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Black Friday marks the start of a busy period for online scammers. Centre for Cybersecurity Belgium urges people: stop, check and share information

The busy shopping season is under way. Many people are buying gifts online, sending parcels or expecting deliveries. Scammers are taking advantage with messages that look increasingly convincing. Artificial intelligence helps them make messages, voices and images more persuasive. That is why the Centre for Cybersecurity Belgium (CCB) is launching a new Safeonweb campaign today: stop, take your time and check using a reliable source.

It is also launching a new form for sharing information about fraud. The message is simple: Report suspicious messages and fraud at fraud.safeonweb.be. By doing so, you help Safeonweb prevent fraud.

In the first ten months of 2026, more than 9.8 million suspicious messages were already forwarded to verdacht@safeonweb.be. The Federal Police also recorded more phishing cases: from 8,662 in 2024 to 11,292 in 2025, an increase of more than 30%. “The national figures for cases are rising and show that the fight against phishing is far from over,” says Christophe Van Bortel, RCCU at the Federal Judicial Police in Antwerp.

“Scammers try to put people under pressure and win their trust. AI allows them to make messages more personal and convincing. You cannot always tell straight away whether something is genuine. Check the message through a channel you look up yourself,” says Miguel De Bruycker, Director-General of the CCB.

Familiar faces and voices are no proof

Spelling mistakes, an unusual layout or an unfamiliar sender can still be warning signs. But they are not enough to identify a message as fake. AI can help scammers write more convincing messages or use images and voices to impersonate someone else.

That is why the campaign focuses on checking, rather than only on spotting suspicious features. This is especially important when a message asks you to transfer money quickly, share personal information or confirm a payment.

Take your time and check using a reliable source

The CCB, through Safeonweb, offers this advice:

- Stop if a message pressures you to act quickly.
- Check. Go to the official website or app yourself, or call a number you already know. Do not simply use a link or phone number in the message.
- Do not rely on an image or voice alone. Even convincing material can be manipulated.
- Do not share more personal information than necessary. Scammers can use publicly available information to make their messages more convincing.

A small step towards a safer internet

Following the success of the email address suspicious@safeonweb.be, Safeonweb is now launching a reporting platform at fraud.safeonweb.be where internet users can also report suspicious phone numbers, adverts, profiles and bank account numbers. It takes very little effort. The CCB collects this information and shares it with partner organisations that can take action.

During the test phase, which began in June this year, more than 8,000 indicators of online fraud were already reported through the form. These include phone numbers used to contact potential victims, bank account numbers to which victims are asked to transfer money, fraudulent websites and other information that can help detect and tackle online fraud more quickly.

Tackling fraud takes a joint effort

“Responsibility should not lie with internet users alone. Banks, online platforms, telecom operators and public services also have a role to play in preventing and tackling online scams. By reporting suspicious messages, members of the public help us detect fraud more quickly,” says Phédra Clouner, Deputy Director-General of the CCB.

The Safeonweb campaign is part of the national approach to fraud and phishing. On 12 November 2026, the federal government presented an action plan with 29 measures. Raising public awareness through Safeonweb is one of those actions.

More information and campaign material

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