

The One Rule That Stops Most Scams

Leave the scammer's path.
Verify from the source.



A practical guide for seniors, families & caregivers.



Suspicious Message

Don't click.
Don't respond.



Verified Source

You're in control.



Pause. Verify. Stay Safe.
You have more power than you think.








safe-keep.ca

INTRODUCTION

Why This Rule Matters

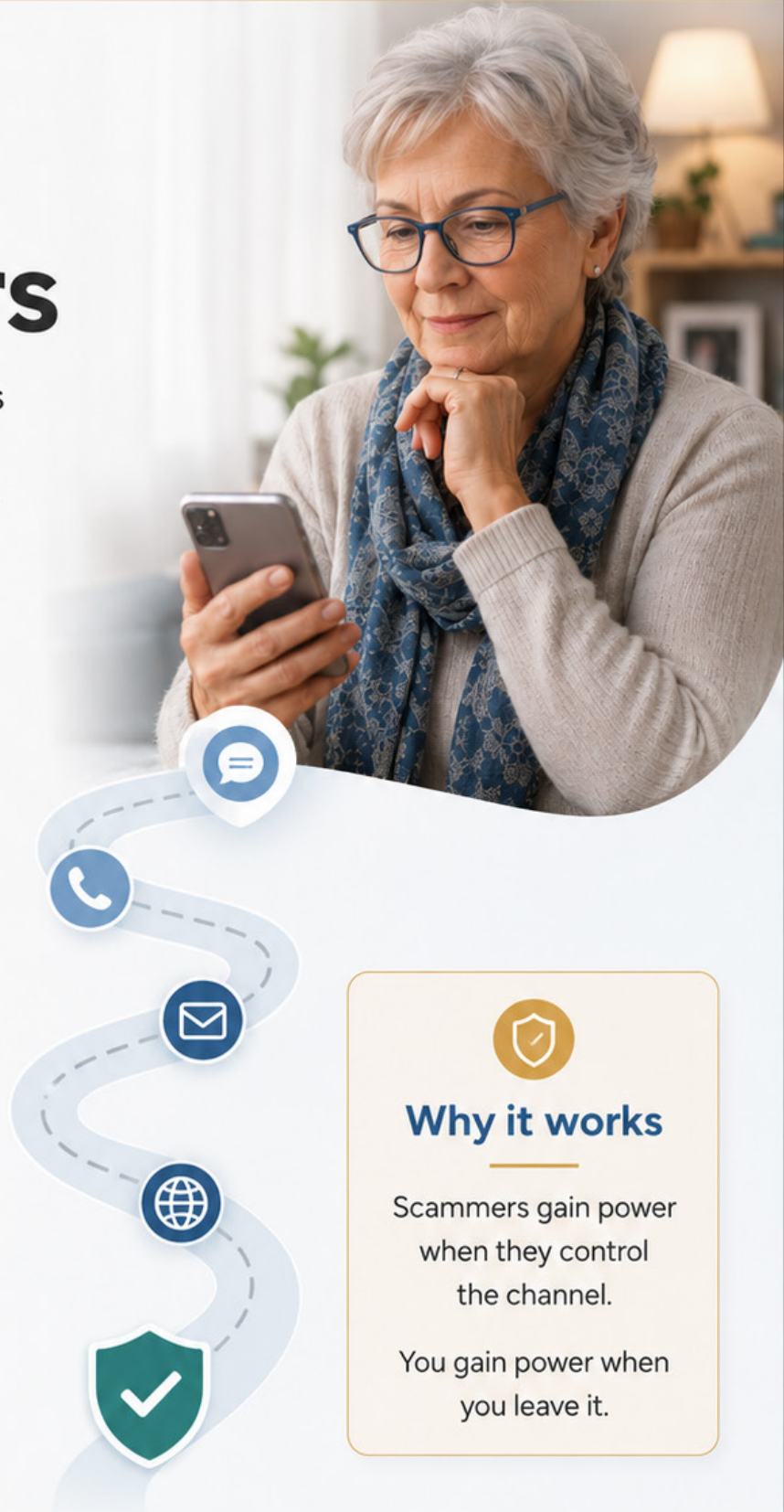
Many scams do not begin with obvious warning signs. They begin by guiding you onto a path the scammer controls.

That path may be:

-  a link in a text message
-  a phone call that keeps you talking
-  an email that invites a reply
-  a website they tell you to use
-  a set of instructions that lead you away from trusted help

The longer you stay on the scammer's path, the easier it becomes for them to create pressure, confusion, and urgency.

This guide teaches one simple rule: step away from the path they gave you and verify from the real source.

**Why it works**

Scammers gain power when they control the channel.

You gain power when you leave it.



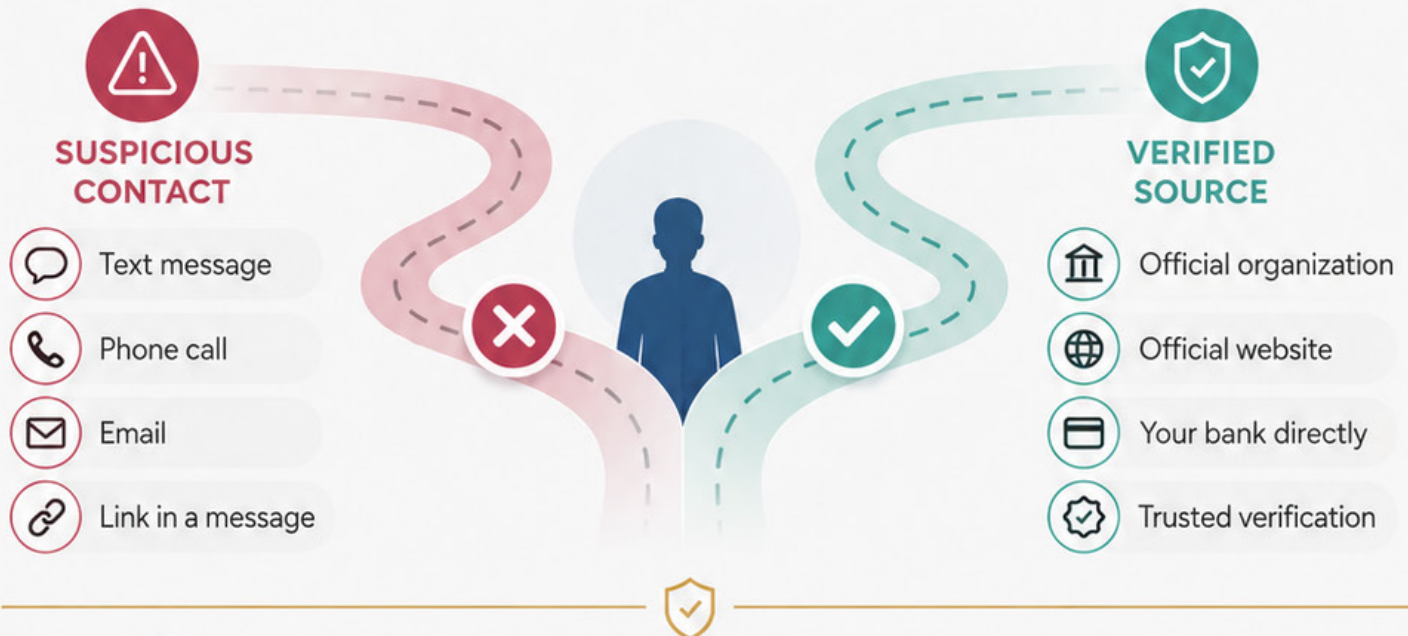
THE CORE RULE

Leave the Scammer's Path



**Do not continue on the path
the scammer gave you.**

Step away and verify from the real source.



**The safest move is to leave their path
and choose your own trusted source.**



HOW SCAMMERS CREATE THE PATH

The Scammer's Path

Scammers use different channels, but their goal is always the same:
to lead you away from trusted sources.

1

**A text wants you to click a link**

It looks urgent or exciting, but the link leads to a fake site.

2

**A caller wants you to stay on the phone**

They build trust or pressure you, then steer the conversation.

3

**An email wants you to reply**

It may look official, but a reply confirms you're engaged.

4

**A fake adviser wants you to use their platform**

They promise safety or high returns, but you lose control once you sign up.

5

**An emergency caller wants you to keep a secret**

They create panic and isolation so you won't talk to someone you trust.



Each scam tries to keep you in a channel the scammer controls.



RED FLAGS

Signs You May Be on the Scammer's Path



They rush you



They tell you not to talk to anyone



They ask you to click a link



They ask for money or personal information



They want you to stay on the phone



They make the situation feel urgent, secret, or emotional

**Remember**

Pressure and secrecy are common scam tools.
Slow down and step away.



WHAT TO DO INSTEAD

Step Away and Verify

When in doubt, step away from the message.
Use your own trusted source to verify.

| Instead of... | Do this... |
|---|---|
|  <p>Instead of clicking a bank link, open your bank app or call the number on your card.</p> |  <p>Do this open your bank app or call the number on your card.</p> |
|  <p>Instead of replying to a delivery text, visit the courier website yourself.</p> |  <p>Do this visit the courier website yourself.</p> |
|  <p>Instead of trusting a government email, go to the official website directly.</p> |  <p>Do this go to the official website directly.</p> |
|  <p>Instead of staying on an emergency call, hang up and call your family member back.</p> |  <p>Do this hang up and call your family member back.</p> |
|  <p>Instead of using a stranger's investment platform, verify through official financial sources.</p> |  <p>Do this verify through official financial sources.</p> |



Use a trusted source you find yourself — not the one the message, caller, or email provided.



Pause. Verify. Stay Safe.
You have more power than you think.



safe-keep.ca

THE SAFEKEEP VERIFICATION METHOD

Stop. Step Away. Verify.

1

Stop before acting

Pause. Take a breath.
Don't reply. Don't click.
Don't share anything.

2

Step away from the message, call, link, or platform

Create distance.
Remove the pressure.
Don't stay in the
scammer's channel.

3

Verify using a trusted source you find yourself

Use a phone number,
website, or contact
information you found
independently.



This simple method works even when a scam looks real.



Pause. Verify. Stay Safe.
You have more power than you think.



safe-keep.ca

FAMILY SAFETY PLAN

Create Your Family Verification Plan

Use this page to write down the trusted sources you will use before acting.



Trusted family contact:



Backup contact:



Family code word:



Bank phone number:



Government account website:



Courier website:



What I will do before sending money:



A written plan makes it easier to act calmly under pressure.



PRINTABLE CHECKLIST

Before You Click, Call, Reply, or Pay



Pause before responding



Do not use the link or number they gave you



Go directly to the official source



Call someone you trust



Do not keep it secret



Do not rush



Verify before taking action



When in doubt, step away and verify.



FINAL TAKEAWAY

You Do Not Need to Recognize Every Scam

“

You do not need to recognize every scam. You need one rule that works even when the scam looks real: **leave the scammer's path** and **verify** from the source.



Bring This to Your Community

Want to teach this in your community? SafeKeep offers practical scam prevention workshops for seniors, families, and care organizations.



Practical & Trusted



Empowering & Simple



Stronger Together



Pause. Verify. Stay Safe.
You have more power than you think.



safe-keep.ca