WHO’S WHO SCAMS

Who's Who scams involve the selling of "memberships" in fraudulent directories. The scam may begin with a telephone interview or online questionnaire to collect a potential target's personal information. This information may then be sold to other marketing firms, or used in future attacks such as phishing emails. Once the personal information has been gathered, the target is congratulated as having passed the interview and is asked to provide a credit card number to finalize the process or to receive a copy of the directory.