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For the past month, we have been collecting evidence and assessing the efficacy of recognising, reporting and removal of fake profiles across platforms, specifically Meta.

Reporting systems across each platform vary and it's clear that more needs to be done on them all to ensure user safety is increased. Unless you are using the systems on a regular basis, it's difficult to understand the inadequacies. The systems in place will be explained, along with several different types of reporting and the removal rates behind them.

With today's technological advancements, the fact that AI facial recognition isn't being used to facilitate removal of well used faces or faces alerted to the platform is of grave concern.

ABOUT THE RESEARCH

BY ANNA ROWE

Evidence collected shows:

- Numbers of fakes for a well known name and picture
- Number of fakes in a random name search
- Removal rates for Legacy Verified Profiles
- Removal rates for Paid For Verified profiles
- Removal rates for non verified profiles
- Removal rates on special forms

In the second part of the report, other types of frauds linked to Romance Fraud will be highlighted. Re-victimisation is high and recovery scams of different types are rife across the platforms.



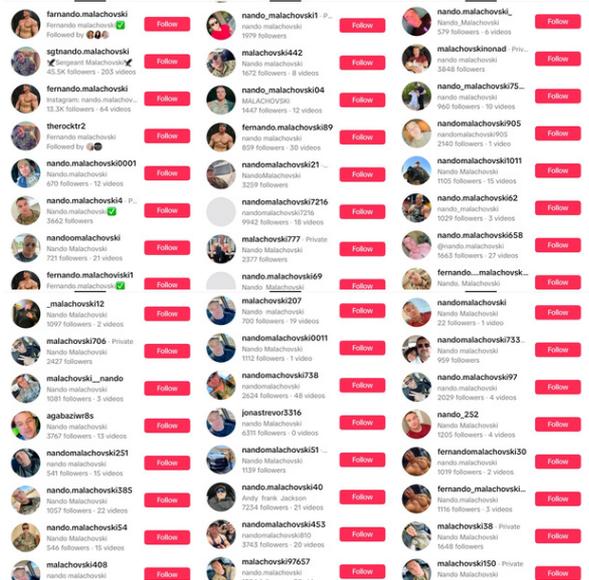
WELL KNOWN NAME SEARCH

Fernando Malachovski is a US Army Sergeant. His pictures are used extensively across social media on all platforms. The next page is a breakdown of profiles using his pictures.

Several anti scam groups ran this name through each platform search. Instagram restricts the number of results shown from a search so there may well be more.

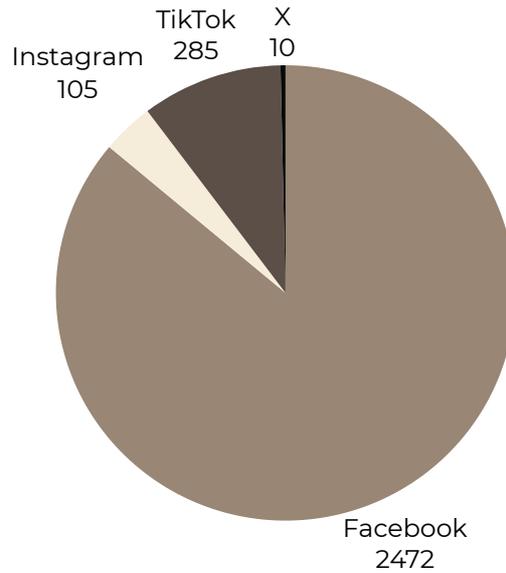
Even when on occasion, the picture was not of Nando (but using his name) the pictures could be recognised as fakes by the anti scam group member.

Nando is just one of thousands of people whose pictures are stolen from the platforms and used in criminal activity.



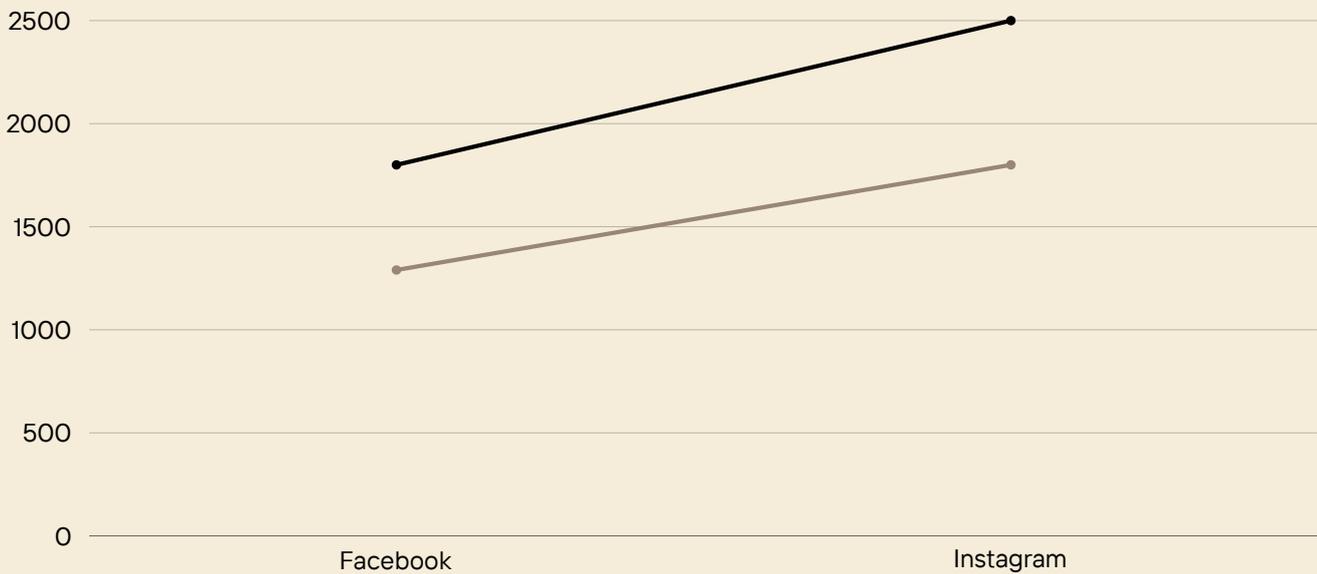
STATISTICS

To make a fair test, we used several varied searches to ascertain the number of fakes and the removal rates.



Results of the name search 'Nando Malachovski'
(with some variants of his name)

Special removal forms



Some individuals or groups have been given special removal forms to email, if they are trusted as knowledgeable with regards to fake profiles. This is incredibly rare and there are certain profiles not allowed to be listed such as obvious 'fan pages' which are used in celebrity scams. Black is submitted, brown is removed.



Steven Murphy



Franck Dubois



Steven Murphy



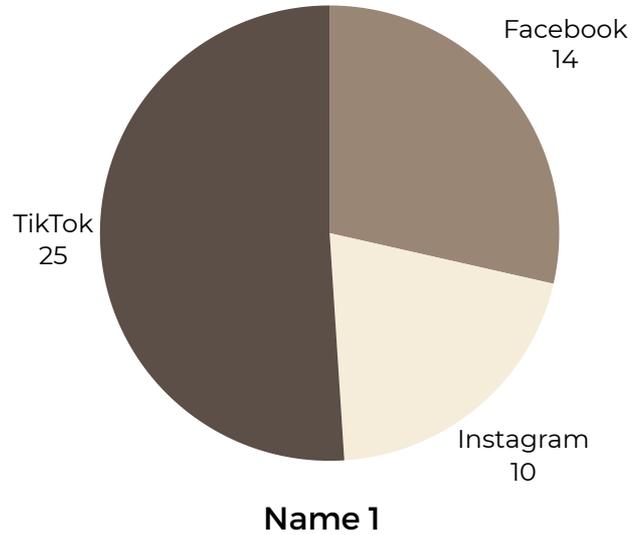
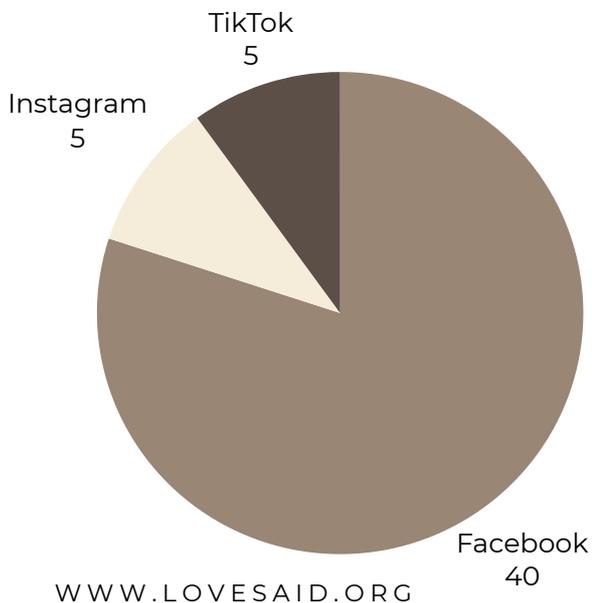
Lucie Dubois

RANDOM NAME SEARCH

A search was performed on two random names:

1) Steven Murphy

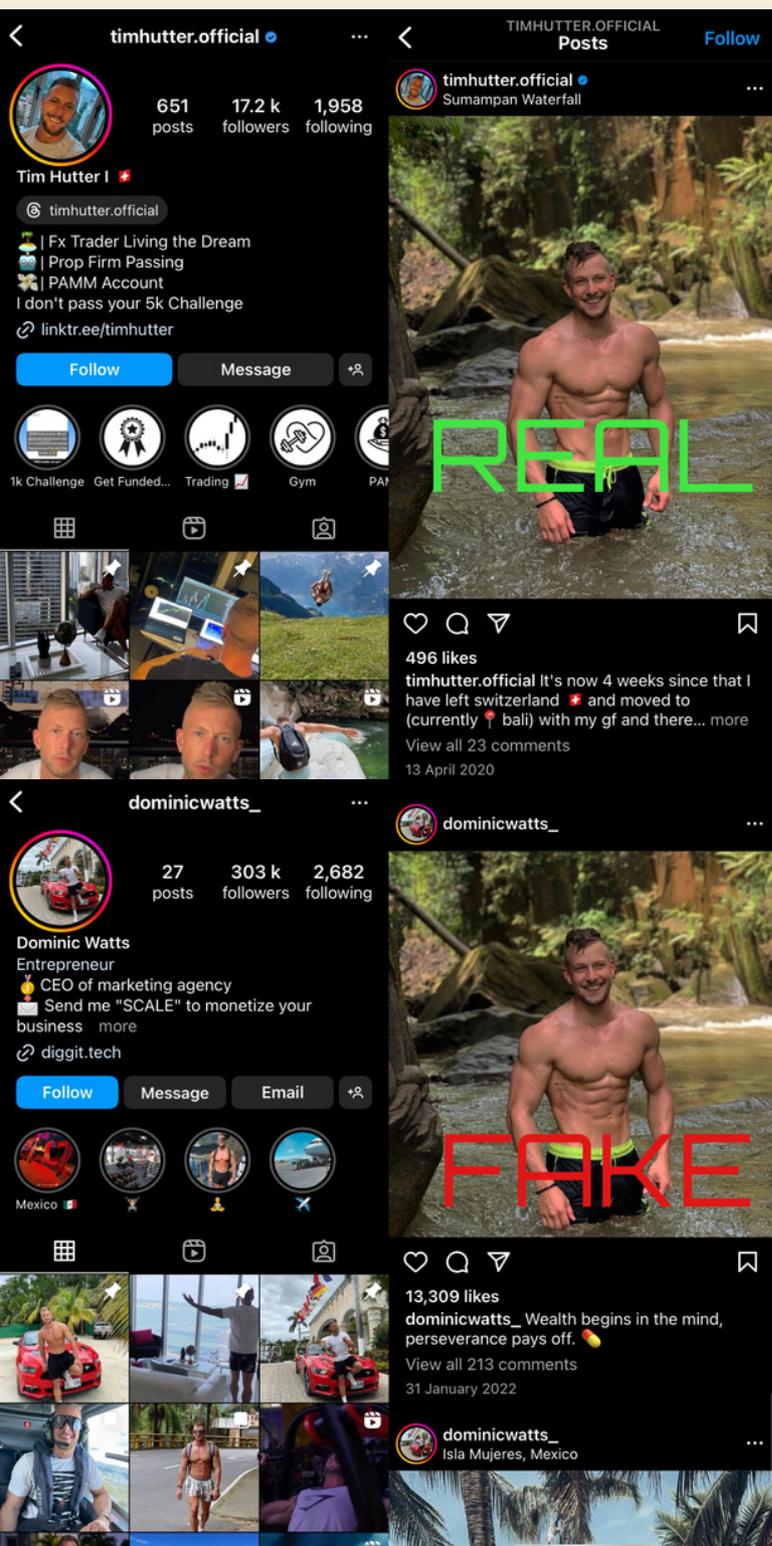
This revealed hundreds of profiles The first name Steven was used to limit a search as this last name is incredibly common.



2) Dubois (open first name)

This name is less common here in the UK but still yields a large amount of profiles.

Out of 100 profiles, these numbers were fake.



Despite a huge number of different profiles reporting this fake, it still remains. The number of followers on the fake is likely the reason it is not being removed-even against the verified one.

Removal of profiles against Legacy Verified Profiles

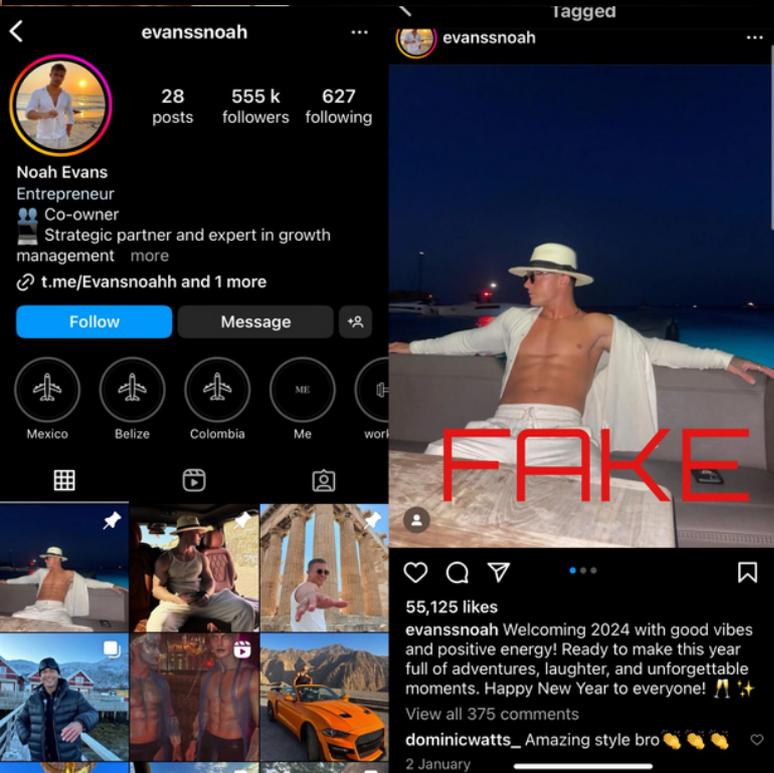
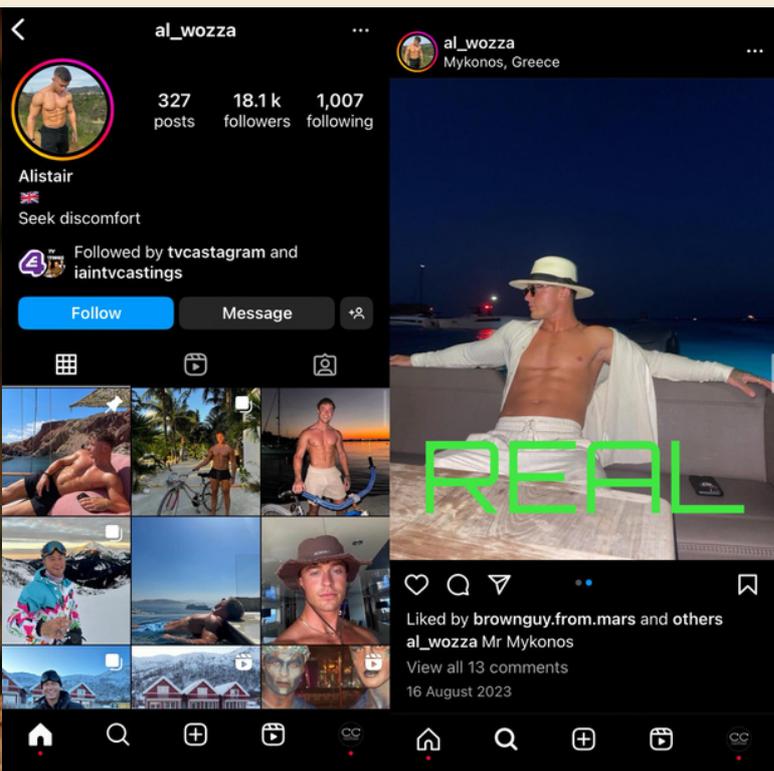
60%

Legacy verified profiles can be reported through the celebrity/public figure option on the 'in app auto reporting' for pretending to be someone else. Not all legacy verified profiles are celebrities or public figures.

Removal of profiles against Paid Verified Profiles

50%

Paid Verified profiles cannot be reported through the celebrity/public figure reporting as above. The names do not appear in the list. The only way to report for more effective removal is by following the account and then reporting as 'someone I follow' under 'pretending to be someone else'.



Again, the number of followers on this fake profile is huge in comparison to the real profile, making it all more convincing to other users.

Removal of profiles
against
Non verified profiles

10%

Non verified profiles remain the most difficult profiles to get removed when fakes appear using their stolen pictures. There is no difference in statistics for following and reporting or for reporting as 'Spam'.

Removal of profiles
reported as fraud or scam.

1%

Another way to attempt to report the fake profiles is as 'fraud or scam'. This statistic is the worst for removal with just 1 profile per hundred being removed.

Removal of
profiles
reported as fake.

2%

Non verified profiles remain the most difficult profiles to get removed when fakes appear using their stolen pictures. There is no difference in statistics for following and reporting or for reporting as 'fake'.

Removal of
pages
reported as fake.

0%

In all my time working in this field, I have not yet had a page removed when reported as a fake page. They are sometimes removed when reported through the special form system.

Removal of profiles
reported against
Verified Profiles

40%

Reporting fake profiles for using the photos of a verified user still yields low removal statistics.

Removal of profiles
reported as 'impersonating
me'

40%

Some of the well used people who have a vast number of fakes whether verified or not, see approximately 40% of fakes removed when reported for 'impersonating me'. I have personally had fake profiles using my pictures and pages impersonating our organisation, they have not been removed.



Removal of profiles
against
Non verified profiles

0%

There is no reporting option for reporting a fake profile on TikTok, unless the account is a verified one or 'impersonating me'. The reporting system is geared towards 'content' rather than intent. Normal photos don't violate community guidelines.

Removal of profiles
on X

50%

Reporting against a Verified user is more successful, reporting as a fake is not successful. However, there are far less fake accounts used for Romance Fraud. Celebrity fake profiles are the main bad actors there.

Removal of profiles
against a Verified User.

40%

Reporting against a Verified User is much like other platforms but has low removal with on average, just 40 profiles per hundred being removed.

OTHER BAD ACTORS RELATED TO ROMANCE FRAUD

Recovery or follow up scams are rife across social media.

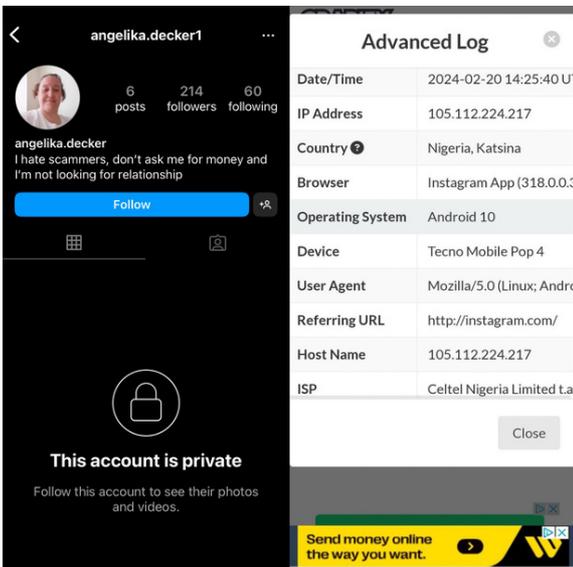
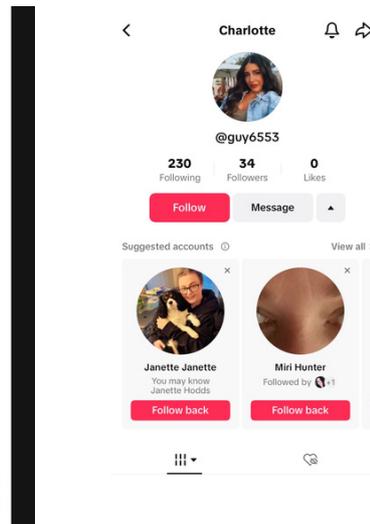
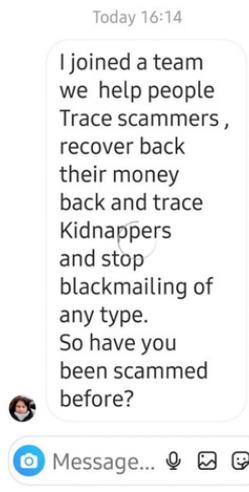
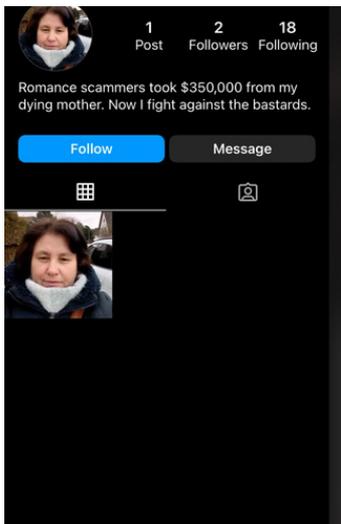
These can be in the guise of other 'victim's' claiming to have been helped and offering help to others.

Hacker accounts will also offer to get back money or accounts (which are also often hacked as part of Romance Fraud).

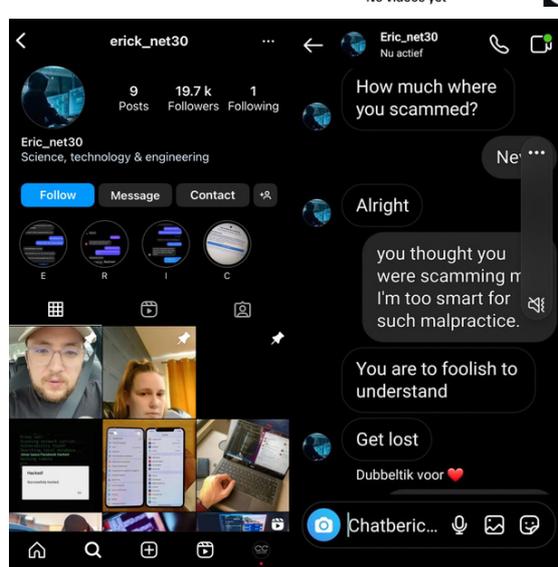
Hacker accounts (seen on the following page) often spam the comments on anti fraud accounts on TikTok in particular.

They are rarely ever disabled when reported under any option be that fraud, deception or spam.

Would any 'cyber hacker' account be genuine?



Advanced Log	
Date/Time	2024-02-20 14:25:40 UT
IP Address	105.112.224.217
Country	Nigeria, Katsina
Browser	Instagram App (318.0.0.3)
Operating System	Android 10
Device	Tecno Mobile Pop 4
User Agent	Mozilla/5.0 (Linux; Andro
Referring URL	http://instagram.com/
Host Name	105.112.224.217
ISP	Celtel Nigeria Limited ta



Zidfa busana

@laurenn868

290 Following 92.2K Followers 1.6M Likes

Unblock

You blocked laurenn868
You aren't able to see each other's content

Zidfa busana commented: Lol I was also a victim...but thank Goodness I was able to recover all the loses thru @ALAN ALEXENDER 17h

Zidfa busana commented: Lol I was also a victim...but thank Goodness I was able to recover all the loses thru @ALAN ALEXENDER 17h

Black Hacker

@black.hacker87

4527 Following 1042 Followers 57 Likes

Follow

Black Hacker commented: Have you been scammed before 6h

Black Hacker commented: I would never ask you for anything to help you recover your lost 6h

Black Hacker commented: I could help you recover your lost from scammers 6h

All activity

Black Hacker commented: Have you been scammed before 6h

Black Hacker commented: I could help you recover your lost from scammers 6h

Black Hacker commented: Have you been scammed before 6h

Black Hacker commented: Have you been scammed before 6h

Black Hacker commented: I could help you recover your lost from scammers 6h

Black Hacker commented: I could help you recover your lost from scammers 6h

Black Hacker commented: Send those emails to me I could help you recover your lost from scammers 6h

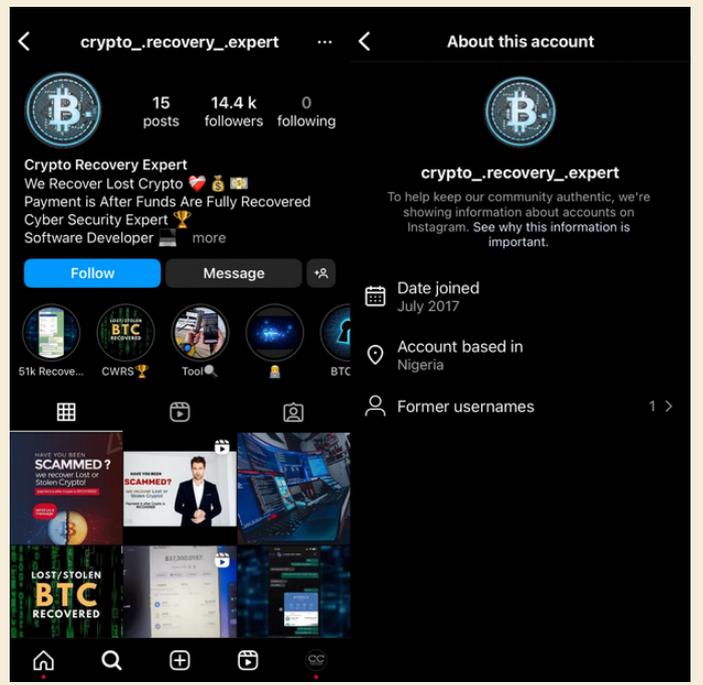
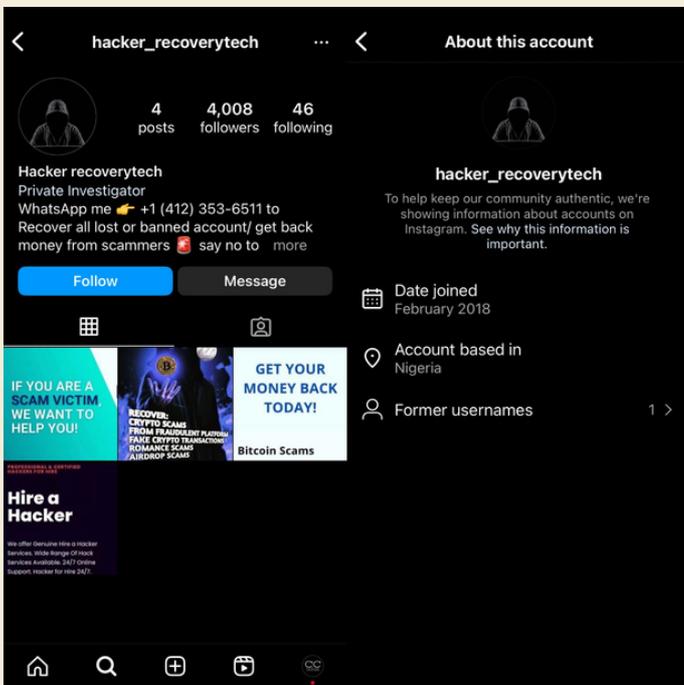
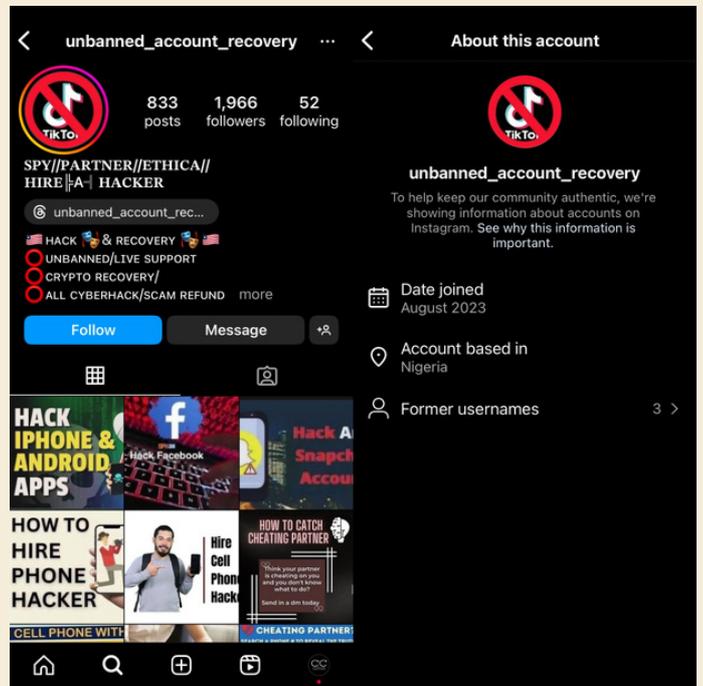
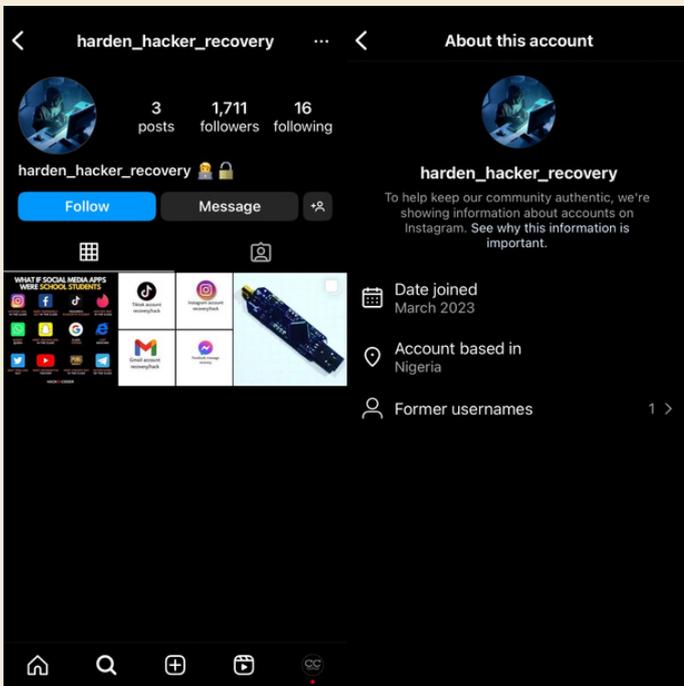
Black Hacker commented: I could help you recover your lost from scammers 6h

cybersecurityrima... Cyber Hacker 5377 followers · 18 videos	cyberhacker_... Blocked by you	cyber_hacker_sunny1 Sony dang 2641 followers · 40 videos
annacyberhacker1 Anna cyber hacker 3022 followers · 14 videos	cyberhacker_001 professionalhacker 2527 followers · 30 videos	cyber_hacker_davis Hacker Davis Blocked by you
cyberhacker215 Daria 3460 followers · 21 videos	cyberhacker_jucas Hacker Lucas 4408 followers · 19 videos	cyber_government_ha... Cyber government hacker 3653 followers · 3 videos
cyber_hacker_saint Cyber Lord 4054 followers · 22 videos	hackingthomascyber Thomas cyber hacker pro 4489 followers · 19 videos	cyberhackerwilliams22 CyberHacker Williams 1900 followers · 4 videos
cyberhacker_1 Midihaal 3467 followers · 12 videos	cyber_hacker845 613701819 3348 followers · 6 videos	cyberhacker73 Cyberhacker 2 followers · 6 videos
jamescyberhacker01 James Cyberhacker 3944 followers · 14 videos	cyberhackerjohn00 cyberhackerjohn00 2309 followers · 24 videos	cyberhacker82 Cyberhacker 2 followers · 4 videos
cyberhackerbenjamin Cyberhacker 75 followers · 6 videos	cyber_hackerdave hackerdave 4322 followers · 11 videos	cyberhacker833 Cyberhacker 0 followers · 0 videos
cyber_hacker001 Cyber Hack Blocked by you	hackermlies23 Cyberhacker Blocked by you	cyberhacker60 Cyberhacker Blocked by you
cyberhacker935 Cyberhacker 1 follower · 6 videos	cyberhacker511 Cyberhacker 1 follower · 6 videos	cyberhacker8201 Cyberhacker 2 followers · 6 videos
cyberhacker906 Cyberhacker 2 followers · 5 videos	cyberhacker267 Cyberhacker 1 follower · 6 videos	cyberhacker0418 Cyberhacker 2 followers · 6 videos
cyberhacker424 Cyberhacker 1 follower · 6 videos	cyberhacker112 Cyberhacker 1 follower · 5 videos	cyberhacker5483 Cyberhacker 1 follower · 6 videos
cyberhacker043 Cyberhacker 2 followers · 6 videos	cyberhacker732 Cyberhacker 1 follower · 5 videos	cyberhacker7095 Cyberhacker 1 follower · 6 videos
cyberhacker234 Cyberhacker 1 follower · 6 videos	cyberhacker057 Cyberhacker 1 follower · 6 videos	cyberhacker8253 Cyberhacker 0 followers · 6 videos
cyberhacker529 Cyberhacker 1 follower · 6 videos	cyberhacker360 Cyberhacker 1 follower · 6 videos	cyberhacker8432 Cyberhacker 1 follower · 6 videos
cyberhacker555 Cyberhacker 1 follower · 5 videos	cyberhacker652 Cyberhacker 1 follower · 6 videos	cyberhacker1546 Cyberhacker 1 follower · 6 videos
cyberhacker996 Cyberhacker	cyberhacker421 Cyberhacker	cyberhacker3264 Cyberhacker

cyber_security_intellige Cyber Hacker 2874 followers · 73 videos	cyber_security_intellige Cyber Hacker 2874 followers · 73 videos	cyberhacker499 DAVID ALBERT (decoy) Blocked by you
cyberhacker260 - Private Cyber hacker 3566 followers	cyberhacker260 - Private Cyber hacker 3566 followers	hackerbybe32 Cyber hacker 2252 followers · 16 videos
cyber_hacker0004 Cyber_hacker 0004 2720 followers · 9 videos	cyber_hacker0004 Cyber_hacker 0004 2720 followers · 9 videos	cyber_hackerdavez DAVIZ 10.6K followers · 11 videos
cyberhacker597 Cyberhacker 2883 followers · 5 videos	cyberhacker597 Cyberhacker 2883 followers · 5 videos	cyber_hacker_cyber Navy 88 12.6K followers · 38 videos
romyhlm Cyber hacker 2382 followers · 12 videos	romyhlm Cyber hacker 2382 followers · 12 videos	cyber_hacker_ford Cyber_hacker_ford 2382 followers · 24 videos
cyberhacker_28 Cyber hacker 3847 followers · 12 videos	cyberhacker_28 Cyber hacker 3847 followers · 12 videos	I_am_a_cyber_resilience Cyberhacker 963 followers · 7 videos
cyberhacker2 BU CYBER HACKER 3446 followers · 1 video	cyberhacker2 BU CYBER HACKER 3446 followers · 1 video	cyberhacks90 Cyberhacker 1240 followers · 89 videos
verified_cyber_hacker VERIFIED CYBER HACKER	verified_cyber_hacker VERIFIED CYBER HACKER	cyberhacker362 Cyberhacker Blocked by you
cyber_hackers Cyberhacker 370 followers · 0 videos	cyberhacker420 Cyberhacker 17 followers · 72 videos	thomascyberhacker1 thomas cyber hacker 3915 followers · 24 videos
cyberhacker123 Cyberhacker 608 followers · 3 videos	smiling_cyberhacker0... SMILING CYBERHACKER 3214 followers · 3 videos	joosecyberhacker joose cyberhacker? Blocked by you
cyber_71.hacker Cyber 71 Hacker 3347 followers · 23 videos	cyber_hacker_tech hacker 6292 followers · 18 videos	cyberhacker20 Cyberhacker 187 followers · 9 videos
cyber_hacker_spy CYBER HACKER SPY 3601 followers · 17 videos	cyberhacker04 Cyberhacker 14 followers · 7 videos	cyberhacker271 Cyberhacker 300 followers · 7 videos
cyberhacker020 Cyberhacker 1733 followers · 15 videos	cyber_hacker_kevin Cyber_Hacker kevin mitnick 2243 followers · 18 videos	cyberhackerdave Cyberhackerdave 2312 followers · 16 videos
cyberhackermclennan Cyber Hacker McLennan 3732 followers · 22 videos	cyberhacker733 Cyberhacker 196 followers · 7 videos	cyberhacker100 Cyberhacker 38 followers · 70 videos
cyber_hacker_anna Cyber hacker Anna 2886 followers · 18 videos	cyberhackerpotus Cyberhacker 147 followers · 24 videos	cyberhacker210 Cyberhacker 18 followers · 67 videos
cyberhacker190 Cyberhacker	an00956nmy Cyberhacker	cyberhacker110 Cyberhacker

cyberhackersjohn1 Cyber hackers john Blocked by you	cyber_hacker_10 Cyber hacker Blocked by you	Cyberhackerscott Cyberhackerscott Followers
cyber_hacker_pro Cyber hacker Friends with you	cyber_professional_... Cyber hacker Followers	cyber_hacker87 Say No Scam Followers
cyber_hacker_john Hacker John Followers	cyber_hacker_c Cyber_hacker_c Followers	cyberhackerjasper2 Jasper Followers
cyber_hacker_richard Cyber Hacker Richard 864 followers · 6 videos	cyberhackerwilliams Cyber hacker williams Followers	cyberhackerjohn8 Cyber Hacker John Followers
cyberhackerjohn06 Cyber hacker Followers	cyberhackerphillip Cyber hackerphillip Followers	cyber_hacker_155 Benjamin Donald Followers
cyber_hacker_01 Cyber hacker Followers	cyberhackerjackson20 Cyberhacker jackson Followers	cyber_hacker_jack487 Jack Followers
cyber_hacker76 Say No Scam Followers	cyber_hacker_hud Cyber_hacker_hud Followers	cyberhacker103 CYBER HACKER Blocked by you
cyber_cracker001 Cyber Hacker	cyber_hacker_hobson Cyber hacker hobson Followers	cyberhackerlucas0 Lucas Followers
_cyber_hacker_john Cyber hacker john Followers	cyberhacker003 Cyber hacker 2474 followers · 21 videos	freddy_prohacker003 CYBERHACKER 9 videos
cyber_hacker_... 35.0K followers · 1 video	cyberhacker80 Cyber hacker 3355 followers · 6 videos	cyber_hacker789 Cyber_hacker789 2797 followers · 17 videos
cyberhacker41 Kevin (Cyberhacker000) Followers	cyber_hacker_agent Cyber hacker 3334 followers · 26 videos	cyber_hacker_julian Cyber_hacker_Julian Asca 2804 followers · 14 videos
cyberhackerkermichal5 Michael Followers	cyberhackerV - Private Cyberhacker 7096 followers	cyber_hacker_... Cyber_hacker_HACKER 7572 followers · 5 videos
computerhp Cyber Hacker 3288 followers · 732 videos	cyberhqker Cyberhacker 2685 followers · 6 videos	cyberhacker119 Cyberhacker 1564 followers · 15 videos
cyberhacker23 Cyberhacker 5102 followers · 21 videos	sugardaddy_257 Cyber hacker 2640 followers · 12 videos	cyberhacker060 Cyber Hacker 2352 followers · 24 videos
cyber_hacker_2 Cyber hacker 2558 followers · 26 videos	cyberhacker022 Cyberhacker 1035 followers · 85 videos	cyberhackercool Cyberhacker 858 followers · 85 videos
cyber_hacker018 Cyber_hacker018	cyberhacker1171 Cyber hacker	cyberhacker407 Cyber hacker

TikTok



Recovery accounts for crypto currency and account retrieval or hacking are mainly on TikTok and Instagram.

All of these, along with impersonation accounts of the FBI, Interpol and others can catch victims at their most vulnerable.

RECOGNISING FACES?

We assume because of the lack of removal, that these platforms do not have the capacity or technology to remove fake profiles.

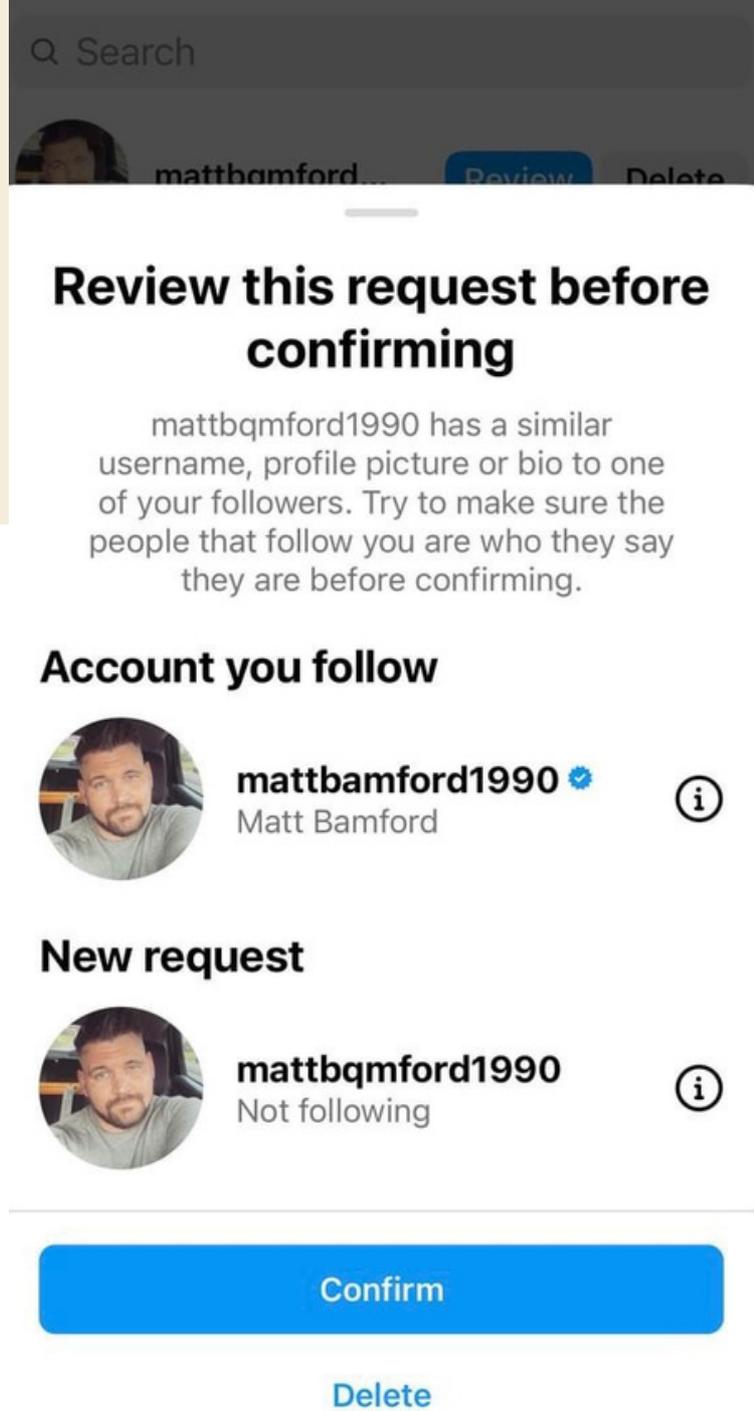
However, this feature on Instagram clearly shows that indeed, when it's wanted, facial recognition is used.

This 'feature' is being paraded as a user safety measure.

If facial recognition and/or name recognition is picking up on this to alert users when a new request is made when they already follow an account with the same picture and in this instance, a paid for verified account, the questions we should be asking are:

Why is this clearly fake account not being immediately removed when the name and picture present as the same and an account is verified?

If this is something Meta can use when they want to, why are any fakes of at least 'verified' profiles, still on their platforms.



There is a locked profile feature on Facebook which is still only available to some countries (mainly those with Islamic citizens, bar some users in Australia and New Zealand and currently Ukraine), screenshots cannot be taken of the profile picture.

Why is this technology not being activated across all profiles to put a stop to criminals taking the pictures from all profiles?

Why is the locked profile feature not available to everyone?

CONCLUSION

Next Steps:

In the future, we would like to see AI used to remove profiles which use stolen pictures from well used faces on all platforms.

AI must be used to capture the faces being used on fraudulent profiles. There are platforms offering AI facial recognition to the public for free, Platforms which make billions per year from their users can and should budget to incorporate this type of technology in to their organisation. It's not complicated, please don't make it out to be. If you want the profiles removed, they can be.

Users have lost faith in these platforms in many aspects but mainly in the realms of User Safety.

They feel unsafe to use these 'social' platforms as they were intended.

01 **Verified Profiles**

Profiles which are verified on one of your platforms should be automatically verified on all of them (META). The best case scenario, would be that platforms collaborate to include verification across all platforms through the process or to enable to add to this list if a new profile is created at a later date.

02 **New paid for verified profiles**

These should be added to a new 'Verified Profile' list on the in app reporting system rather than keeping the list as 'celebrity or public figure' for legacy ticks. Currently you have to follow the paid verification profile to report it.

03 **Reporting systems**

Reporting systems are not covering the needs of users for fake profiles when not against a legacy verified profile. Reporting a hacked profile goes no where. This system need to be better. Emphasis is on content.

04 **Stay on top of industry trends**

Platforms like ours are made aware quickly of new trends and there should be collaboration to enable these to be incorporated into removal algorithms on a regular basis. This also works for other important data.

05 **Employ more trust and integrity staff**

Algorithms and AI are great but not as competent as the human eye.

YES,
YOU
CAN

WITH THANKS

With thanks to:

Tracey Grummett,
Debbie May and others
for helping with the
evidence collecting.

Got any questions?

Please contact
anna@lovesaid.org