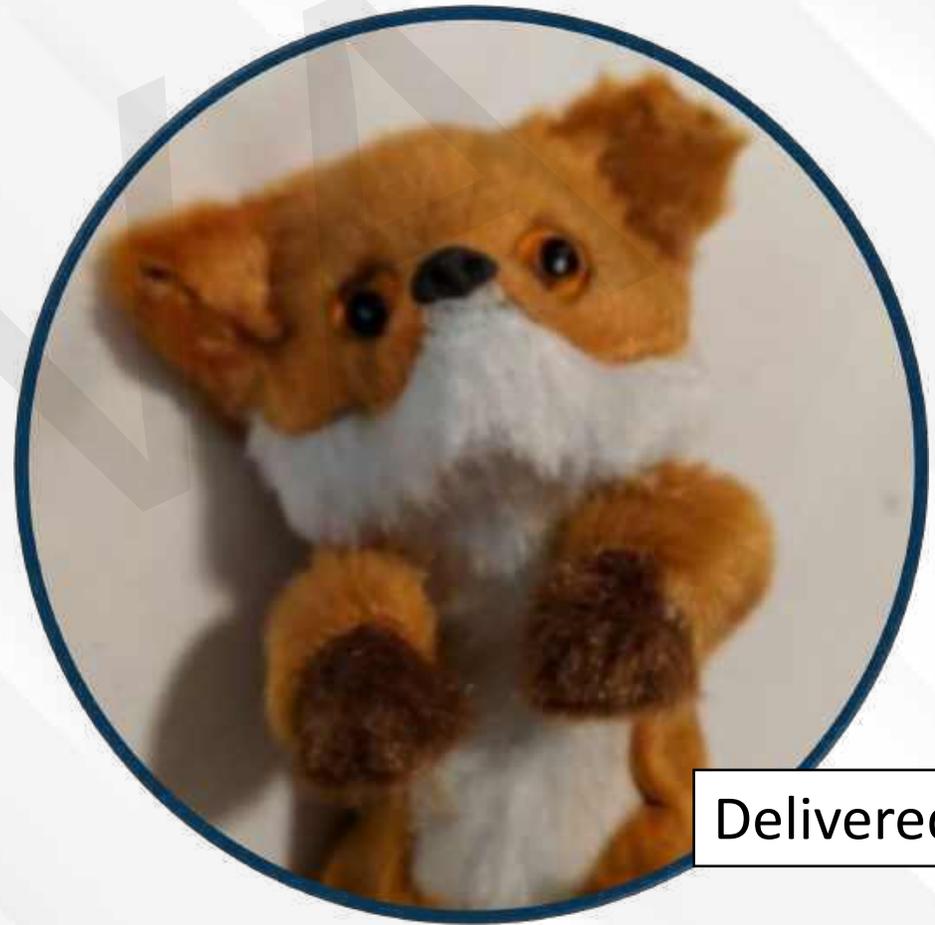
Why Do We Exist?

We have been scamming our fellow humans since the beginning of time...





Promised



Delivered

BASIC	STANDARD	PREMIUM ★	DELUXE ★
MINIMUM DEPOSIT: \$200	MINIMUM DEPOSIT: \$500	MINIMUM DEPOSIT: \$1,000	MINIMUM DEPOSIT: \$5,000
<ul style="list-style-type: none"> ✓ 10% BONUS ✓ Withdrawal process same day ✓ 24/5 customer support ✓ Daily market review 	<ul style="list-style-type: none"> ✓ 50% BONUS ✓ Withdrawal process same day ✓ 24/5 customer support 	<ul style="list-style-type: none"> ✓ 75% BONUS ✓ Withdrawal process same day ✓ 24/5 customer support 	<ul style="list-style-type: none"> ✓ CUSTOM MADE BONUS ✓ Withdrawal process same day ✓ 24/5 customer support

124%	500%	10000%	15000%
24HRS PLAN	AFTER 7 DAYS	AFTER 14 DAYS	AFTER 30 DAYS
MIN \$500	MIN \$1000	MIN \$2000	MIN \$4000
PRINCIPAL INCLUDE	PRINCIPAL INCLUDE	PRINCIPAL INCLUDE	PRINCIPAL INCLUDE
INVEST	INVEST	INVEST	INVEST

Some scams are nearly too incredible to work... but they do



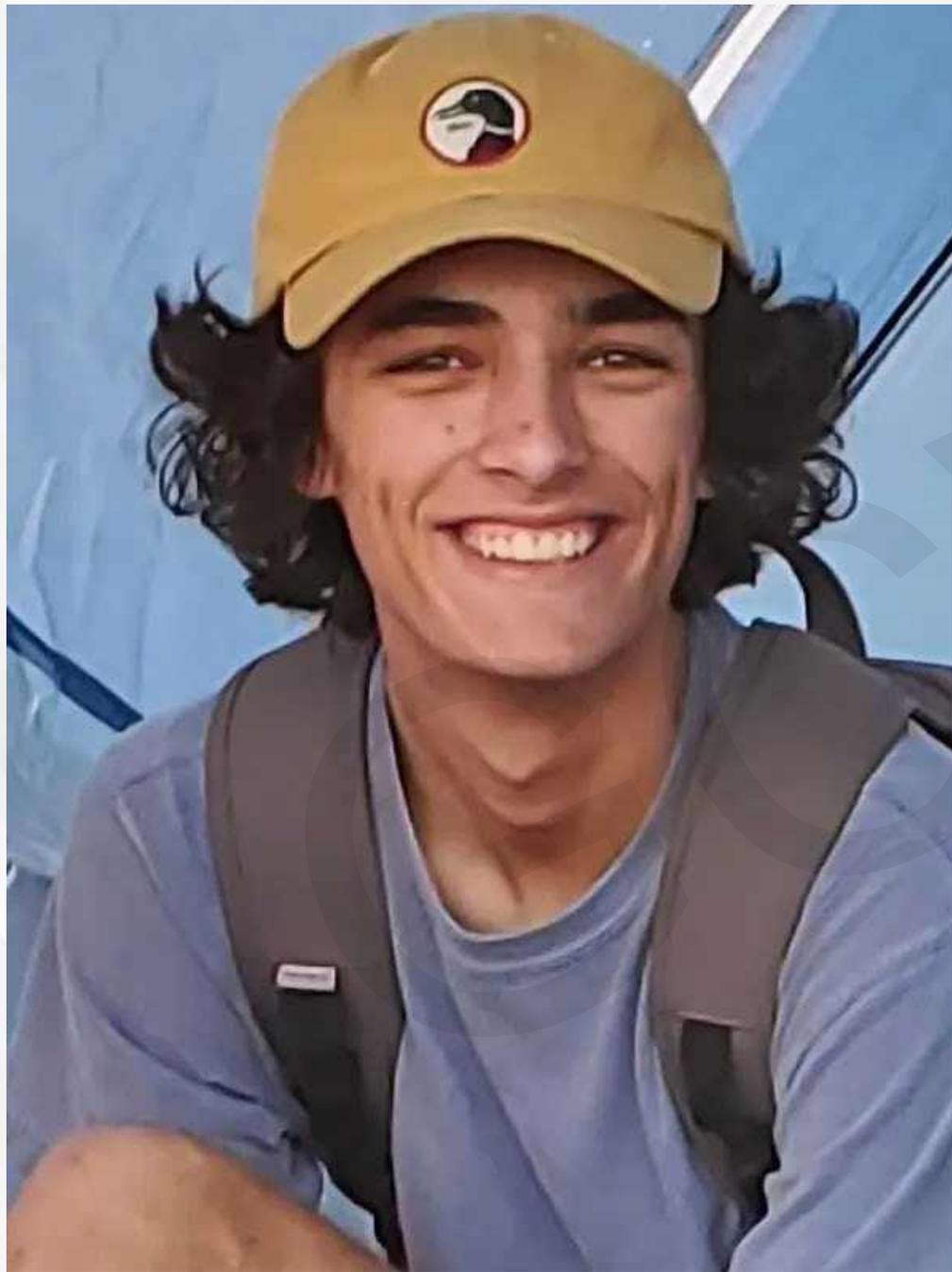
A Japanese woman paid an “astronaut” €35,000 to help him get back to Earth. The scammer told the 65-year-old victim he loved her and wanted to marry her.

Source nu.nl/tech/6229085/japanse-opgelicht-door-astronaut-die-geld-vroeg-voor-raket-naar-aarde.html

SEXTORTION

TEENS, TECH AND TRAGEDY

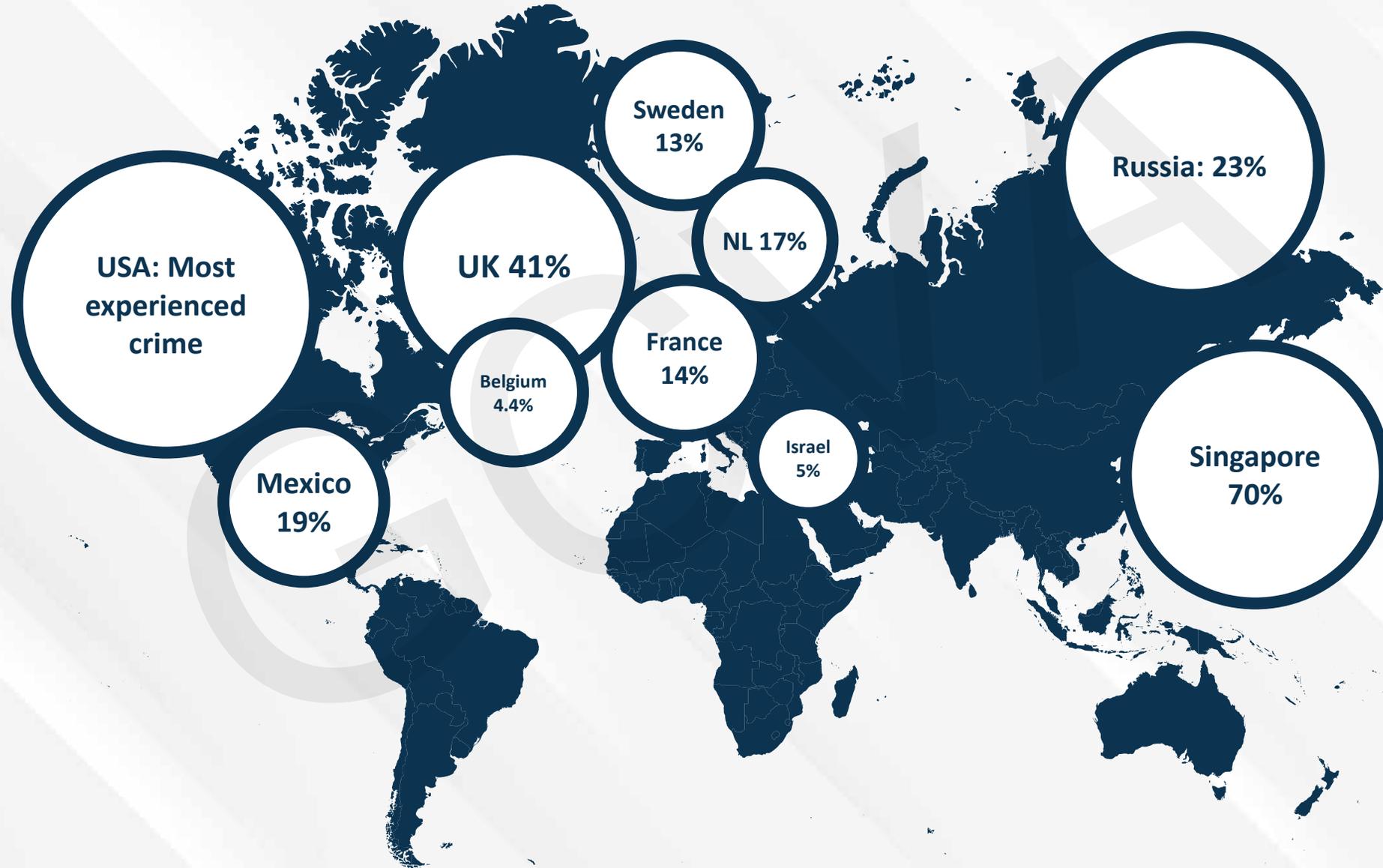
Paul Raffile | Global Anti-Scam Summit 2024





Notably, countries like Brazil, Kenya, Argentina, Brazil, China, India, Indonesia, Kenya, Malaysia, and the Philippines are suffering.

Online scams are now the 1st or 2nd most reported type of crime in most countries

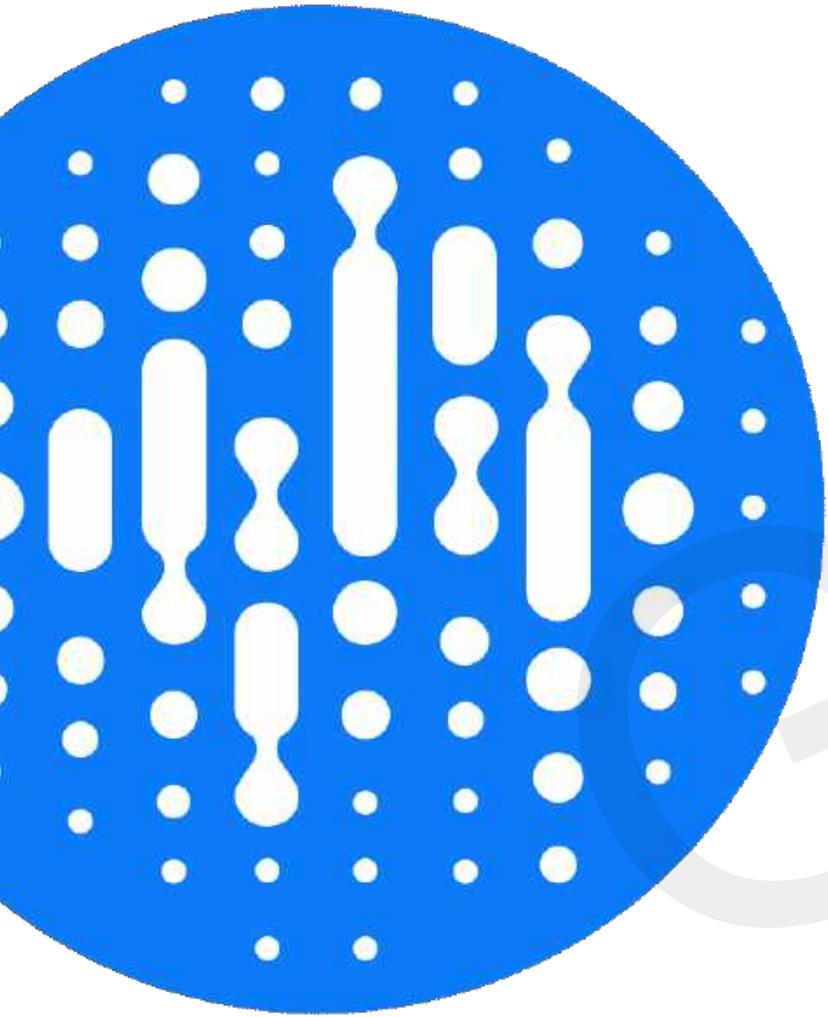




Worldwide only 0.05% of all cybercrimes are prosecuted.



What Do We Do?



The Global Signal Exchange (GSE)

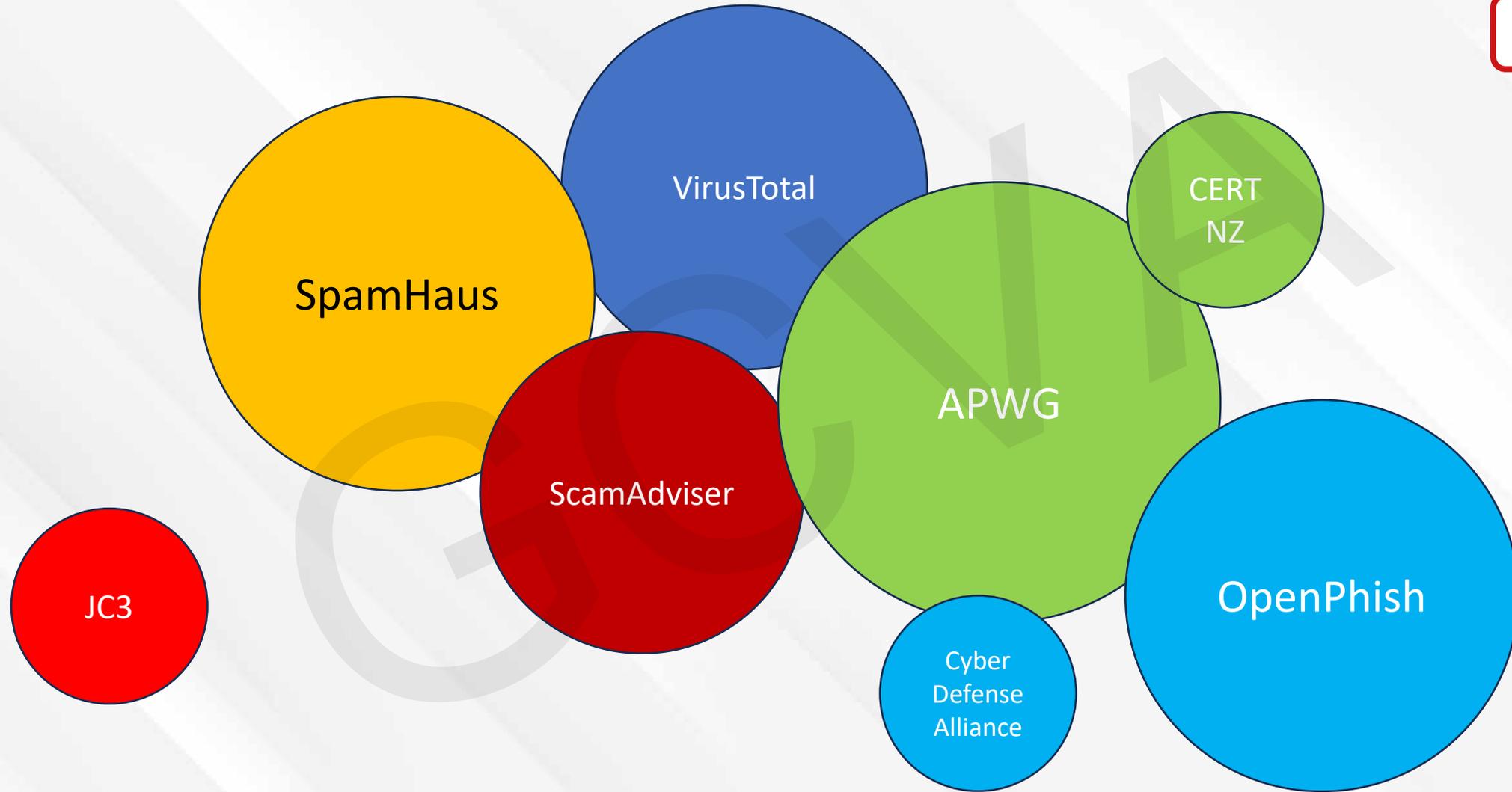


The **Global Anti Scam Alliance (GASA)** is a non-profit, bringing together policy makers, law enforcement, consumer authorities, NGOs, the financial sector, cybersecurity, and commercial organizations to share insights and knowledge surrounding scams.

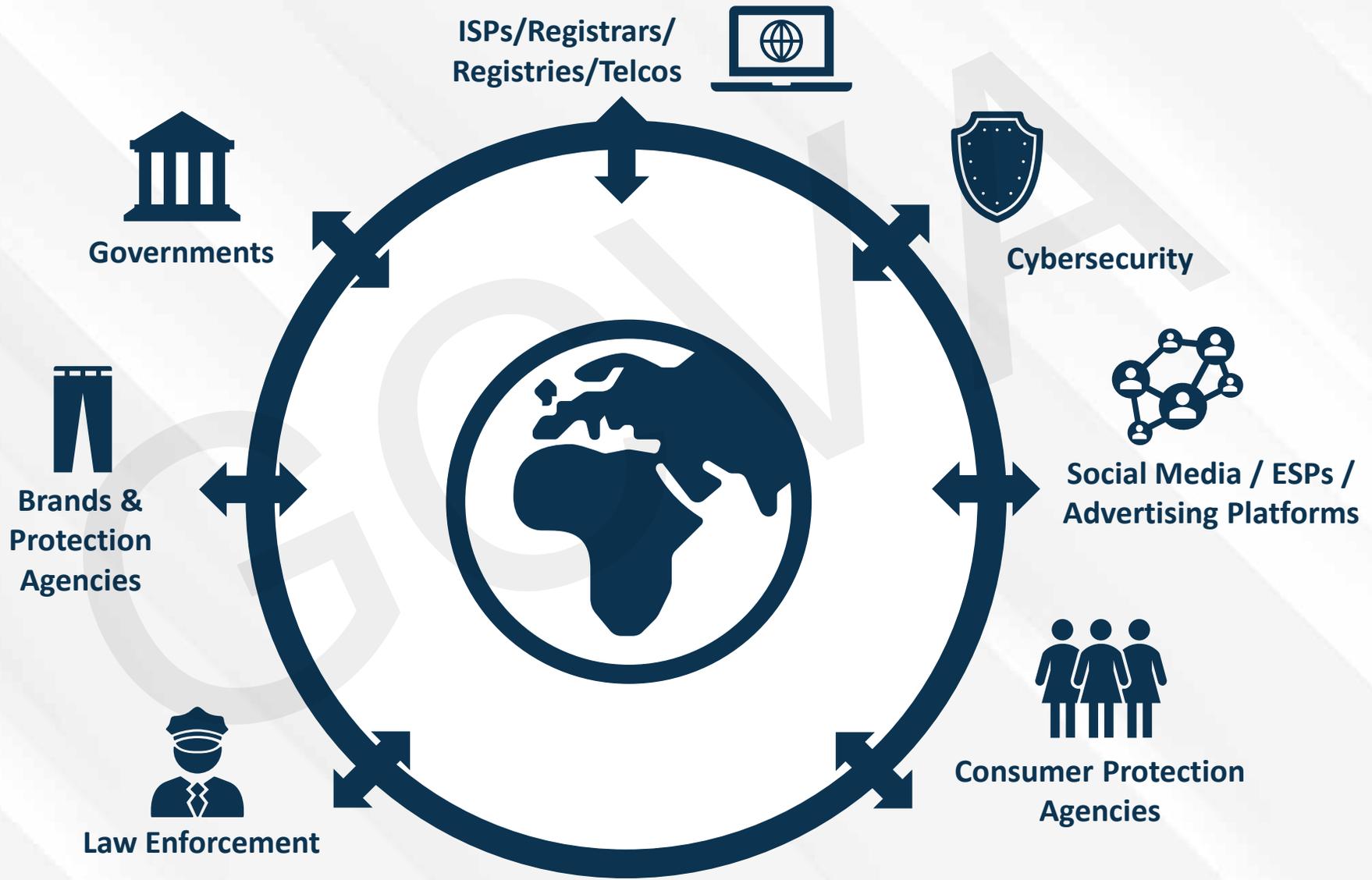
The **DNS Research Federation** is a not-for-profit company limited by guarantee, registered in England and Wales. It is inviting a number of key stakeholders from all aspects of the DNS ecosystem: big brands, domain name industry, public safety and academia to participate as partners and supporters.



Illustrative



Fast and efficient global sharing of abuse signals is essential to help Service Providers detect abuse on their platforms



That needs to be solved globally...



To make transparent which Service Providers are fighting abuse successfully and which ones need help and offer all stakeholders a more efficient and effective way to use abuse signals and make the internet a safer place

What is unique about the Global Signal Exchange?

Global, cross sector



First global cross sector data platform and network

Signal Exchange



Multi-directional sharing of abuse data controlled by the Data Source

Real-Time Analysis



Discovery and analysis of abuse on or off platform. Smart matching using AI

Leaderboards



Creating transparency where scams and fraud are facilitated

The Global Signal Exchange is NOT a data source itself but a meta aggregator that provides real-time data retrieval from many data sources for further analysis



Status
Exchange Service Health
 As at 09/05/2025

OK

29 Feeds Active
 29 Feeds Available



Quality Score
Your feed quality rating
 As at 09/05/2025

100%

0 Open Disputes



Signals
Reports received (all feeds)
 24 hrs

1551K

857K Google Shopping
 447K Spamhaus Spam Blo...



Time To Live
Average time between report and mitigation
 90 days

4.89d

HIGH 60d
 LOW 0d

Daily Signals

Number of reports received per day

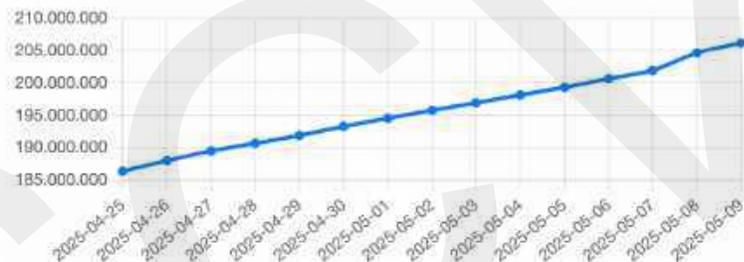
14 days



All Signals

Total reports available

Growth 14 days



Recent Signals

Search and filter recent signals reported within the last 7 days and provide feedback.

Recent Signals

Search the most recently added signals.

Last 7 days

 Query Editor

 Search recent signals

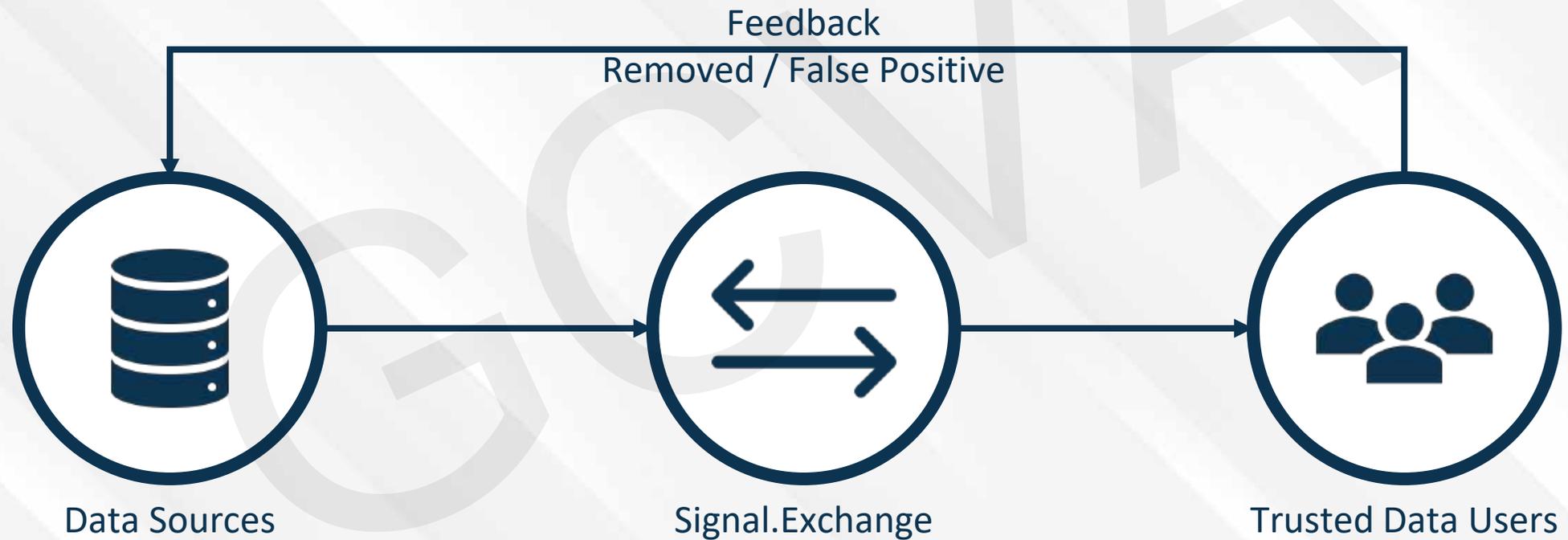
Abuse Types

Fraud

Sources

SIGNAL	REPORTED	IMPORTED	LATENCY	PROVIDER	TYPE	CONFIDENC
http://official-copair-faq-com.github.i...	05/07/2025 22:05:18	05/07/2025 22:07:55	3m	Zerofox	Fraud	
http://official-copair-faq-com.github.i...	05/07/2025 22:05:01	05/07/2025 22:07:55	3m	Zerofox	Fraud	
http://twitter.com/Ed11742964/status...	05/07/2025 21:38:54	05/07/2025 22:07:55	29m	Zerofox	Fraud	
http://twitter.com/Ed11742964/status...	05/07/2025 21:39:36	05/07/2025 22:07:55	28m	Zerofox	Fraud	

The exchange will also facilitate a feedback loop



Allowing Trusted Users to report removal and false positives to improve quality of Data Sources

Both non-profit as well as commercial data feed providers have joined the GSE



We are only at the start....

Interested in becoming a Partner?

Contact us to join our fight against online scams!



Rens Grim

Advocate for the Global Signal Exchange

E: rens.grim@gasa.org

M: +31 6 34 11 60 34



Fraud Prevention Solutions Showcase



Sjoerd Groot
Chief Growth Officer
Alphacomm



Stop gift card payment fraud

Keep your revenue safe
and your customers satisfied





Sjoerd Groot

Chief Growth Officer

Alphacomm

Rotterdam, The Netherlands



We believe buying
 digital goods

should be  effortless.

Deutsche Bank 



 **vodafone**



ay yıldız



reload**now**

 **Telefónica**

MEDION

O₂



 **onlineaufladen.at**



 **CLANERS**



Digital goods



eSIMs



**Telecom
top-ups**



Gift cards



E-money



**Game
cards**



Vouchers



Digital goods are vulnerable to payment fraud

 Non-tangible nature

 Immediate delivery

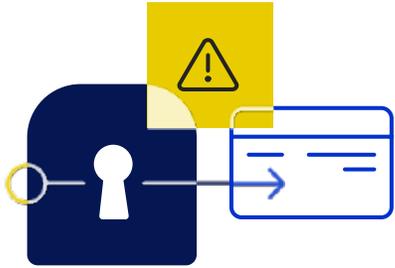
 High demand
for resale

 Anonymous

 Low perceived value

 Easy to scale fraud
attacks



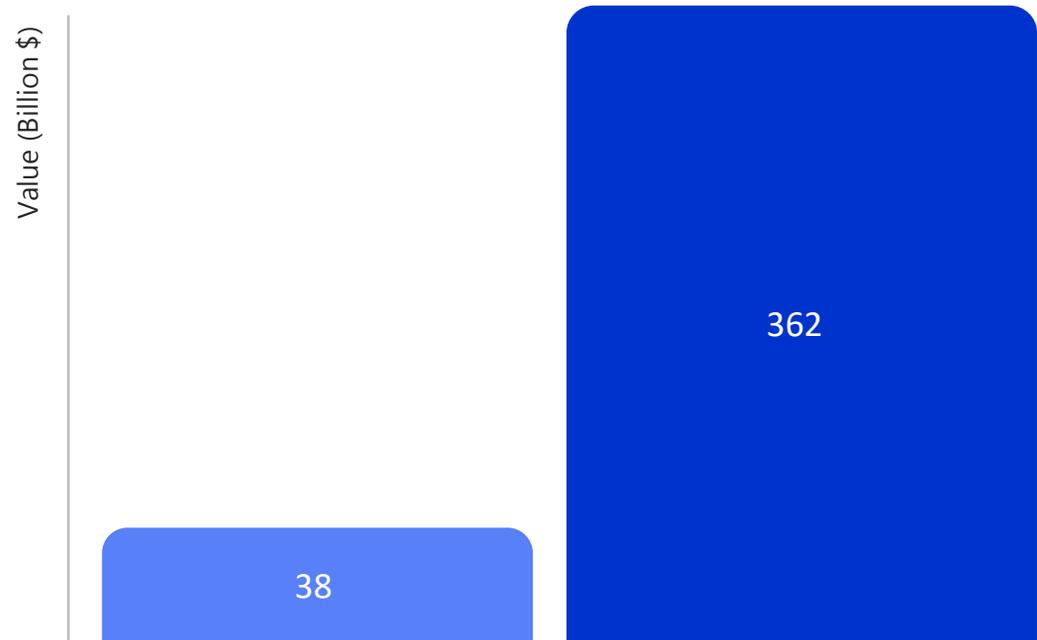


What is payment fraud?

Payment fraud is any deceptive and illegal financial transaction by someone.

Fraud is hitting businesses where it hurts

Merchant losses due to payment fraud



43%

of consumers have been victim of payment fraud at least once in the past 18 months.





The impact of payment fraud



Financial loss



Extra work for teams



Unhappy customers & reputation damage



Examples of payment fraud



Credit card fraud

Fraudsters use stolen card details for unauthorised purchases, often obtained via phishing or skimming.



APP – Authorisation Push Payment

Scammers trick people into transferring money by posing as trusted entities.



Identity theft

Criminals steal personal data to impersonate someone and commit financial crimes.



Friendly fraud

Customers falsely dispute valid transactions to get refunds while keeping goods.



ATO – Account takeover

Hackers access accounts to make unauthorised purchases or steal data.



Chargeback fraud

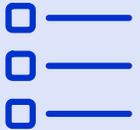
Buyers claim unauthorised charges to get refunds after receiving goods.



What you should be aware of



Spikes in sales



High order values



High denoms

Merchant expectations



Fraud loss protection & reimbursement



**Smooth customer experience
without unnecessary friction**



High approval rates



**Real-time fraud monitoring &
flexible fraud settings**



Low false positives 😊

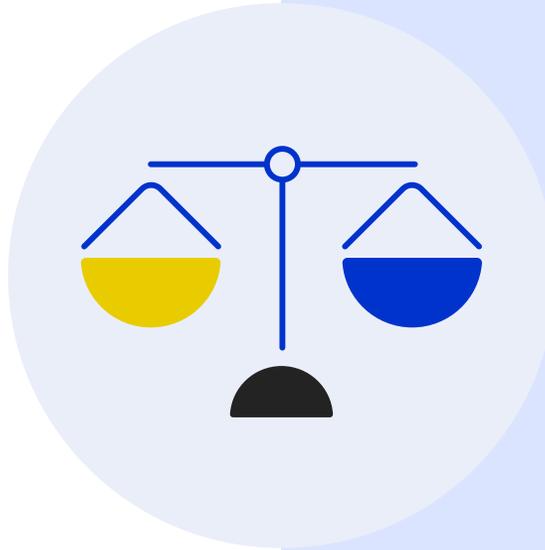


Challenges for merchants



Minimise risk

- Keep fraud rates low
- Apply sufficient measures
- Maximise revenue

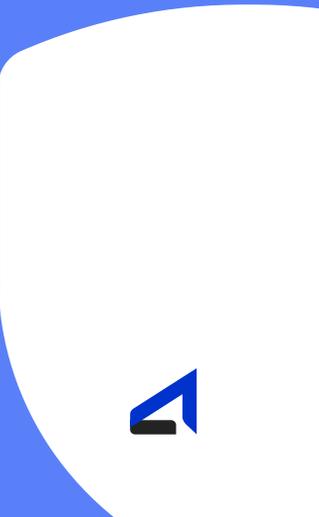
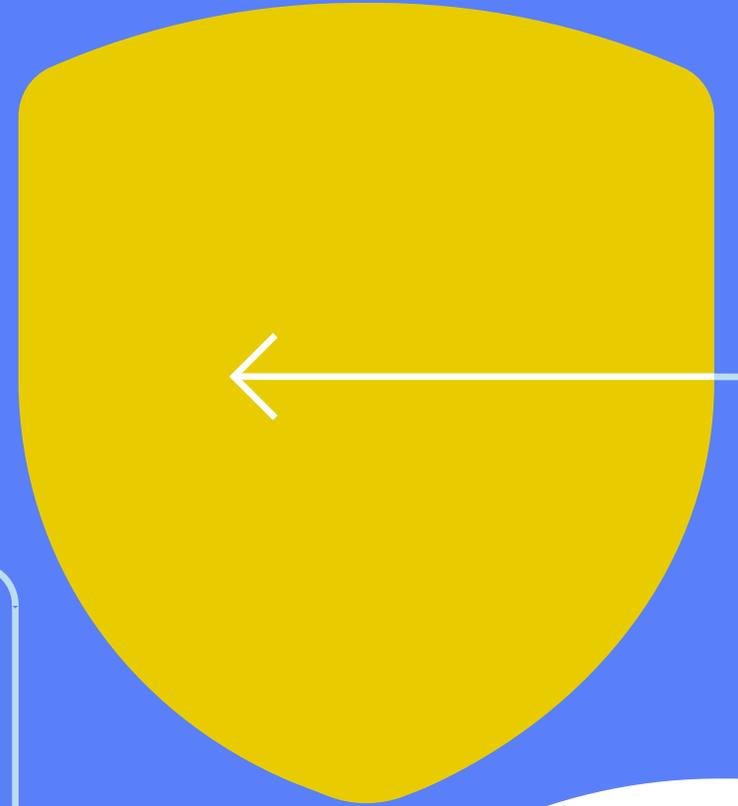


Frictionless customer experience

- High approval rates
- Maintain a frictionless experience
- Minimise false positives



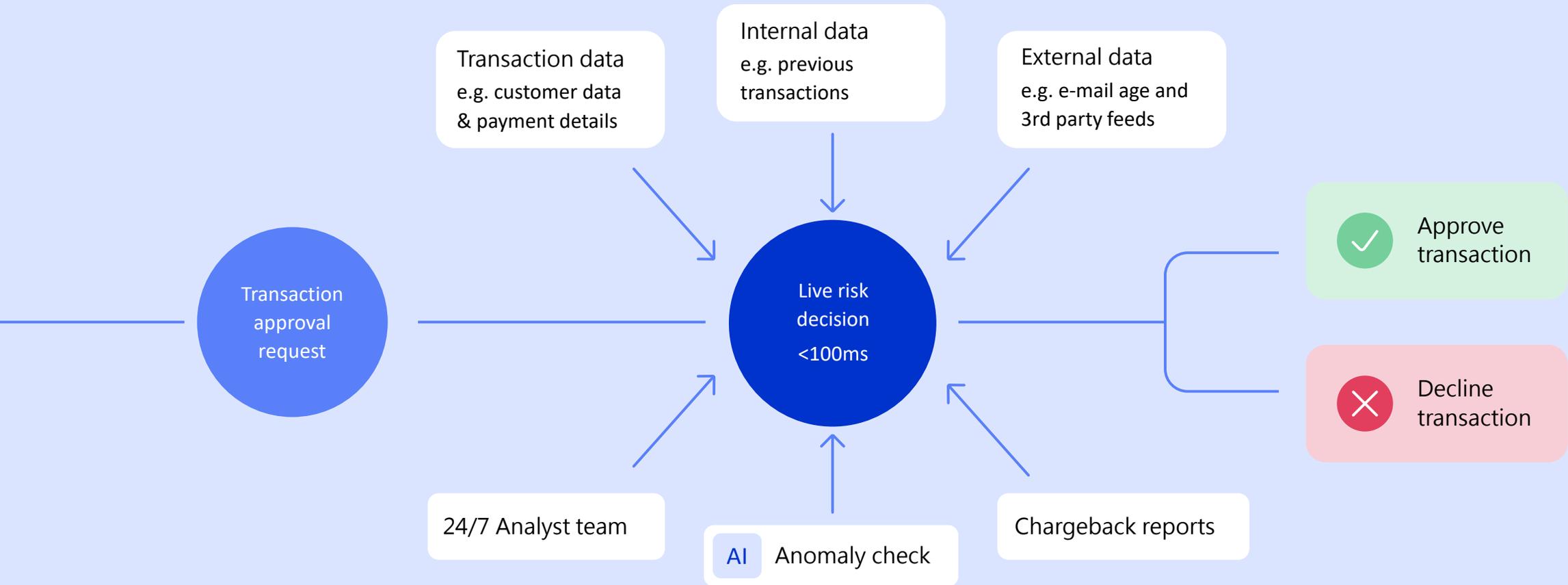
Unfortunately,
3D Secure is not **the**
holy grail



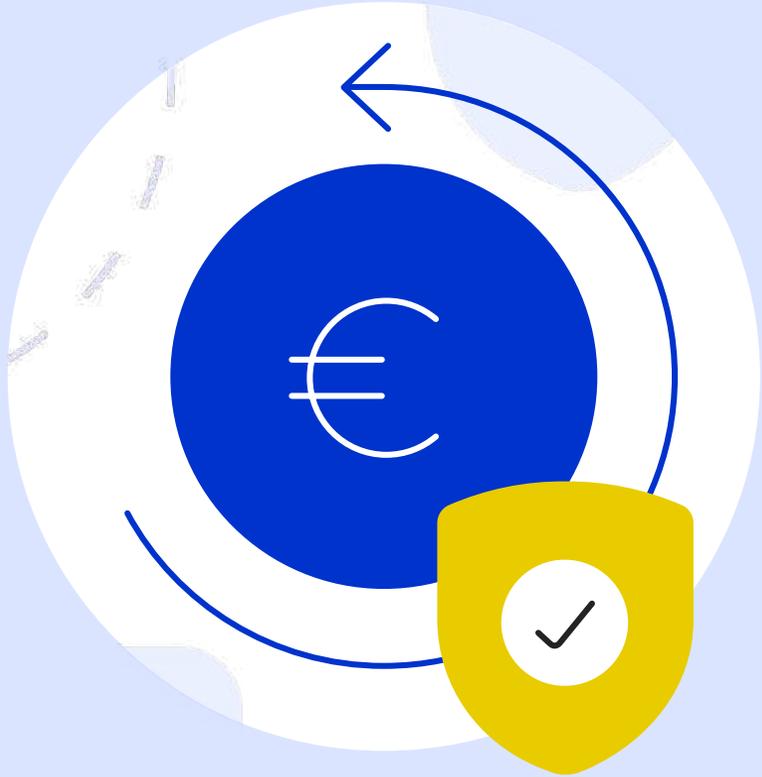
Ideal setup



Instant fraud check



100% Chargeback guarantee



**Run your business
without the risk**



The screenshot shows a checkout form with three main sections:

- 1. Identity**: Email address is `sjoerd.groot@alphacomm.nl`. There is a "Change" link and a green checkmark.
- 2. Payment method**: Selected method is "Credit card". There is a "Change" link and a green checkmark.
- 3. Payment details**: A heading followed by the instruction "To be able to pay by Credit card, we require the following details from you:". Below this are several input fields:
 - First name and Last name (two separate fields)
 - Number and Street (two separate fields)
 - Zipcode and City (two separate fields)
 - Phone number (one field)A blue "Checkout" button is located at the bottom right of this section.

How to balance

Example: Risk measures per product

Type of products

-  Low risk
Telco, gift cards- gift use
-  Medium risk
Gift cards- self use, eSIM, game cards
-  High risk
Prepaid cards



In summary, a good fraud solution should...



Enable you to benefit from more data than you can collect yourself



Charge you based on successful transactions



Be trained with the right data, relevant to your business



Ideally, indemnify the risk of chargebacks



Enable you to keep your products live, even during an attack



Act as a commercial partner, advising you to balance risk and revenue



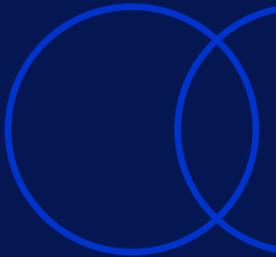
Thank you!



Sjoerd Groot

Chief Growth Officer

sjoerd.groot@alphacomm.nl



Fraud Prevention Solutions Showcase



André Moen

Owner

Intersolve

To view video, please
watch the recorded catch
up session

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Rob Hadden
SVP of Fraud Ops
InComm Payments



GCVA European Financial Integrity Summit:

Fraud Prevention Solutions Showcase

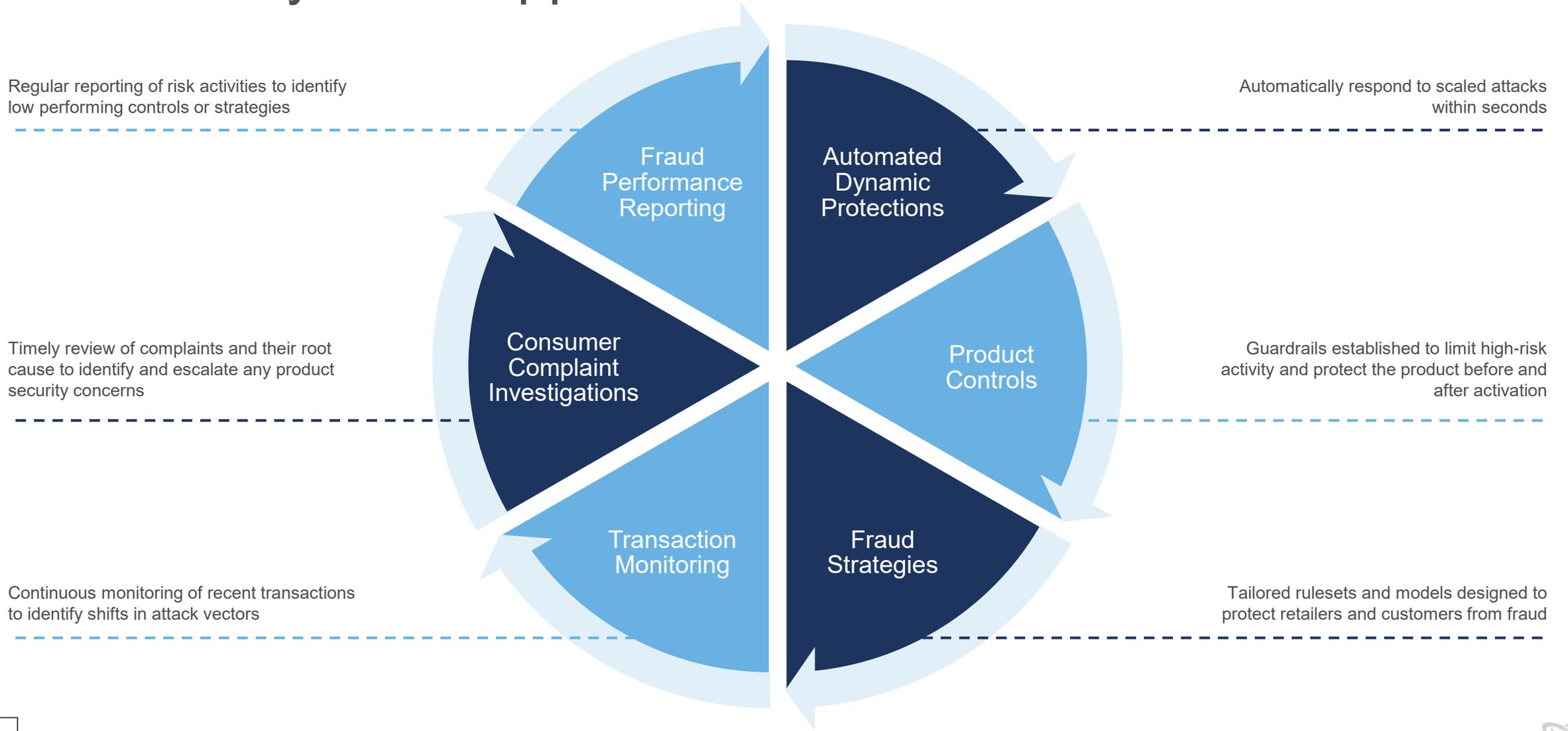
May 2025

Agenda

- 1 Speaker
- 2 InComm Payments Approach
- 3 Technology Overview
- 4 Rules vs. Modeling
- 5 Questions?

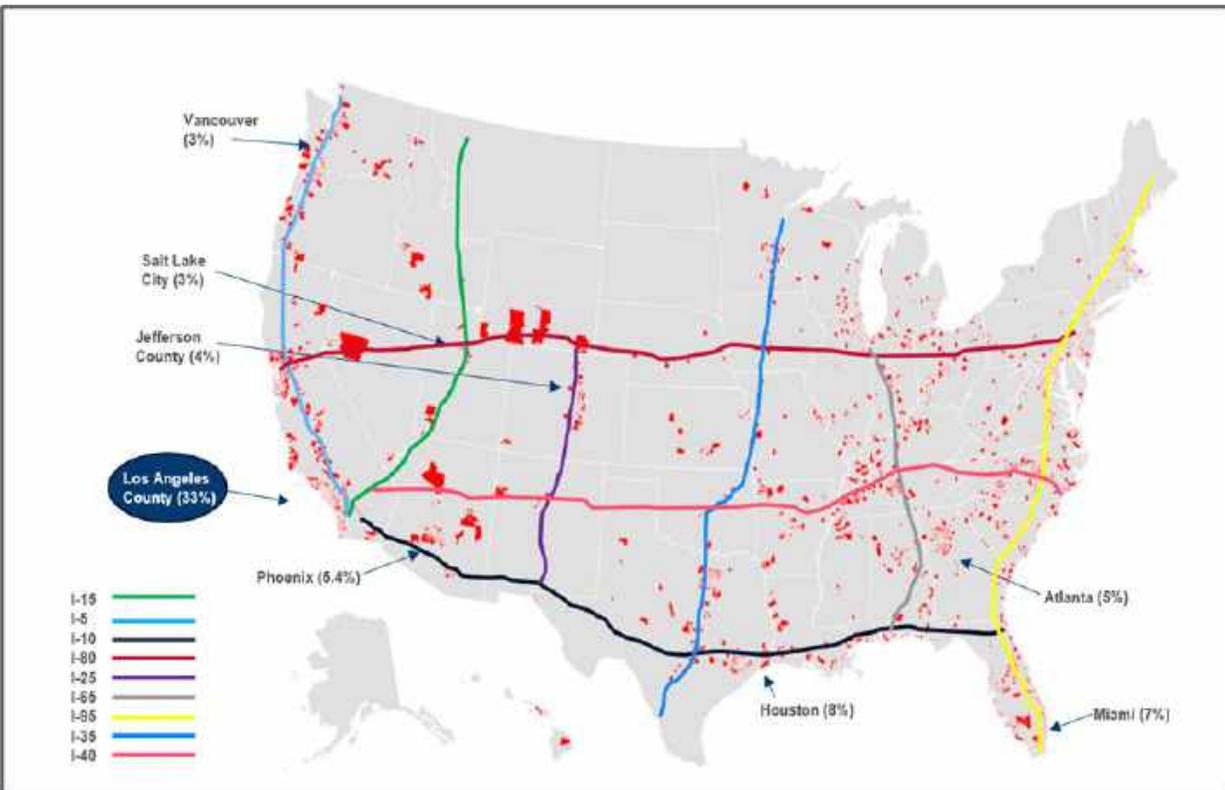


InComm Payments Approach

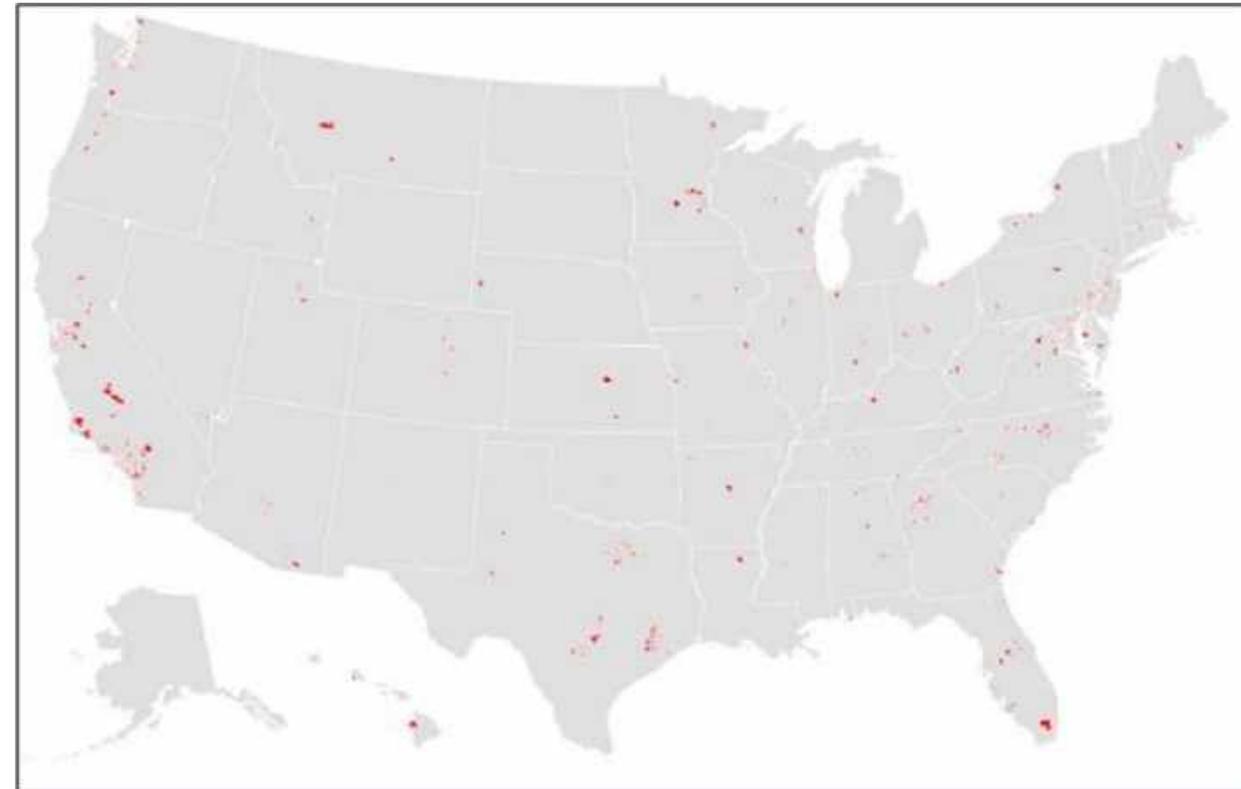


New Technologies: Geolocation

Pre-Geofencing



Post-Geofencing



Protecting Your Business At Scale

No brand or merchant can combat fraud on its own. We protect your business and customers with cutting-edge **technology**, collaborative **partnerships** and industry-leading **expertise**.

- Powered by Accertify: We partner with the retail and financial industry leader in fraud prevention, bringing the latest AI detection platforms and dedicated data scientists to your business.
- Scalability: We scale our solutions to your operations, constantly evolving to combat emerging threats to your gift card business without disrupting your customer's experience.



Technology

Back-End Controls: Advanced card packaging and other front-end controls are standard across the industry. We strengthen these security layers with robust back-end controls.

- Artificial Intelligence (AI) and machine learning models (MLMs) identify and analyze unusual redemption activity in real time, enabling us to stop fraudsters from redeeming stolen or compromised cards.

Partnerships

Accertify: Founded in 2007 to protect online transactions from sophisticated attacks, Accertify closely collaborates with our in-house teams to develop net-new models capable of detecting and combating new fraud vectors.

- Accertify data scientists analyze unusual behavior to identify new threats before the damage is done.

Expertise

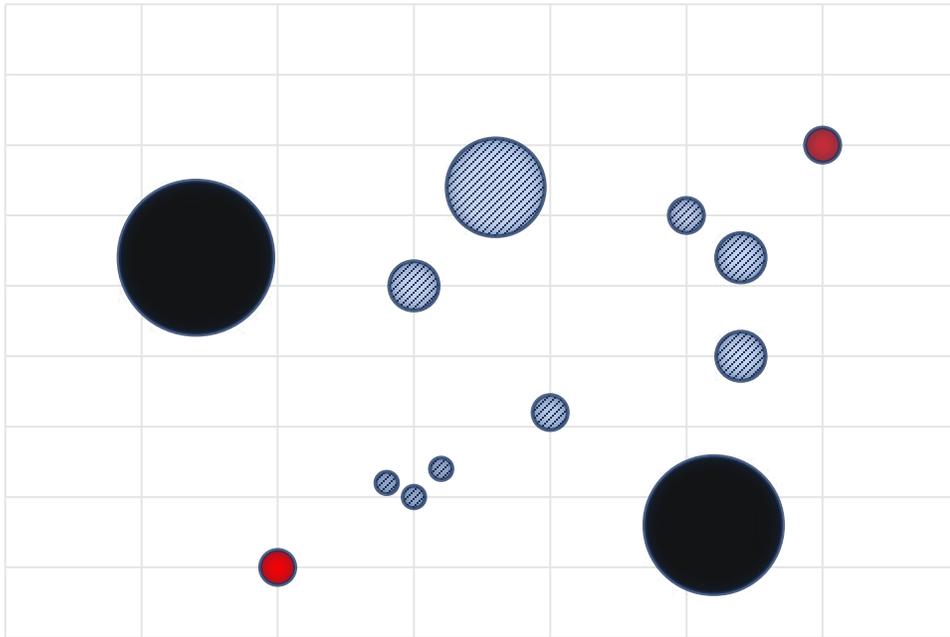
24/7/365 Support: Our dedicated in-house teams provide constant support to meet your organization's needs.

- Our experts regularly collaborate with other security experts and law enforcement professionals to share information and stay ahead of emerging threats.



Rules vs. Modeling

FRAUD EVENTS 2024 (WITHOUT MODEL)

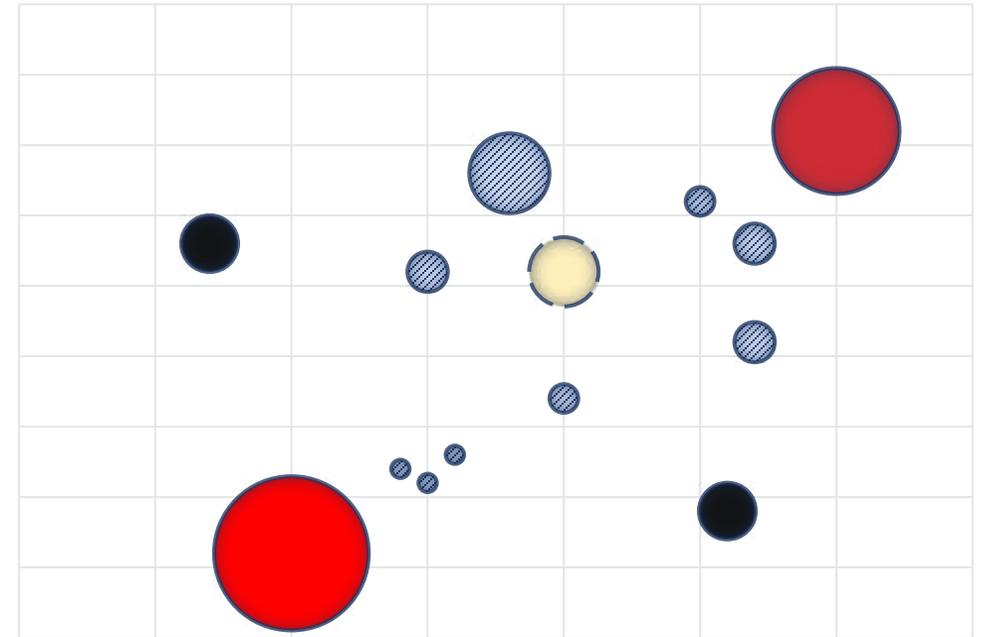


- **Manual analysis and rule reviews**
- **Manual monitoring and identification of new patterns**
- **Inability to analyze multi-dimensional patterns**

Legend for Fraud Events:

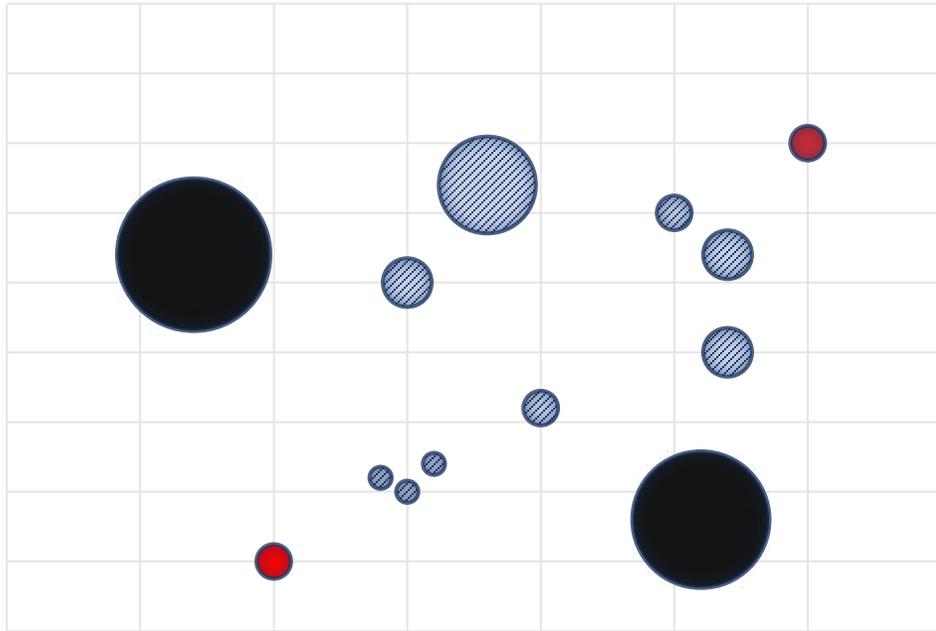
- Large scale Fraud attack ('24)
- Small Fraud attack ('24)
- Other Fraud attack ('24)
- New Fraud attack ('25)

FRAUD EVENTS 2025 (WITHOUT MODEL)



Rules vs. Modeling

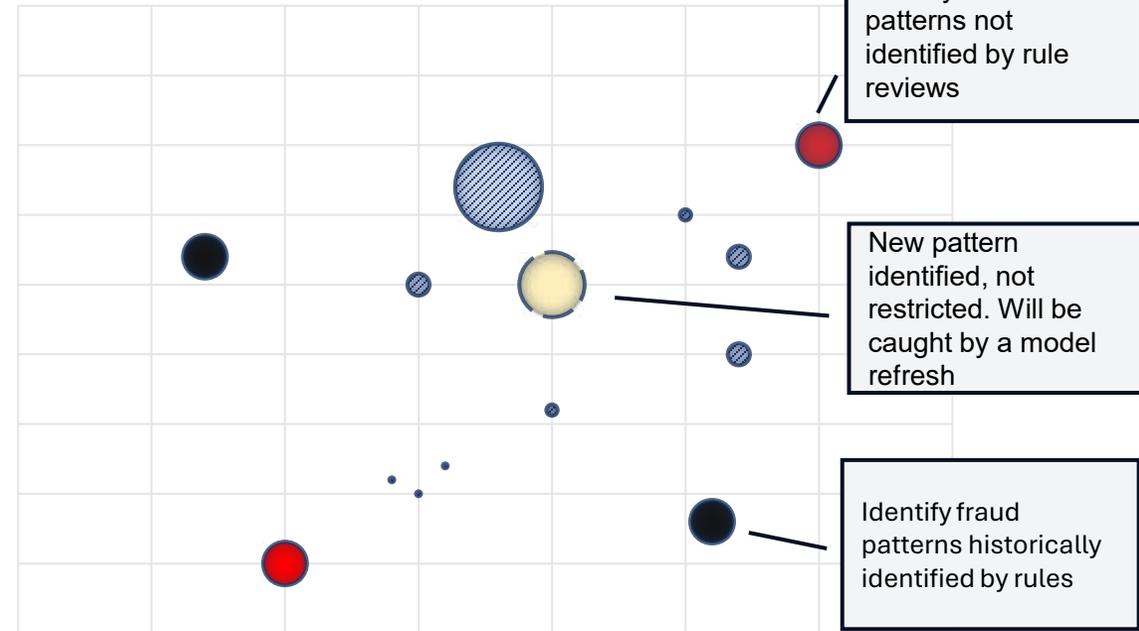
FRAUD EVENTS 2024 (WITHOUT MODEL)



- Large scale Fraud attack ('24)
- Small Fraud attack ('24)
- Other Fraud attack ('24)
- New Fraud attack ('25)

- Automated model calibration
- Model refreshes and adjustments
- Ability to identify and analyze multi-dimensional patterns

FRAUD EVENTS 2025 (WITH MODEL)



**thank
you**

Learn more at incomm.com

EMPOWER YOUR BUSINESS



European Financial Integrity Summit

Amsterdam 2025

15 May 2025



Best Practice European Guidelines



Hannah Shimko
Managing Director
GCVA



Wendy Trienen
Chair
BVCNL



Bodo Mauss
Senior Director
BHN



European Guideline for the Prevention of Gift Card Fraud



al threat not only to individual businesses but also to
tation of our industry. To address this, the three
, GVCA, and PVD—have come together to compile an
s aimed at preventing or mitigating fraud-related
o raise awareness and encourage best practices,
ndards across the board.

ical resource for market participants, enabling them to
vant measures for their specific circumstances. By
safeguard their operations while contributing to the

THANK YOU

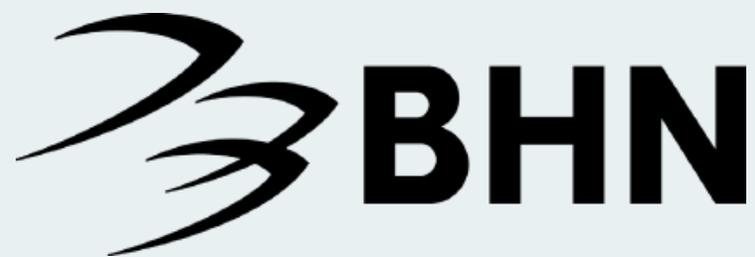


WORDCLOUD TIME

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away from
today?



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THANK YOU



Next GCVA Fraud Forum

Tuesday 17th June

Register here:





GCVA Hall of Fame Awards 2025

18 September 2025

8 Northumberland Avenue,
London WC2N 5BY

We wish you a safe
journey home

Join us for our Drinks Reception
in the Reception Area

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