



Media release

Phishing on the rise – Police count on the LINDA campaign

Zürich, 1 June 2026 – **Phishing attacks reach new highs in Switzerland. At the same time, it is clear that people are unsure about how they can protect themselves. The police are therefore stepping up their prevention work and cooperating with Card Security to raise awareness of how to use debit and credit cards safely. The “LINDA protects against phishing!” campaign starts at the beginning of June.**

Phishing remains one of the most common forms of fraud

Current assessments by the National Cyber Security Centre (NCSC) indicate that 19% of cyber incidents registered in 2025 related to phishing. At the same time, the police crime statistics for 2025 show a 24.9% increase in phishing cases compared to the previous year.

In addition to the increasing number of cases, the quality of the attacks is also changing. According to the NCSC, criminals are increasingly using multi-stage fraud strategies and combining various channels such as email, text messages, phone calls or fake websites to obtain sensitive information. Fraudsters are also increasingly taking the time to customise attacks on their victims.

LINDA – five letters with a big impact

Technical security measures alone are not enough to combat phishing effectively. People are the biggest entry point. Phishing attacks target attention, trust and response behaviour. Raising public awareness and prevention work therefore play a key role.

This is exactly where the police and Card Security come in with this year's campaign against card fraud. Using the slogan "LINDA protects against phishing!", fisherwoman LINDA is helping card users to remember the most important points when using debit and credit cards. Each letter of LINDA's name stands for a mnemonic that can be used to prevent phishing:

L = Links and attachments are not to be trusted

I = Information must be carefully checked

N = Neutral forms of address are suspect

D = Deadlines and urgency are fishy

A = Addresses must always be verified

"Only people who recognise typical fraud patterns and suspicious signals can protect themselves effectively," emphasises Pascal Simmen, Head of Prevention and Deputy Head of Communications at the Schwyz Cantonal Police and board member of the Card Security Association. "Our aim with the Card Security campaign is to make people aware of simple and effective protective measures. LINDA supports us in this."

Broad-based prevention campaign in two waves

The Card Security campaign runs throughout the month of June 2026 and from 16 September to 14 October 2026. TV adverts will be screened in all parts of the country during these periods. In addition, posters in busy locations and on public transport attract attention.

An interactive knowledge test, including a competition, is also available on the website www.card-security.ch. At the same time, targeted online and social media adverts will be placed on the most important Swiss online news portals and social networks. The police are also involved in various activities throughout Switzerland to raise public awareness and distribute informational material.

Debit and credit card issuers as well as banks inform their customers via their own channels and thus also support the prevention campaign. They are regarded as the most important and most trustworthy points of contact when it comes to providing security when making payments. This is shown by both the [Online survey by gfs.bern](#) conducted on behalf of Card Security in 2025 and the Swiss Payment Monitor 2026. Pascal Simmen emphasises: "Card Security impressively demonstrates how successful close cooperation between the financial sector and the police can be in crime prevention. This cooperative partnership has proven itself over many years and is a real success story in the fight against fraud."



Card payments are gaining in importance – prevention too

The results of the Swiss Payment Monitor 2026 also show that debit and credit cards are becoming increasingly important in everyday life. They are among the most frequently used means of payment both in face-to-face transactions and in online shopping. However, the growing use of digital payment methods also raises the risk of becoming a victim of card fraud. The gfs.bern survey mentioned above emphasizes that there is no clear victim profile: Neither age nor income is a decisive factor. The only noteworthy factor is that people who use their card regularly are more frequently affected than occasional users. At the same time, 36% of respondents stated that they did not know how they could protect themselves more effectively.

This makes the "LINDA protects against phishing" prevention campaign all the more important as it offers concrete assistance for the secure use of digital payment methods.

Contact

Pascal Simmen, Head of Prevention and Deputy Head of Communications, Schwyz Cantonal Police and Board Member of the Card Security Association

Phone: +41 41 819 53 51

E-mail: pascal.simmen@sz.ch

Image material for the current campaign is available [here](#) or can be requested at info@card-security.ch.

