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# Check before you act: ATO impersonation scams

Following a few simple steps can help protect you and your business from scams.

**Last updated** 3 February 2025

As ATO impersonation scams have become more sophisticated, it's crucial to stay vigilant to protect your business. One of the most effective ways to stay safe is to [Stop, Check and Protect.](#) 

Scammers often create a sense of urgency, hoping you'll act without thinking. By stopping to check the legitimacy of the communication, you can avoid situations that could lead to financial loss or personal information being stolen.

## How to check

If you aren't sure whether something is legitimate, first check contact details. Look up contact information for the organisation and reach out directly using details you've sourced yourself.

Next, look for red flags in the message. Be cautious of messages that:

- contain a hyperlink
- create a sense of urgency or fear
- ask for personal information or payments
- contain spelling or grammar errors
- come from unofficial email addresses or phone numbers. Scammers use legitimate looking email addresses, so always double check.

Finally, cross-check any information in the message, like a tax debt or refund, or problem with your account, through official sources. Always access our online services by typing the URL in a browser or via our website.

We will never send unsolicited messages with hyperlinks or ask for personal information via email or SMS. To help protect your personal information, use your Digital ID, such as myID, set to the highest level you can achieve to access our online services.

If you think a phone call, SMS, voicemail, email, or interaction on social media claiming to be from us isn't genuine, don't engage. Instead:

- go to **Verify or report a scam** to see how to spot and report a scam, or
- if you have divulged information or paid a scammer money, phone us on **1800 008 540**.

For more information on staying scam safe, visit [Scamwatch](#).

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