
Demystifying Modern Scams; Breaking the Stigma and Building Resilience

Leyla Bilge*¹

¹Gen – Gen – France

Résumé

As online scams evolve in scale and sophistication, traditional defenses are no longer sufficient to protect users from financial and emotional harm. At Gen Digital's Research Labs, we are pioneering a new approach to digital safety-one that combines deep cybersecurity expertise with domain-trained AI systems capable of detecting fraud before it reaches the user. In this talk, I will present the latest advancements in our AI-powered anti-scam technologies, including SMS and email protection, real-time browser and messaging app defenses, and our most recent AI assistant for scam prevention. I will share key findings from our research on scammer behavior, highlight regional trends in AI-enabled scams, and discuss the growing role of AI tools on this tooic.

*Intervenant