

# Online Security Vidcast is the Latest Move in Fraud Fight



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Industry: [Financial](#)

**Press Release Summary: Barclays release new video highlighting the risks of online fraud that their customers may face when using the internet**

Press Release Body: **Barclays** new video, which is presented by television reporter **Spencer Kelly**, outlines the key risks such as phishing and malicious software and provides advice on what can be done to avoid these threats as well as the things Barclays does to protect customers.

**Barclays** is a leader in [online banking security](#) initiatives having launched PINsentry in 2007. PINsentry uses a handheld card reader and chip and PIN technology to verify customers' identities for online banking. Without the need for passwords or memorable words, PINsentry has introduced a new layer of security to online banking, with users being issued with a unique eight digit code, helping to fight fraudsters who hack into people's computers or utilise "phishing" emails to steal login details. Over 1.5 million customers are now using PINsentry and it was recently named the Best Security Initiative at the Nominet Best Practice Challenge 2008 awards.

In June 2008 **Barclays** became the only bank to offer all of its customers a full free [online security](#) software package. The package, from award winning internet security provider **Kaspersky**, includes anti-virus software as well as a spam filter, parental controls, spyware, adware and firewalls and is available to all customers who are

registered with **Barclays online banking**. As a result of these initiatives and continuing work behind the scenes, **Barclays** has seen a dramatic 91 per cent drop in the money lost to fraudsters from 2006 to 2007 and is the only UK bank to have seen a reduction in the number of phishing attacks.

**Barclays** fight against online fraud continues with a new 'vidcast' advising people on the best methods of [internet security](#). The five minute video is available to watch at [www.barclays.co.uk/video](http://www.barclays.co.uk/video) where viewers are also invited to post their comments including suggestions for subjects of future videos.

For more details on [PINsentry](#), free Kaspersky internet security software and other online security information please go to [www.barclays.co.uk/security](http://www.barclays.co.uk/security).

## **About**

## **Barclays**

Barclays is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services, with an extensive international presence in Europe, the USA, Africa and Asia.

With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs 143,000 people. Barclays moves, lends, invests and protects money for over 38 million customers and clients worldwide.

**For further information about Barclays, please visit our website [www.barclays.com](http://www.barclays.com).**

Video on [www.youtube.com/barclaysonline](http://www.youtube.com/barclaysonline)

**Web Site: <http://www.barclays.co.uk/>**

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