

**Situation**

You are Yubi Kwok. Your job is to stop people from being scammed. Complete the tasks delegated to you by your supervisor, Terry. Some information will be provided to you in the voice recording of the coverage of the recent Honey scandal.

**Source for voice recording:**

Marques Brownlee (2024). The Honey Scam: Explained. [online] YouTube. Available at: [https://www.youtube.com/watch?v=EAX\\_RtMKPm8](https://www.youtube.com/watch?v=EAX_RtMKPm8).

*The recording has been modified to better for the purposes of question-setting.*

How popular Honey is

What Honey claims to do

How Honey steals from content creators

Affiliate Marketing

What consumers should do

## Email from supervisor Terry

Dear Yubi,

Coming into the new year, we have plenty more scams to bust! We are quite busy right now, so it would be fantastic if you can help with the following.

### Honey press release

It was one of the biggest scams that was uncovered in December, please write a press release on our website to warn users about the dangers of Honey, the browser extension. Since many Hong Kong people are not caught up with western Internet media, I think we have to do our part and spread the information to them. In your press release, please include the current state (popularity) of Honey, what they claim to do, and how they fail to deliver their promises while stealing from every party involved. Finally, include a small paragraph about who we are and what we do.

### Email reply to Ms Lu

Ms Lu from the Cape Hope College has asked us to give a workshop on scams at their school. We'd love to help her out, but we need a few more details from her first. In your email reply, please notify her about the time of the workshop. Moreover, we need her to choose the topic, introduce *suitable topics* to her and remember to note the special equipment requirements for some of them.

### Report on scams

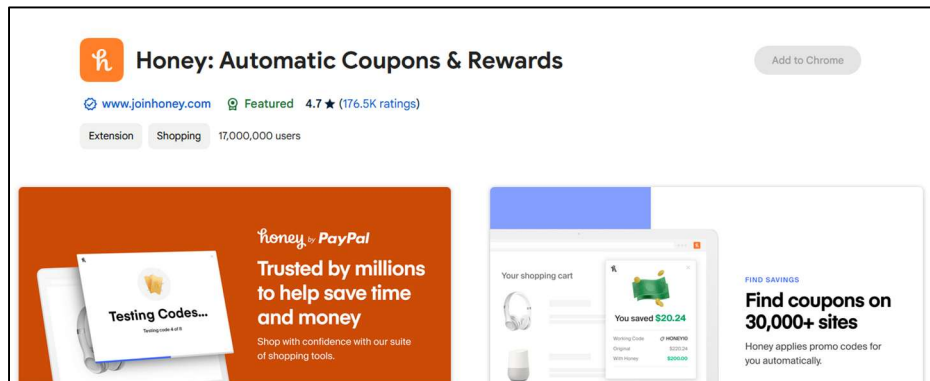
We are done gathering the data about scams in 2024, please compile them into a report so we can release it before the Lunar New Year. You can write about the trend of scams, which scams are the most popular, and which types of scams are rapidly growing. You should find the data we gathered fairly useful. Also, you can consult our forum to learn more about some obscure types of scams.

Thanks for your help, and happy new year!!

Best regards,

Terry

## Honey page on the web extension store



## Email from Mr Hugh

Dear ScamWatch,

I am Hugh, I personally run a small shop online as a side business. I recently partnered with Honey (the well-known extension) to try to increase my reach to the western market. I found their practices very shady and would like to provide you with some information.

Before joining Honey as a merchant, I noticed a lot of people getting 60% discounts from my store with the use of a code that I only shared to my girlfriend. It turns out when my girlfriend used the code on my site, Honey (which was installed on her browser) logged it into their database. From that, I'm pretty sure Honey tracks and sells their users' data. I have not verified this but it doesn't make sense that Honey would not capitalize on this revenue stream.

That's not the shadiest part. With Honey, I can control which coupon codes are given out, so I instantly deleted the 60% code and only offered a 5% code. This is clearly contradictory to their marketing gimmick of "finding you the best discounts". On top of that, they take a 5% commission on my sales.

Honey held me ransom by shoving out the 60% codes to everyone, forced me to join and share revenue with them, only to ultimately find worse discounts for consumers and perpetuate their scam. This is unbelievably scummy! I hope this gets out to more people! For privacy reasons, could you please not mention my name? Thanks a lot for the great work!

Best regards,  
Hugh

## **ScamWatch workshop division poster**

The perfect way to educate your staff/organisation about the dangers of scams. We offer a wide range of activities covering a large range of topics. Choose the one(s) you like and let's arrange a session!

### **For all workshops**

Before each workshop, we would run a brief talk lasting for around 30 minutes, so please make sure your organisation can provide a location for the talk to be given.

### **Phishing email workshop**

*Time: 1.5 Hours*

In this workshop, a group of participants would send out phishing emails to the others to try to "scam" them. In this process, participants are expected to understand how phishing scams work from the insides and hence be able to identify them afterwards.

*\*Please make sure your organisation has sufficient electronic devices for all participants*

### **Telephone scam workshop**

*Time: 3 Hours*

In this workshop, a group of participants would work as telephone scammers under the guidance of our team, who knows every trick in the book. Another group of participants will be on the receiving end to try to find out fraudulent and fishy details from the telephone scammers.

*\*Please make sure your organisation has sufficient LAN-line phones for all participants*

### **Romance scam workshop**

*Time: 2 Hours*

This workshop is suitable for smaller groups. (<20) A member of our team, an ex-romance scammer turned scam buster would employ his "career" skills to let everyone experience how it is like to be loved by a scammer. We hope participants can identify the key characteristics of romance scams to avoid failing for them in the future.

### **Investment scam workshop**

*Time: 1.5 hours*

Participants are split into small groups to simulate a market. Each group can buy different stocks/cryptocurrency/bonds in our network. However, beware that a lot of them can be potential scams! Once participants fall into a scam, e.g. pump and dump, they will lose most if not all of their money and go bankrupt. The last group that survives will win the activity!

*\*We will need a microphone and a projector with screen for this activity*

Email from Ms Lu

Dear ScamWatch,

I am Ms Joanne Lu, I am a teacher at Cape Hope College. I am looking to organise an activity for our school's secondary students, and I believe collaborating with your organization is the perfect choice and scams are more prevalent than ever.

We are looking to hold a scam workshop in Mid-February, around the 11<sup>th</sup> – 22<sup>nd</sup> would be ideal. We would be available in all afternoons except the 12<sup>th</sup> and 13<sup>th</sup>, when we would have our aquatic meet.

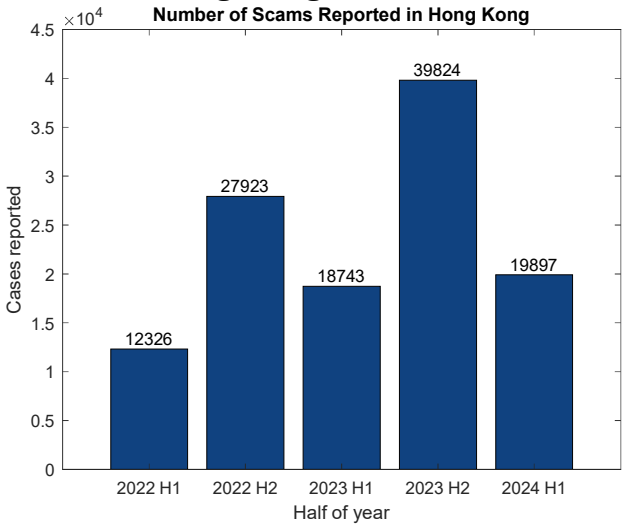
We have around 80 participants, and then workshop should last for ~2 hours in total. Please reach back to me directly for further arrangements and details. Thanks!

Best,  
Joanne

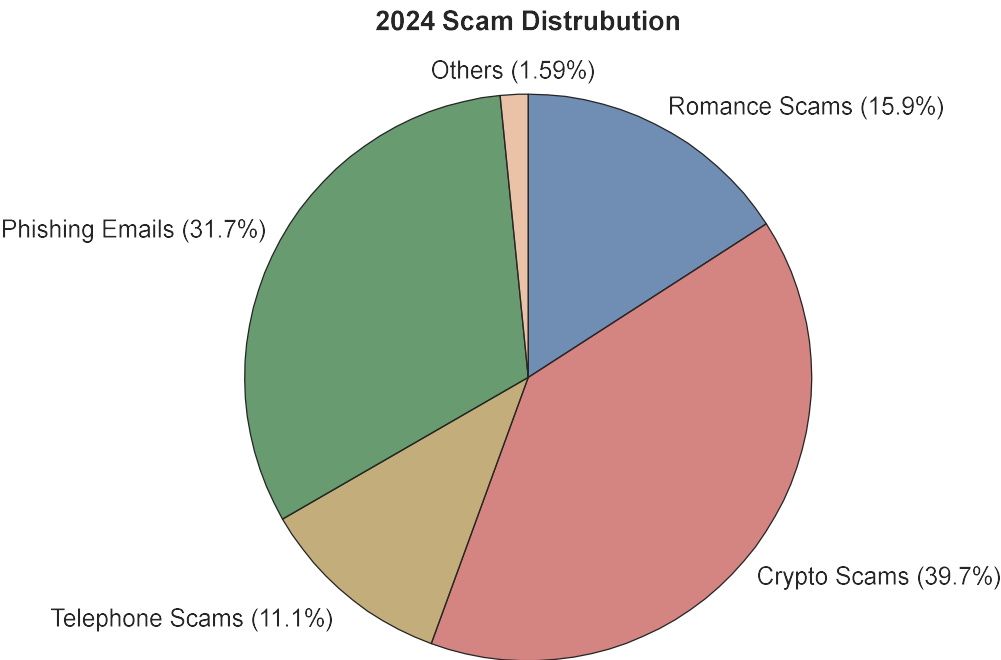
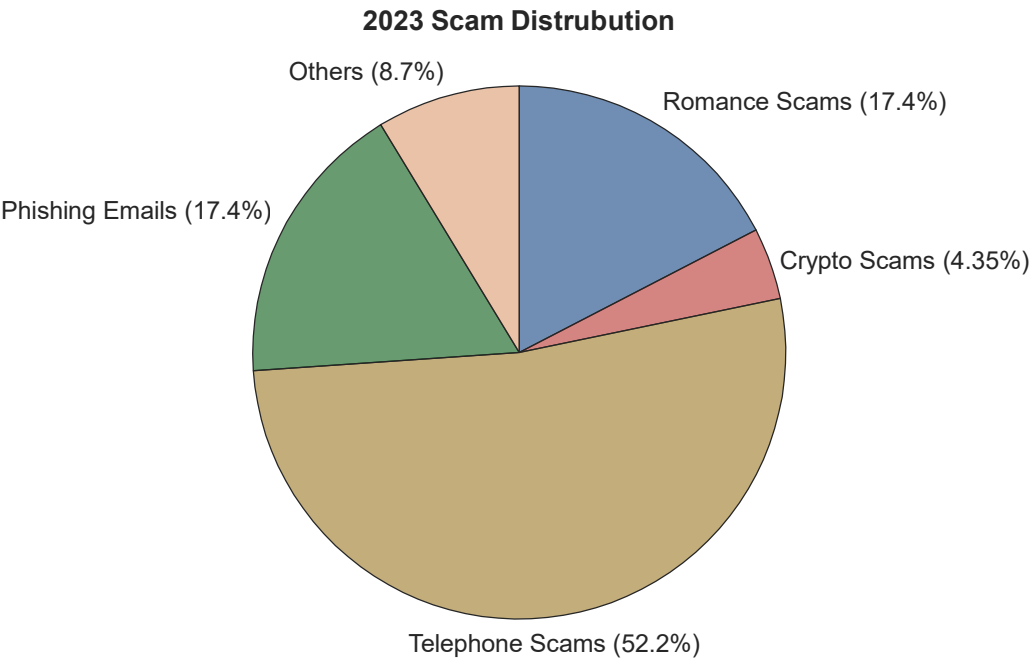
Scamwatch event team calendar (Feb)

10 ● 10am Internal Training	11 ● 10am Workshop ● 1pm Lunch & Transit ● 3pm Scam Seminar	12 ● 9am Supplier meeting	13 ● 9:30am Prepare Workshop Materials	14 ● 10am Workshop
17 ● 10am Internal Training	18 ● 9am TV Show Recording	19 Rest Day	20 ● 10am Sponsor Meeting	21 ● 10am Workshop ● 2pm Job Hunting Scam Workshop

Charts for number of scams in Hong Kong



Scam distribution over the past 2 years



## ScamWatch Forum

### **POST:** CRYPTO AND PHISHING?!?!?!?!?

*u/no1scambusterfan; 2mo*

Hi everyone! I've just noticed a HUGE explosion in phishing and crypto scams this year, does anyone know the reason why they are becoming so huge?!!

### **Comments**

*u/scammybusty*

Over the past few years, crypto has exploded in both value and popularity. Crypto scams are frequently advertised on social media by different influencers. These influencers probably don't care about their reputation and just want to profit from their audience.

— *u/soapking*

Agree! I've seen so many YouTubers advertising their coin and just claim that as long as you hold it, its value goes TO THE MOON. This is clearly an investment that nets unrealistic returns. A lot of the time, someone behind the scenes has massive amounts of said coin and will just dump it at some point, thereby devaluing the coin. People just gotta stop being so attracted to quick returns...

— *u/cryptkid*

*u/scammybusty* is spreading FUD!!!! BITCOIN TO THE MOON!!!!

— *u/realis*  
meds.

*u/fishermen*

I've seen a lot of refund scams this year. It is quite a new scam in Hong Kong, even though it has present for many years over in the States. I'm just going to quote Wikipedia for this:

*In an online refund scam, a scammer usually finds potential victims sending out phishing emails, impersonating a well-known company. The scammer tells the victim that they supposedly ordered a service they never did, and tries to refund them for it.*

*The scammer then fakes the transfers of funds to the victim by web development tools on the browser, but the amount turns out to be larger than expected. Using good faith as an argument, the scammer persuades the victim to transfer them the excess sum of money.*