

The Family Safe Word

AI can copy a voice from a few seconds of video. A safe word is the simplest way to tell a real emergency from a cloned voice.

The rule: anyone who calls or texts asking for money, gift cards, crypto or secrecy in a hurry must say the family safe word. **No word, no money.** Then hang up and call them back on the number you already have.

Set it up in 10 minutes

- 1 Pick a word together.** Easy to remember, never posted online. Not a pet's name, street, birthday or team.
- 2 Tell only the people who need it:** parents, grandparents, children and anyone who handles money for the family.
- 3 Write it on the card** (page 2) and keep it by the phone or in a wallet. Don't save it in a text or an email.
- 4 Practise once.** Do a pretend call so it feels normal to ask: "What's our word?"
- 5 Change it** if you think someone else has heard it.

Good to know: a real family member will never be upset that you asked. Scammers will push, cry or get angry. That pressure is the warning sign.

General information, not legal advice. Based on FTC and FBI guidance on family-emergency and voice-cloning scams. Made with AI assistance and checked by hand.

Wallet and phone cards

CLONEALERT • FAMILY SAFE WORD

Money in a hurry? **Ask for the word.** No word, no money. Hang up and call back on a number you know.

Our word: _____

Call back: _____

Also call: _____

CLONEALERT • FAMILY SAFE WORD

Money in a hurry? **Ask for the word.** No word, no money. Hang up and call back on a number you know.

Our word: _____

Call back: _____

Also call: _____

CLONEALERT • FAMILY SAFE WORD

Money in a hurry? **Ask for the word.** No word, no money. Hang up and call back on a number you know.

Our word: _____

Call back: _____

Also call: _____

CLONEALERT • FAMILY SAFE WORD

Money in a hurry? **Ask for the word.** No word, no money. Hang up and call back on a number you know.

Our word: _____

Call back: _____

Also call: _____

CLONEALERT • FAMILY SAFE WORD

Money in a hurry? **Ask for the word.** No word, no money. Hang up and call back on a number you know.

Our word: _____

Call back: _____

Also call: _____

CLONEALERT • FAMILY SAFE WORD

Money in a hurry? **Ask for the word.** No word, no money. Hang up and call back on a number you know.

Our word: _____

Call back: _____

Also call: _____

Tip: keep one card by the landline, one in a wallet, and give one to each grandparent.

If a call sounds like family in trouble

- 1 **Stay calm.** Urgency is the scammer's tool.
- 2 **Ask:** *"What's our family word?"*
- 3 **Wrong or no word?** Hang up. Don't argue.
- 4 **Call back** on the number you already have, or call another family member.
- 5 **Never** pay with gift cards, crypto, wire transfers or cash by courier because a caller says so.

RED FLAGS

- ☐ "Don't tell Mom and Dad."
- ☐ A lawyer, police officer or doctor takes over the call
- ☐ Pay now or something terrible happens
- ☐ Gift cards, crypto, wire or a courier picking up cash

Already sent money? Call your bank right away, then report it at [ReportFraud.ftc.gov](https://reportfraud.ftc.gov) and ic3.gov (US). Our *After a Scam: 72-Hour Recovery Kit* walks you through the first hours: payhip.com/CloneAlert