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Fake WhatsApp messages in your company name: protecting customers from scams

WhatsApp & APIs

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Fake WhatsApp messages in your company name: protecting customers from scams

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The short answer: you cannot stop someone creating a WhatsApp account with your name and your photograph, but you can **make it easy for customers to tell which is the real one**: publish the official number somewhere that is yours (the site, the invoice, the e-mail), tell them what you never ask of them, and react quickly when someone tells you they received a strange message.

The most common scams

Scam	How to recognise it
A cloned account	A different number, with your logo and your name, writing to customers. Often asks for an “urgent” or “overdue” payment.
A change of payment details	“We have changed account, future payments should go to this one.” The costliest of all.
A fake invoice or notice	A link to “view the invoice” or “reactivate the service” that leads to a page asking for details or a password.
Fake support	Someone claiming to be support and asking for a password, a verification code or access to the computer.
A fake prize draw	“You have won a prize from company X”: asks for personal data or a payment to deliver it.

What to do before it happens

1. **Publish the official number** on the site, in the e-mail footer, on invoices and in the WhatsApp Business profile. See **the WhatsApp button on your site**.

2 **Tell customers what you never ask for:** passwords, verification codes, full card details, installing programs, and changes of payment account by message. One fixed sentence in the invoice footer is enough.

3 **Change payment accounts only in writing, on channels the customer knows,** and always confirm by another route. Ask those who pay to confirm with you before the first transfer to a new account.

4 **Complete the business profile** with the website, address and hours, so the customer can compare. See **business verification and the green tick**.

When it has already happened

1 **Keep the evidence:** screenshots of the conversation and of the fake profile, with the number, date and time.

2 **Report and block** the fake account from within the app, and ask customers to report it too. Reports are what make WhatsApp act.

3 **Warn customers on every channel** that a fake account exists, with the real number clearly shown.

4 **If a payment was made,** the customer should contact the bank or payment service at once, and file a complaint with the police, with the evidence.

! **If the scam uses the Interweb name**

(someone claiming to be our support), never give passwords or codes and install nothing. We do not ask for your password on any channel, and genuine messages can be verified: see **how to tell whether an e-mail really came from us**. Send us the screenshot through the **contact page**.

A website and an e-mail on your own domain give the customer something a phone number alone does not: somewhere to check. See **WhatsApp for business: the risks, and the practices that avoid them**, and if your own number was taken over, **what to do if the number was taken over**.

NEED A HAND?

Received a strange message claiming to be from Interweb? Send us a screenshot.

Open a support ticket →

SEE ALSO

- **Someone asked for your WhatsApp code or took over the number**
- **Putting WhatsApp on your site: the link, the button and the ready-written message**
- **Meta business verification and the green tick**
- **How to tell whether an e-mail really came from us**

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