



Card Security 2025

Activities in 2025

- # National Conference on 26 May 2025
- # National survey on card fraud
- # National campaign in two waves (spring/autumn)
- # Focus on phishing
- # LINDA checklist / Repetition of the core messages
- # Appeal to personal responsibility
- # Even closer involvement of financial institutions and police forces

National Conference

- # National Conference on 26 May 2025
- # Participants: 160 experts (financial sector and police)
- # 6 keynote speakers, one panel discussion, an entertaining supporting programme, a dedicated moderator and an online photo gallery made the event a success.
- # Very positive feedback from participants, many responses on LinkedIn



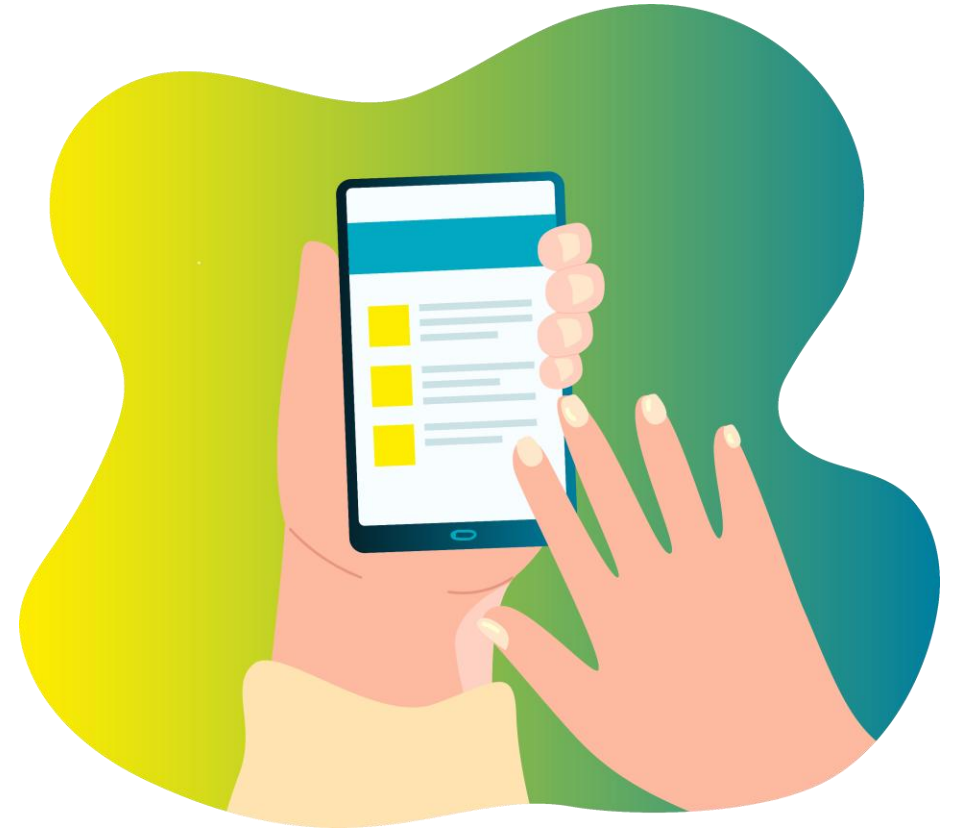
Survey on the topic of phishing

- # [Card Security's national survey](#) was conducted from 21 February to 7 March. Questions were asked on the topics of card offences, phishing, most common fears, etc.
- # The aim was to obtain up-to-date information on behaviour and the most frequent card fraud offences.
- # The survey was presented at the Conference. The findings of the survey were also distributed to the media.



Media releases

- # Circulation of two media releases:
- # Press release 1:
14.5.2025: Campaign launch
- # Press release 2:
26.5.2025: Conference and survey



Campaign 2025

- # Fisherwoman LINDA's got it!
- # Communication of code of conduct
- # Target group: the general public
- # Download Corner for multipliers
- # Online and social media campaign
- # Give-aways



Spring wave: 14.5 to 11.6.2025

Autumn wave: 27.8 to 24.9.2025

LINDA checklist

EN

- # **Links and attachments** from people you don't know must never be clicked on.
- # **Information** contained in emails must be assessed critically.
- # **Neutral forms of address** in messages raise your suspicions.
- # **Deadlines and urgency** are suspicious.
- # **Address of the sender** should always be checked carefully.

FR

- # **Liens et pièces jointes d'inconnus**: à fuir absolument !
- # **Informations dans les mails**: à vérifier impérativement !
- # **Neutralité de la formule de salutation** : à analyser attentivement !
- # **Délais urgents** : à suspecter immédiatement !
- # **Adresse de l'expéditeur** : à authentifier obligatoirement !

IT

- # **Link et allegati**: non aprirli mai se non conosci il mittente.
- # **Idee e contenuti**: controllali sempre criticamente.
- # **Neutralità delle allocuzioni**: sono un campanello di allarme.
- # **Domanda urgente e stress**: destano sospetto.
- # **Autore del messaggio**: verificalo sempre con attenzione.

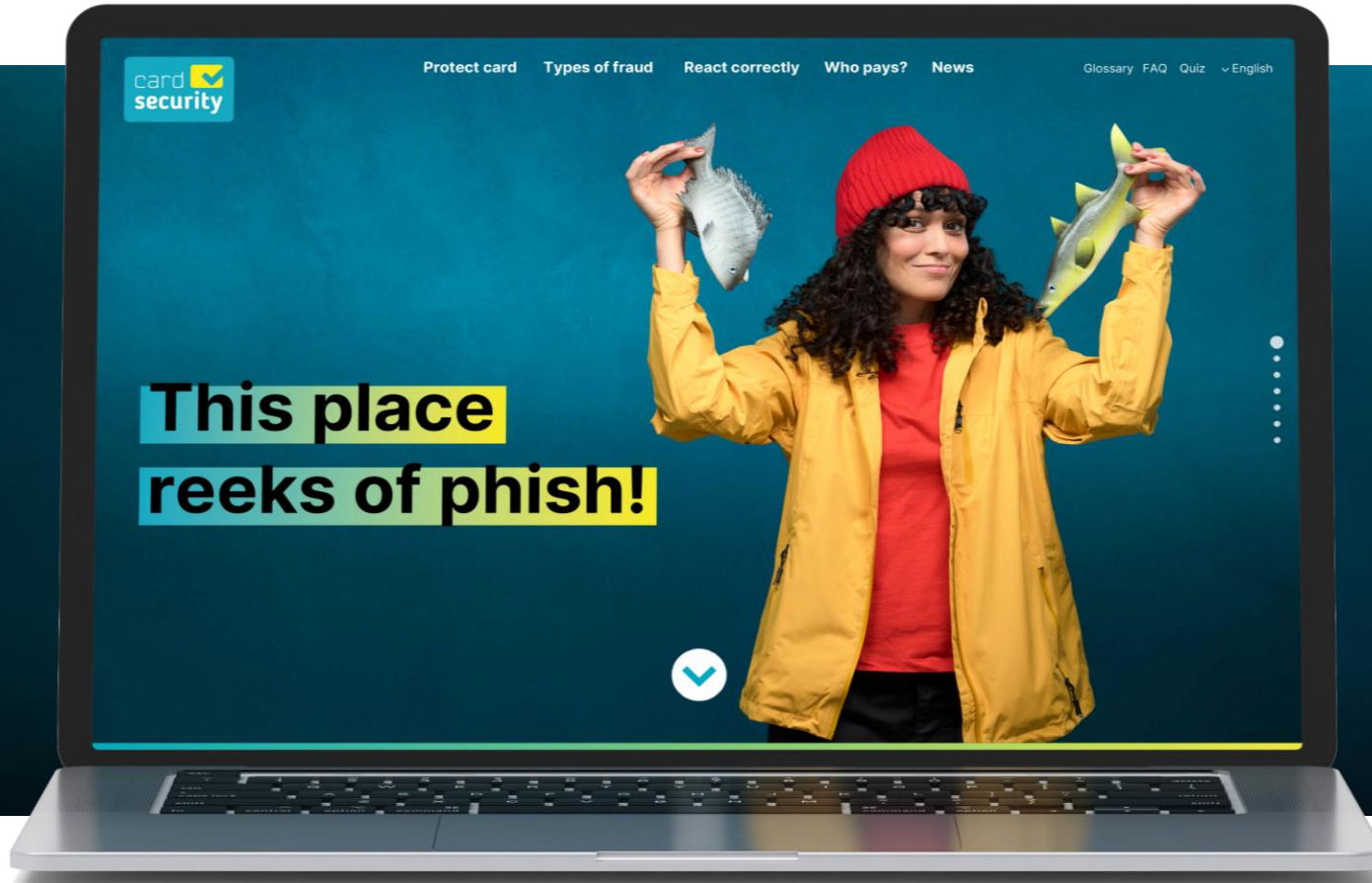
DE

- # **Links und Anhänge** von Unbekannten nie anklicken.
- # **Inhalte in E-Mails** stets kritisch prüfen.
- # **Neutrale Anrede** in Nachricht macht stutzig.
- # **Dringlichkeit und Zeitdruck** sind verdächtig.
- # **Absender** immer genau überprüfen.
- # .

Campaign 2025



Website with tips and LINDA



- # **L**inks and attachments from people you don't know must never be clicked on.
- # **I**nformation contained in emails must be assessed critically.
- # **N**eutral forms of address in messages raise your suspicions.
- # **D**eadlines and urgency are suspicious.
- # **A**ddress of the sender should always be checked carefully.

Download-Corner

- # The Download Corner on the Card Security website is aimed at police forces and financial institutions.
- # Various materials (posters, online banners and social media posts, tips) relating to the LINDA campaign are available there.
- # These can be used by police forces and financial institutions.
- # Customised formats can also be requested directly from Card Security.

**With LINDA
against phishing!**

**LINDA's
got it!**

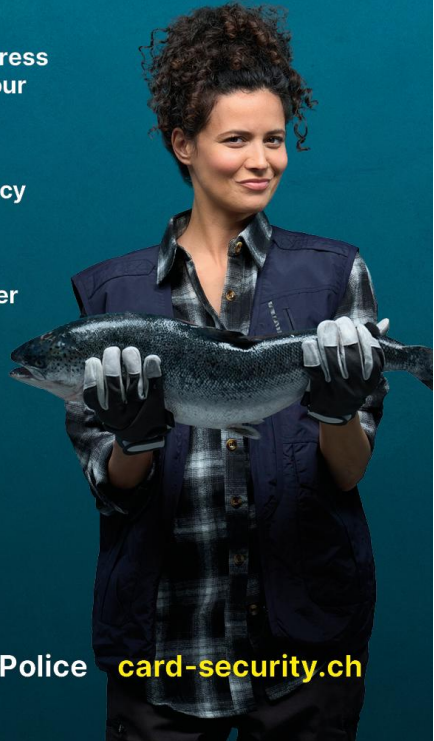
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 **Police** card-security.ch

Download-Corner



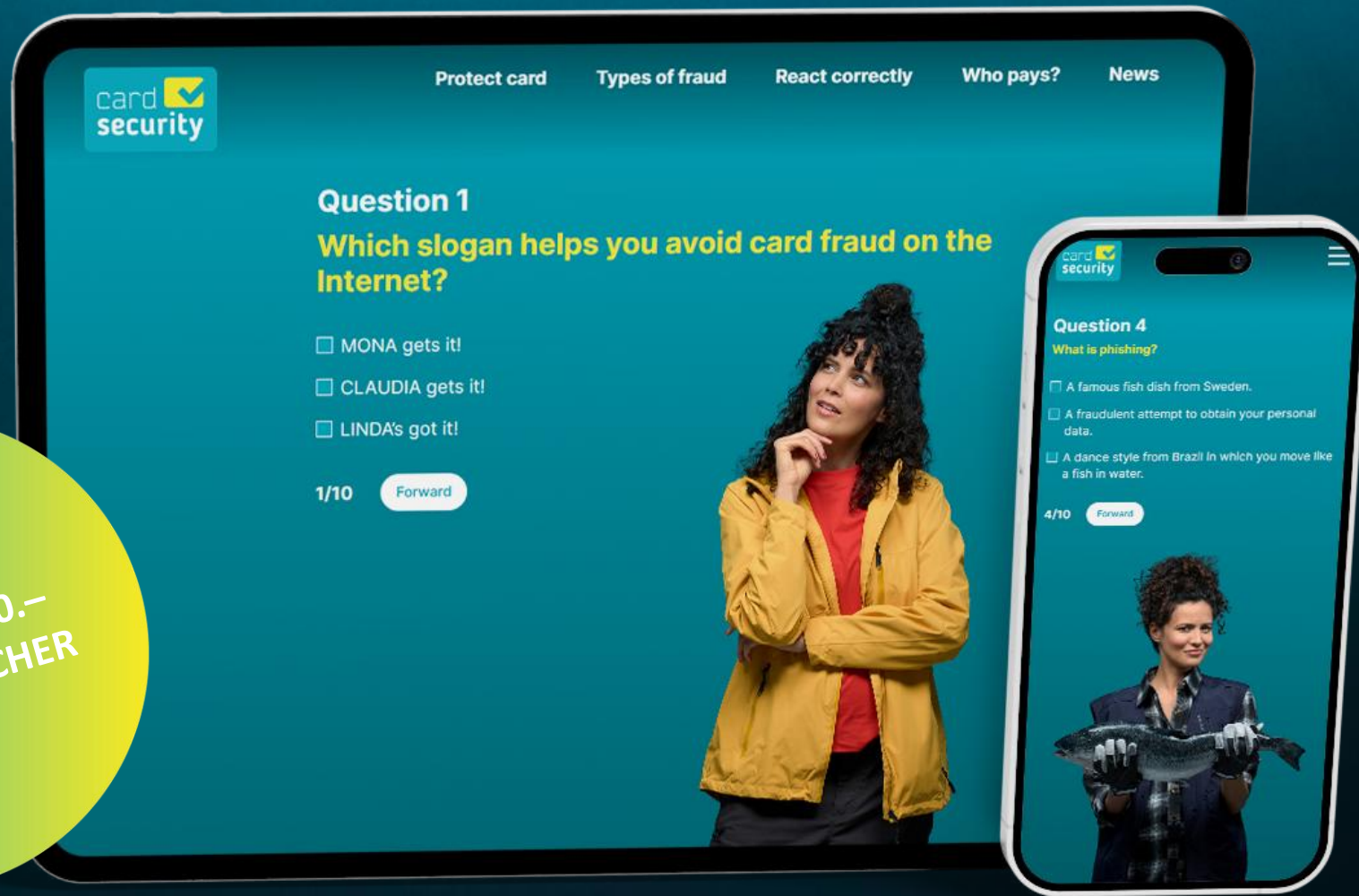
Online and social media campaign

- # The LINDA campaign were primarily distributed via online media and social media.
- # The banners will be published on news and social media platforms via programmatic advertising.
- # The online banners are linked to a competition to lead the target groups to our website and increase awareness of the subject.



Contest

WIN CHF 1000.-
ONLINE VOUCHER

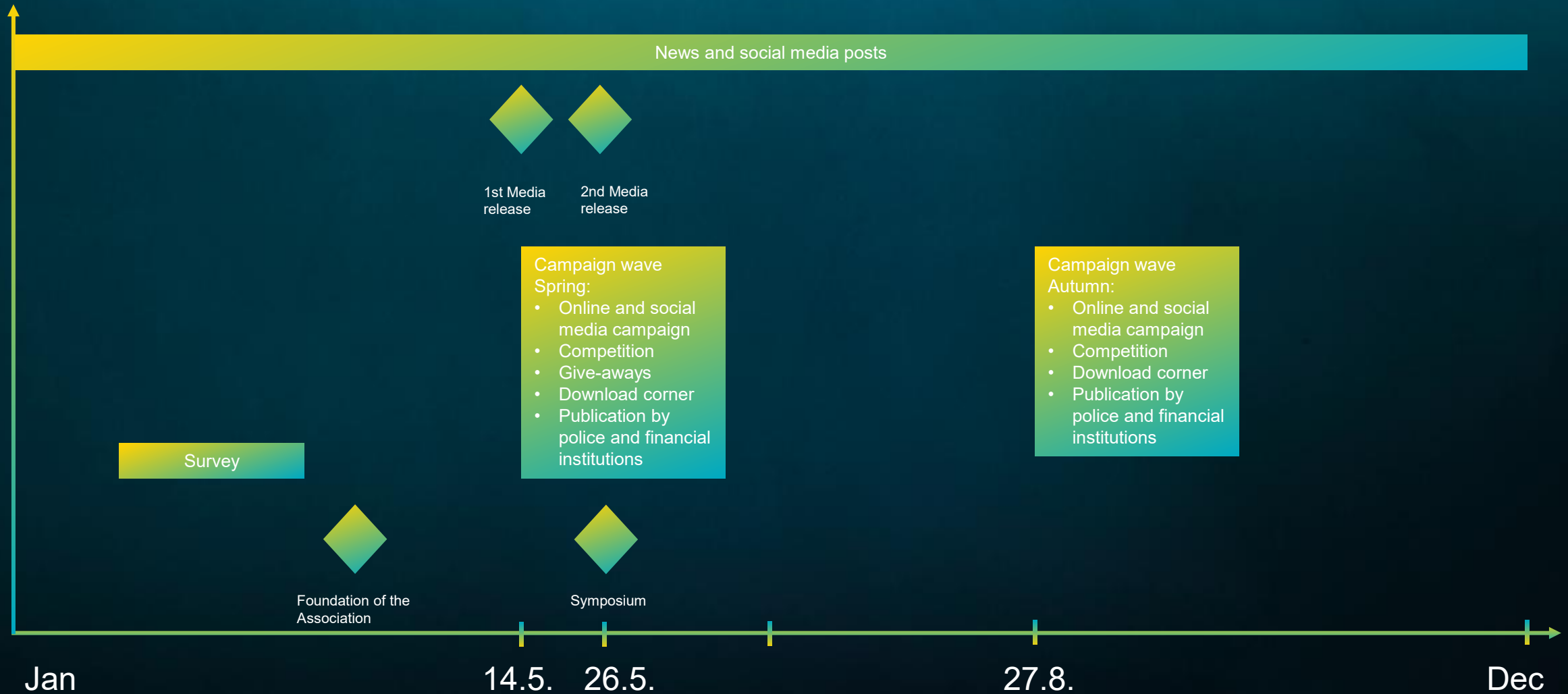


Give-Away

- # Police forces were able to order the give-aways (Fisherman's Friend and the LINDA card (plastic card)) for the first wave free of charge for distribution to the public.
- # Financial institutions were also able to order these give-aways for their customers from Card Security at their own expense.



Timeline



Join in!

- # Support Card Security's LINDA campaign:
 - # Use the Download Corner.
 - # Refer to our competition (with quiz and attractive prize).
 - # Distribute the LINDA give-aways.
 - # Spread the word about our social media posts.
 - # Register for our Newsletter.



Circulation of information about the prevention campaign by the police and financial institutions contributes to cardholders becoming more cautious.

**Thank you for
your attention!**