



Media release

## The police rely on LINDA in the fight against phishing

Today sees the launch of the national campaign for greater card security organised by Card Security in collaboration with the police. "LINDA's got it!" is the slogan. Fisherwoman LINDA helps card users to protect themselves against card fraud. Each letter of LINDA's name stands for a phrase that helps to prevent phishing. Card issuers and banks throughout Switzerland are supporting the campaign and working with the police to raise awareness of card fraud because phishing attacks are rapidly increasing.

**Zurich, 14 May 2025** - Online shopping is particularly popular in Switzerland: Everything from electronics and clothing to sports equipment is bought and sold online. Convenience is often what is important to purchasers - the simpler and faster, the better. Fraudsters also exploit this. They use sophisticated and constantly changing phishing methods to obtain their victims' debit or credit card details.

### Phishing on the rise

By far the most common scam is phishing. According to the 2024 police crime statistics, phishing attacks have increased by 56.2% compared with the previous year. This also leads to an annual increase in card offences of between 10% and 20%. It is quite apparent that the fraudsters are becoming more and more professional. They disguise their messages as messages from a bank, card issuer, delivery service or online shop, for example, and contact their targets via a text message, WhatsApp, email, etc. The messages look deceptively genuine. In most cases they request an urgent additional payment or require an upgrade of the security of access data. Cardholders are deliberately manipulated with artificially generated stress. A scam message usually contains a link. This leads to a fake website where the victim has to make a payment or enter personal access data. As soon as the "phishers" have the payment or access data, they use it to debit money.

### Always remember LINDA and her anti-phishing tips

The police have been using Card Security to provide information on card fraud for years. "Phishing is also the most common cause of offences involving credit and debit cards these days," explains Pascal Simmen, Head of Prevention and Deputy Head of Communications, Schwyz Cantonal Police and Board Member of the Card Security Association. "This makes it all the more important to protect the public against phishing attacks with simple precautionary measures."

This year's Card Security prevention campaign aims to do just that. "LINDA's got it!" is the slogan. At the centre is the fisherwoman LINDA. Fisherwoman LINDA helps card users protect themselves against card fraud. Each letter of LINDA's name stands for a mnemonic that can be used to prevent phishing.

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

"We are aware that the subject is often only of interest once you have been the victim of a phishing attack," said Simmen. "Unfortunately, by then it's too late and the financial damage has already been done. That is why we reach out to the general public with a few simple messages. Anyone who follows these can quickly recognise card fraud."

The Card Security campaign starts on 14 May and runs until 11 June 2025. A second campaign wave will then follow in the autumn (27 August to 24 September 2025). During this period, the website [www.card-security.ch](http://www.card-security.ch) will host an online knowledge test as well as a competition. Online and social media banners will also be placed on popular platforms. The police are also organising activities throughout Switzerland to provide in-depth information on the subject and distribute relevant material. Debit and credit card issuers and banks are also supporting the campaign with their own campaigns. The "[National Card Security Conference](#)" on card security and prevention will also be held on 26 May 2026. This is primarily aimed at experts from the police and the financial sector.

### Police and card issuers work together to promote prevention

The police and card issuers began combating fraud over ten years ago with Card Security. The initiative has grown steadily. "The biggest weak point in card offences is people," Simmen emphasised. "The fraudsters exploit this. They use sophisticated social engineering techniques to lure their victims into their trap." Card Security starts here by informing cardholders of possible types of fraud and showing them what they can do to protect themselves against fraud. The Card Security Association was established on 25 March 2025. This opens up new opportunities and further partners can be recruited for national prevention work in the area of card security. "For comprehensive prevention work throughout the country, we need strong partners who share the same interest in protecting card users. The cooperation between the police, card issuers and banks works very well and enables us to share our know-how and identify new offences at an early stage."

### Contact

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

### Images

**card security**

**With LINDA against phishing!**

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**Test your knowledge.**

**Police** [card-security.ch](http://card-security.ch)

card security

**Caught by phishing?**

LINDA's got it!

Police


A woman with curly hair, wearing a dark vest over a plaid shirt, holds a large fish vertically in her right hand. She is smiling at the camera.

card security

**Caught a big phish.**

LINDA's got it!

Police

A woman with curly hair, wearing a dark vest over a plaid shirt, holds a large fish horizontally with both hands. She is smiling at the camera.

card security

**Baited by phishing?**

LINDA's got it!

Police

A woman with curly hair, wearing a red beanie and a yellow jacket over a red shirt, holds two small fish, one in each hand. She is smiling at the camera.

card security

**Phisher at work?**

LINDA's got it!

Police

A woman with curly hair, wearing a dark vest over a plaid shirt, holds a small fish in her right hand. She is smiling at the camera.

card security

**Netted a phish?**

LINDA's got it!

Police

A woman with curly hair, wearing a white bucket hat and a dark vest over a plaid shirt, holds a fishing net in her right hand. She is smiling at the camera.