

# Beware: Scammers exploit hype around *Barbie*, *Oppenheimer* movies to steal personal information

Scammers are exploiting *Barbie's* and *Oppenheimer's* immense popularity for their own sinister motives, says Kaspersky, the global cybersecurity company, which found that scammers are deceiving unsuspecting users by distributing phishing scams that prey on the excitement surrounding the movies' releases, all with the sole intention of tricking individuals and unlawfully acquiring their hard-earned money and sensitive personal data.



## BEST SELLER



Fraudulent page selling Barbie dolls. Image supplied

One of the fraudulent pages discovered lures users with special offers on Barbie dolls coinciding with the movie launch.

Besides the regular dolls, users are being enticed to buy limited-edition movie-related dolls, including one of the lead actress Margot Robbie for around £12 (R277). They can add a helicopter for £56 (R1,294), making the total cost of the purchase £60 (R1,387) with an “exclusive” discount.

"However, once users decide what to buy, they are redirected to a purchase form that requires personal identification details such as name, address, phone number, and banking information.

"Unsuspecting users unknowingly send their money and private data directly to fraudsters. Besides the financial risks, this scam also poses serious privacy concerns, as the stolen data could potentially be sold on the dark web market," Kaspersky explains.



## How *Barbie The Movie* is winning at this marketing thing

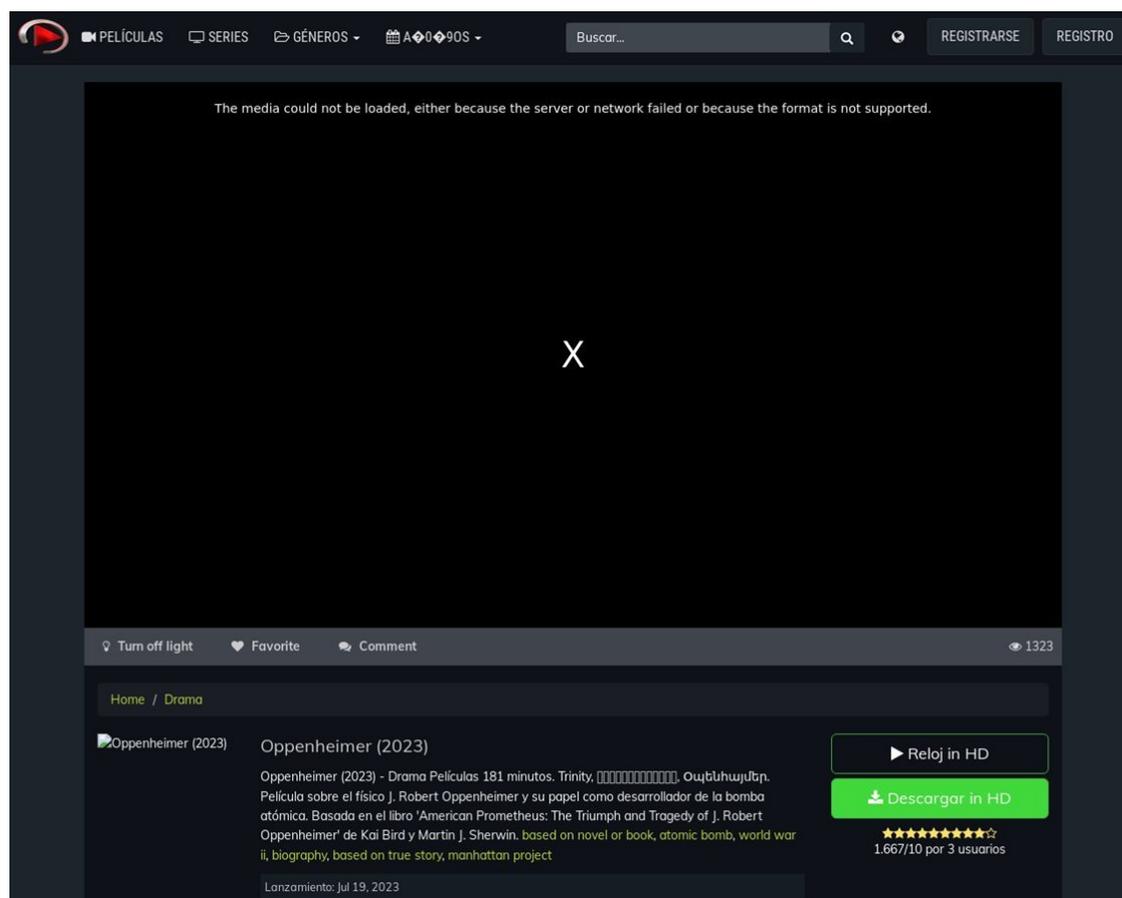
Karabo Ledwaba 28 Jun 2023



The scammers did not miss out on another popular release, *Oppenheimer*, which is scheduled for release on the same day.

"They tricked people by offering to stream the movie for free, but their real intention was to steal users' banking information and money. In such scenarios, scammers often employ a tactic in which they request a nominal fee of one dollar or euro for registration.

"However, this seemingly harmless payment requirement could raise a red flag. To proceed with the registration, they require that a bank card be linked, therefore enabling unauthorised and difficult-to-cancel debits from users' accounts," says Kaspersky.



Fraudulent page offering the streaming of *Oppenheimer*. Image supplied

"Premieres and exciting events bring a wave of anticipation, but amidst the thrill, it's crucial for users to remain alert and adhere to basic online safety rules. While the experience is exhilarating, we must not overlook the risks. By maintaining a vigilant mindset and practising safe online habits, we can fully enjoy the *Barbie* and *Oppenheimer* experience while safeguarding ourselves from cyber threats lurking in the digital world," comments Olga Svistunova, a security expert at

Kaspersky.

To stay safe while enjoying the excitement surrounding movie premieres, Kaspersky experts recommend being cautious of phishing scams, verifying website security, using security solutions, being mindful of sharing personal information, and trusting reliable sources.

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