



Rajasthan Police Hackathon 1.0

SAFE CHECK

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PROBLEM STATEMENT #5



Identify fake websites, advertisement and customer care numbers.

Create and implement an AI/ML-based system that can autonomously analyze and categorize online content, distinguishing between authentic and fake/fraudulent websites, advertisements, and customer care numbers.

OBJECTIVES

01

Website
Authentication

02

Ad Content
Analysis

03

Customer Care
Number
Verification

04

Real-time
Detection

05

User Feedback
Integration



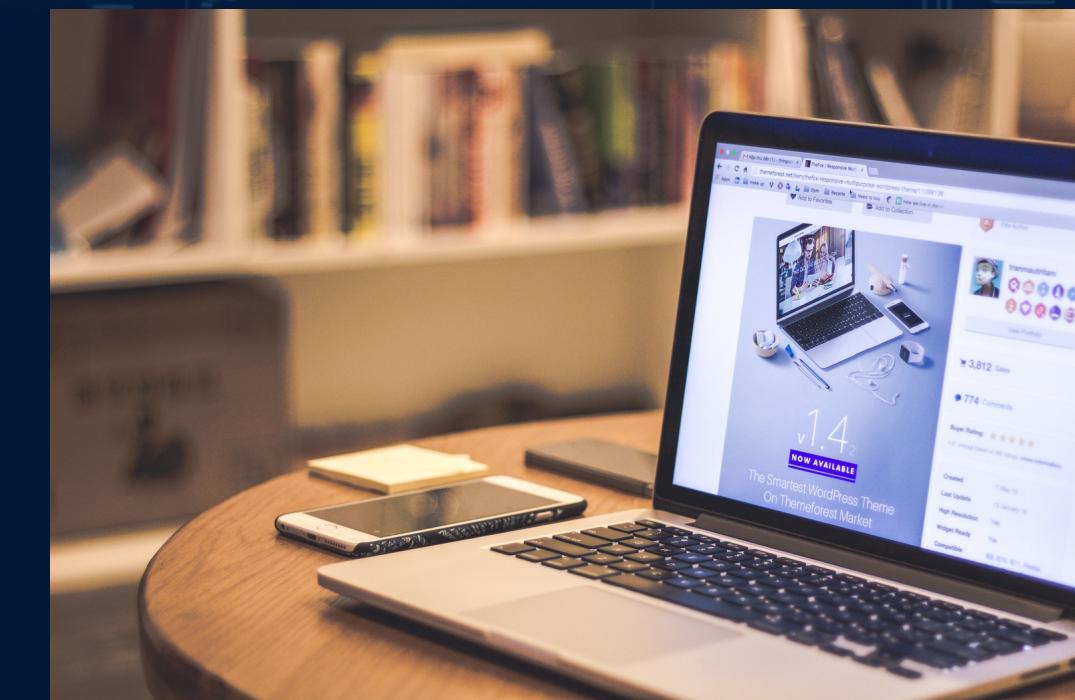
WEBSITE AUTHENTICATION

Solution

- Check the input using 3 parameters.
- Based on these 3 parameters the website is deemed legitimate or not legitimate.

Libraries

- whois
- dateandtime
- requests
- beautifulsoup4



AD CONTENT ANALYSIS

Solution

- the ad image is analyzed using image processing
- the text in the ad is analyzed using NLP

Process

- Tesseract an OCR is being used
- image is uploaded as png, jpg etc.
- it is scanned and text is extracted
- the text is put in the Google search engine and if it matches the first 4 searches, it is legitimate.



AD CONTENT ANALYSIS

Process

- sentiment analysis and fact check is done on the ad text.
- image recognition is done and the metadata of the image is collected.
- the metadata can be used to compare the ad with the legitimate ad and we can determine if it is safe

Further implementation

- we can integrate this with web domain analysis to increase the accuracy in checking for legitimacy.

CUSTOMER CARE NUMBER VERIFICATION

Solution

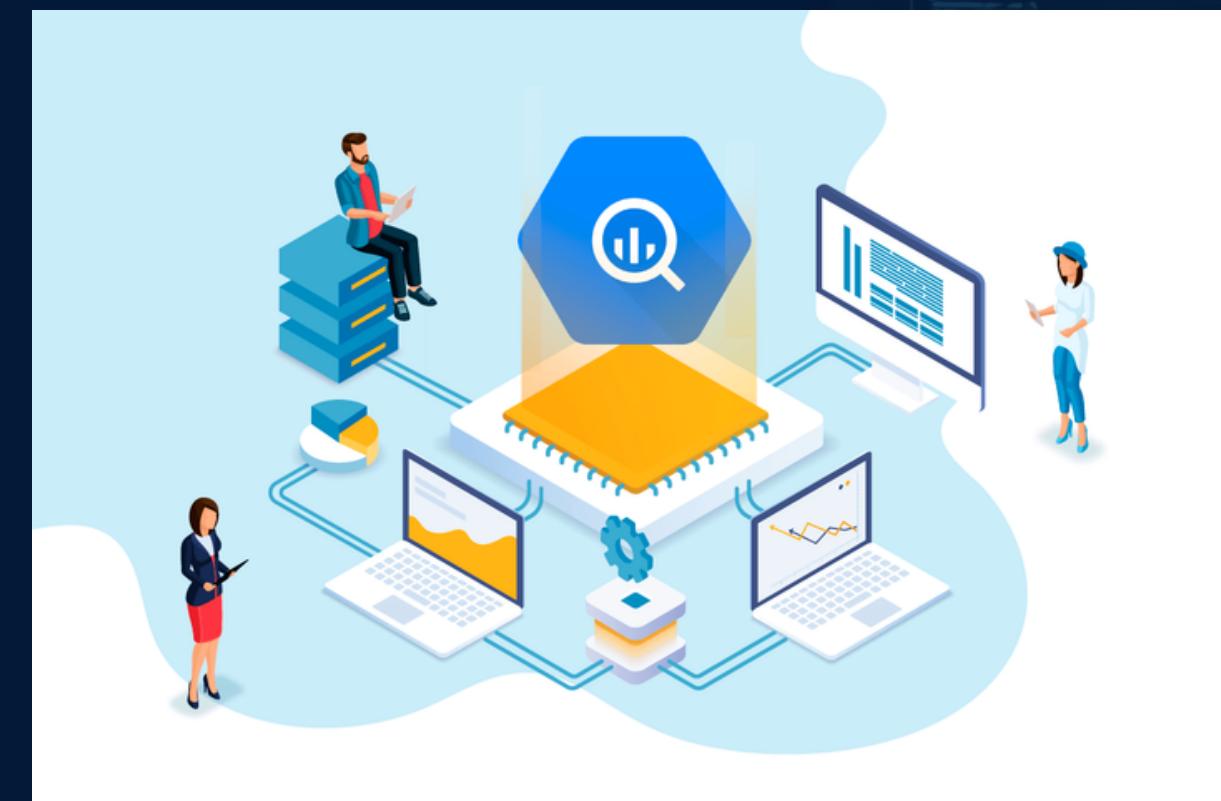
- checking whether the number exists in the verified database
- if it does, it is safe
- if it does not exist, a pop-up is displayed asking if the user wants to proceed



REAL-TIME INTERGRATION

Solution

- the analysis tool is in the form of an extension which can be used to detect the legitimacy of the website.
- if the extension is called, it shows a pop-up displaying whether the website is safe/unsafe



USER FEEDBACK INTEGRATION

Solution

- website gets input from the user regarding suspicious callers.
- this is stored in the database for future use.
- this is also analyzed and then the database is updated.



FUTURE WORK

Integration

- Website Authenticity Check, Ad Content Analysis would be integrated with the extension for easy use.
- Users can use the feedback system using the ‘Report’ function.
- And they can opt for the customer care verification service as well.

THANK
YOU