

Family Passphrase Cheat Sheet

Everything you need to protect your family from voice and video deepfake scams

WHY SCAMMERS CAN NOW SOUND AND LOOK LIKE FAMILY

Cybercriminals can clone a family member's voice, or even their face, from a short clip. A voicemail, a video, or a reel someone posted online is enough. They then create a video or audio call pretending to be someone you love, usually with an urgent request for money. It will sound and look like the real person. **A family passphrase is your best defence against these types of deepfake scams.**

MAKE IT STRONG

Check your passphrase against all four:

- Memorable**
Use a passphrase the family will easily remember
- Specific**
Skip phrases used in daily conversation
- Slightly strange**
Choose something odd so it's not easily guessed
- Hard to guess**
No names, nicknames, or addresses

PASSPHRASE	RATING
Spinach Ice Cream: hard to guess	Good
Dancing Potato: slightly absurd	Good
Purple Umbrella: too common	Avoid
City or pet's name: easily guessed	Avoid

THE NO SCREEN RULE

Share your passphrase in person or on a call you make. A text or email is not safe. It can be screenshotted, forwarded, or seen on someone else's device. **Keep this info away from screens.**

HOW TO USE YOUR PASSPHRASE

Any contact that involves money, an emergency, or a request for a secret code or login means the family passphrase is required

- Anyone calling in an emergency says the passphrase first, before anything else.
- If they don't offer it, you can ask for it.
- No hints. Ever. Don't suggest it or give them a chance to guess.
- If the caller can't offer the passphrase, hang up and call back on a trusted number.

WRITE IT DOWN

Keep this page somewhere only you will see it.

Our family passphrase (last updated on):

Family members it's been shared with: