



Cifas Five Year Strategy 2025-2030

Fighting Fraud and Financial Crime Together

Protecting organisations and individuals from fraud and financial crime through the sharing of data, intelligence, and learning.



Data



Intelligence



Learning

This is Cifas' strategy for 2025-2030.

Our five-year ambition is bold: To be recognised as an internationally leading fraud prevention service saving organisations and individuals £5 billion each year in losses and £30 million in revenue.

This strategy means a transformation in the scope and scale of our business, bringing new organisations into our membership, driving the adoption of our products and services, innovating to bring new fraud prevention tools to market, leading work to share data and intelligence and shaping the policy debate at both national and international levels.

This ambition is warranted. Fraud is more prevalent than ever. The harm it causes runs deep, affecting businesses, individuals and communities, undermining trust in the digital economy, stifling growth and destabilising vulnerable economies around the globe.

Fraud is estimated to cost the UK economy £219 billion each year, money that is stolen and used to fund other forms of crime¹. Losses to the public sector are estimated to be as much as £81 billion². This is money that could otherwise be used to fund our public services. Consumers, many of them vulnerable, lost £11.4 billion to scams in 2024 alone³. Filings to the Nation Fraud Database also reached a record high, with members filing over 420,000 incidents of fraudulent conduct.

The scale of this challenge is evolving and at pace.

The services that enable us to stay connected also expose us to criminals. Fraud has not only become industrialised but digitised, with fraud and scams delivered at astonishing scale across multiple channels. Fully 80% of all scams are now digitally enabled with fraudsters moving with ease between platforms, services, and technologies.

Organised criminal gangs now mimic the size and structures of large corporations. Scam factories in south-east Asia and West Africa house hundreds of enslaved workers in appalling conditions, criminalising the vulnerable and economically insecure and forcing them to build and operate a sophisticated infrastructure of call centres and websites intended for the sole purpose of stealing people's money.

Rapid technological change risks supercharging the reach of these criminals. AI is further transforming the capability of fraudsters to operate at scale, harvesting data quickly on targets, producing near-perfect fake documents in seconds, enabling attacks on networks at an entirely new scale and, through the use of deep fakes and AI generated images and voices, impersonating people, both consumers and authority figures, to steal their data and their savings. It has made the threat from fraud not only more compelling and difficult to detect, but more urgent.

Changes in fraud are not just technological, fraud types continue to evolve. Investment fraud and purchase frauds remain a constant, they are becoming increasingly sophisticated. However, it is the theft of consumer identities and the enduring harm it causes that is now the biggest threat faced by our members.

1. [Annual Fraud Indicator | Crowe UK](#)

2. <https://www.nao.org.uk/insights/estimating-and-reporting-fraud-and-error>

3. [Scammers Steal £11.4 Billion from Britons in 1 Year as 71% Fail to Report Scams - State of Scams in the United Kingdom 2024](#)

At Cifas our purpose is to stop this fraud.

We lead a fraud prevention community of almost 800 organisations that helps keep millions of people safe. Our membership spans both public and private sectors, as well as those key sectors who are integral to disrupting the fraud journey: financial services, telecoms and technology. By using our products and services, our members prevented over £2.1 billion in fraud losses in 2024, or £196 for every £1 spent on their membership subscription.

We have continued to lead innovation in the fraud prevention space, investing significantly in developing new products and services to help our members respond to the changing fraud threat.

Our customer monitoring product, Vision, is revolutionising how our members identify the changing risk within their customer database. This, combined with our Digital Fraud Checks and Beneficiary Checks helps ensure members are well-prepared to deal not just with the Payment Systems Regulator's recent rule changes on mandatory reimbursement, but future regulatory challenges.

Our APP Victim Check service will help prevent the re-victimisation of APP fraud victims, not only keeping vulnerable individuals safe but enabling our members to investigate and act on payments identified as high risk. In the coming year we will start work in earnest on our Events service, facilitating the much-needed sharing of data on suspicious and fraudulent activity.

Recognising the growth of identity fraud and theft, we have prioritised the development of our identity protection solution – JustMe. This will not only help protect individuals from identity theft but will also protect our members from fraudulent applications for their products and services. The rollout of JustMe as a consumer product nationally will be a focal point of our work over the next five years.

Cifas has strong foundations, but we need to develop them further.

Underpinning our strategy for 2025-2030 are plans to strengthen and modernise our products and services, ensuring they meet the changing expectations of our members, and are fit for the future; that they are easily accessible, instant, and relevant to changing fraud threats. This investment in our systems, platforms and processes, will enable their adoption at scale and speed, as well as their seamless update and innovation to meet future challenges.

To meet these long-term ambitions, we need to do more than strengthen our core. We must expand our horizons. It will only be through genuine partnership between the public and private sectors that we will be able to effectively prevent fraud in the UK.

Cifas, with our broad membership and trusted position in the counter fraud firmament is ideally placed to act as the bridge between the public and private sectors, and with law enforcement, facilitating and enabling the sharing of data and intelligence between strategic partners, leading the debate on fraud prevention, and helping to shape the UK's fraud prevention framework.

But at Cifas we recognise that fraud is not just a national issue.

It is international in its scope and scale. Future solutions will also need to be global in breadth to be effective. It is for this reason that a core part of our strategy is to expand our membership in strategically important sectors, particularly the technology and cryptocurrency sectors, bringing firms into our membership that are global in reach but require multinational and multi-jurisdictional solutions to the fraud impacting their platforms and services.

We also recognise that we have a leadership role to play in shaping and convening the debate internationally, sharing our experiences of data and intelligence sharing, helping design and build the international data sharing solutions of the future and driving the policy debate. Our role in helping to organise the Global Anti-Scam Summit London 2025, the world's largest ever fraud prevention event, joining of the Global Signal Exchange and agreeing with Meta to take on the coordination of their FIRE initiative in the UK, are indicative of the role we intend to take.

In developing this strategy, we have consulted widely, speaking to members and non-members, external subject matter experts and key stakeholders. The strategy is ambitious and exciting, but it is also grounded in pragmatism, recognising the nature of the fraud challenge. It is predicated on putting in place the necessary changes to how Cifas is structured and operates, and is built around a comprehensive people strategy to grow and retain world-class talent which places our people at the heart of all we do.

In five years, we want to be recognised as an internationally leading fraud prevention service saving organisations and individuals £5 billion each year in losses and £30 million in revenue.

This is a necessary first step towards meeting our ten-year ambition of leading a global fraud fighting community built around the sharing of data, intelligence and knowledge between both private and public sectors.

The passion of Cifas staff and of our members to tackling fraud is unsurpassed. Our roadmap for the future is now set, cementing the pivotal role that Cifas and members have to play in the response to fraud – not just in the UK but globally.

