



Romance scams edition

# ClickFit

Stakeholder Kit — February 2026



Stop your scroll — Check warning signs — Protect yourself

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# Romance scams: **Swipe smart**

**Romance scams are one of Australia's most emotionally and financially devastating forms of cybercrime.**

Many victims of romance scams experience feelings of embarrassment, fear and disapproval, which prevents them from coming forward.\*

Even as technology evolves, cybercriminals rely on the same scam tactics: using affection, intimacy and trust to manipulate victims into sending money, sharing personal information or granting access to their accounts.







Unlike other cybercrimes, the impact of romance scams goes far beyond financial loss.

Romance scam victims often experience a "double hit"-grieving the loss of what felt like a real relationship while dealing with significant monetary loss.\*\*

Many also endure family conflict, social isolation, reduced independence and long-lasting emotional distress.

This is where *ClickFit* comes in.

To help Australians navigate online dating safely, it's important they can recognise the warning signs of romance scams:

-  If asked, don't move the chat to another platform
-  Always verify the person online
-  Ask to video call or meet in person
-  Never send money or share accounts
-  Watch out for romance scam tactics
-  Talk to someone you trust

*ClickFit* will make it easier for Australians to date online and click on love with caution and confidence.

\*Luke, B. (2025). The mental health impacts of internet scams. *International Journal of Environmental Research and Public Health*, 22(6), 938.

\*\*Cross, C., Holt, T.J. Does age matter? Examining seniors' experiences of romance fraud. *Secur J* 38, 46 (2025).

# What is *ClickFit*: Romance scams?

***ClickFit*: Romance Scams** is designed to get Australians to **stop** their scroll, **check** the warning signs of scams, and **protect** their hearts and wallets from cybercriminals.

Think of ***ClickFit*** as a road-safety campaign for digital dating: every online user is being urged to slow down, swerve around romance scam tactics, and stay one step ahead of cybercrime.







***ClickFit*: Romance Scams** is a part of a 12 month national awareness campaign to encourage Australians to take simple steps to protect themselves online.

The campaign will launch on Monday 9 February 2026 and conclude in April 2026.

# Are you fit to **Click-Date**?

*ClickFit* is a few steps that everyone can introduce into their online dating routine to help protect themselves from cybercriminals.

Get ready to click-date in **six simple steps**:

-  **DON'T MOVE THE CHAT TO ANOTHER PLATFORM**  
*Pressure to move the chat to another messaging platform quickly is a warning sign.*
-  **VERIFY THE PERSON**  
*Reverse-image search photos, check their social media presence, contact legitimate organisations or person/s directly.*
-  **ASK TO VIDEO CALL OR MEET IN PERSON**  
*If they refuse to video-call or meet in person, they are likely a romance scammer.*
-  **NEVER SEND MONEY OR SHARE ACCOUNTS**  
*Don't send money, cryptocurrency, gift cards, or bank account details to anyone you've met online.*
-  **WATCH OUT FOR ROMANCE SCAM TACTICS**  
*Be aware of love-bombing, emotional manipulation and pressure tactics used by cybercriminals to deceive you.*
-  **TALK TO SOMEONE YOU TRUST**  
*Friends, family, and support services – a second opinion often helps to spot or confirm warning signs.*

# How to support **ClickFit: Romance Scams?**

We'll be hosting a '**National Week of Prevention**' from **Monday 9 - Friday 13 February 2026** to launch the campaign and spread romance scam prevention messaging across Australia.

You can support the event by distributing campaign material across your online channels, and presenting the ClickFit presentation at your workplace, community event, or group.

Campaign material include:

- Social media - one video and images with copy
- Factsheets & flyer
- ClickFit: Romance scams presentation
- Stickers & bookmarks
- Newsletter copy

**[Download ClickFit: Romance Scams assets here](#)**

# ClickFit: Social media assets

Looking for a soulmate online?

Use caution - there may be potholes ahead.

Romance scammers act quickly by asking to move your chat off the dating platform, and love bomb you to gain your trust fast!

Never send money or personal details to someone you haven't met in person.

Get ClickFit at [www.afp.gov.au/ClickFit](http://www.afp.gov.au/ClickFit)



Share the campaign video or images across Facebook, Instagram, X (Twitter), YouTube, LinkedIn and TikTok, and get ready to **Click-Date!**  
Don't forget to include **#ClickFit** in your posts and tag AFP with the following social media handles:

*AusFedPolice*

*ausfedpolice*

*AusFedPolice*

*AustFederalPolice*

*Australian Federal Police*

# ClickFit: Romance Scams Presentation

**ClickFit: Romance Scams presentation is available** for stakeholders to present to individuals or groups vulnerable of being a victim romance scams. Presentation notes are included.

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ClickFit  
Romance scams presentation

Stop your scroll

Check warning signs

Protect yourself

A police officer in uniform stands next to a signpost with three signs: a red heart-shaped sign that says "Stop your scroll", a yellow diamond-shaped sign that says "Check warning signs", and a green rectangular sign that says "Protect yourself". The officer is holding a pen to his chin in a thinking pose. The background is light blue with various police logos at the top.

## What is ClickFit?

ClickFit helps Australians:

- Recognise warning signs of romance scams
- Build simple safety habits
- Feel confident online

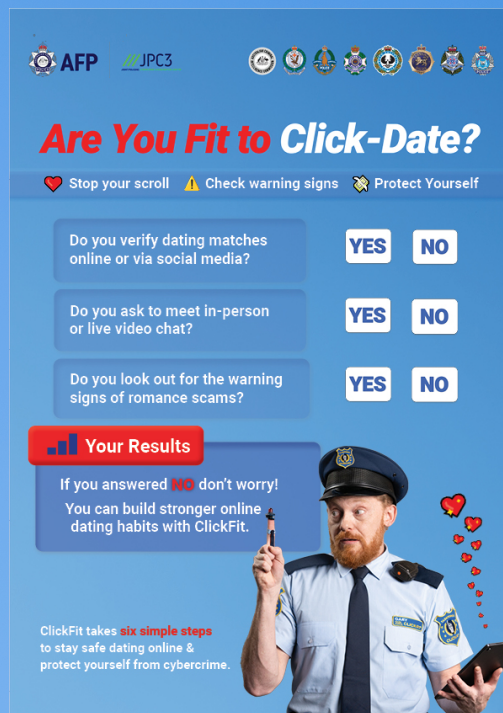
Stop your scroll → Check warning signs → Protect yourself from cybercrime

NetCop Gary and Agent Index are here to give you tips on how to avoid getting scammed and protect yourself online!

A police officer in uniform, identified as NetCop Gary, stands on the right side of the slide. He is holding a pen to his chin in a thinking pose. The background is light blue.

# ClickFit: Factsheets (Interactive + Print)

'Are You Fit to Click-Date?' is a factsheet (print and interactive) and flyer, available via [www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit). The interactive version allows users to test the blind spots of digital dating and click-date with confidence.



**Are You Fit to Click-Date?**

Stop your scroll Check warning signs Protect Yourself

Do you verify dating matches online or via social media? **YES** **NO**

Do you ask to meet in-person or live video chat? **YES** **NO**

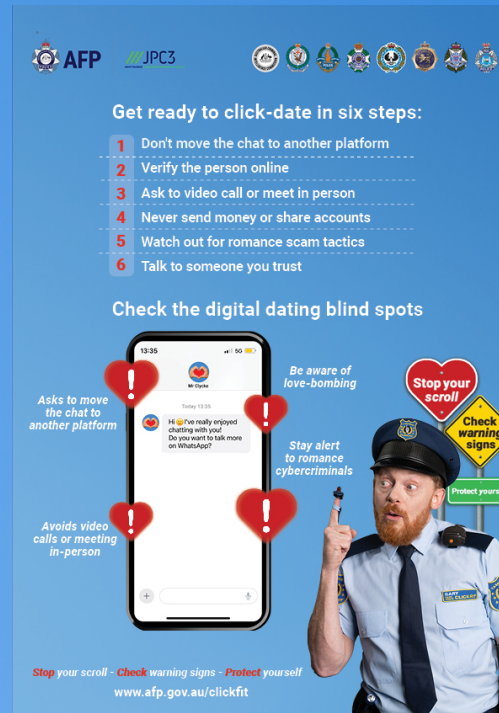
Do you look out for the warning signs of romance scams? **YES** **NO**

**Your Results**

If you answered **NO** don't worry! You can build stronger online dating habits with ClickFit.

ClickFit takes **six simple steps** to stay safe dating online & protect yourself from cybercrime.

Factsheet



**Are You Fit to Click-Date?**

Get ready to click-date in six steps:

- 1 Don't move the chat to another platform
- 2 Verify the person online
- 3 Ask to video call or meet in person
- 4 Never send money or share accounts
- 5 Watch out for romance scam tactics
- 6 Talk to someone you trust

Check the digital dating blind spots

Asks to move the chat to another platform

Avoids video calls or meeting in-person

Be aware of love-bombing

Stay alert to romance cybercriminals

Stop your scroll

Check warning signs

Protect yourself

Stop your scroll - Check warning signs - Protect yourself

[www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit)



**Are You Fit to Click-Date?**

ClickFit takes **six simple steps** to stay safe dating online & protect yourself from cybercrime.

- 1 Don't move the chat to another platform
- 2 Verify the person online
- 3 Ask to video call or meet in person
- 4 Never send money or share accounts
- 5 Watch out for romance scam tactics
- 6 Talk to someone you trust

Find out more: [www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit)

Flyer

# P10

## **ClickFit: Newsletter copy**

Campaign copy to use for agency/organisation newsletters. Please edit according to in-house style guides and character restrictions.







### ***ClickFit: Are You Fit to Click-Date?***

**ClickFit: Romance Scams** is designed to get Australians to **stop** their scroll, **check** the warning signs of romance scams, and **protect** their hearts and wallets from cybercriminals. Think of **ClickFit** as a road-safety campaign for digital dating: every online user is being urged to slow down, swerve around romance scam tactics, and stay one step ahead of cybercrime.

### **Why ClickFit Matters?**

Many victims of romance scams experience feelings of embarrassment, fear and disapproval, which prevents them from coming forward. To help Australians navigate online dating safely, it's important they can recognise the warning signs of romance scams. **ClickFit** will make it easier for Australians to date online and click on love with caution and confidence.

### **Get ready to click-date in six steps:**

-  **If asked, don't move the chat to another platform**
-  **Always verify the person online**
-  **Ask to video call or meet in person**
-  **Never send money or share accounts**
-  **Watch out for romance scam tactics**
-  **Talk to someone you trust**

### **Get Involved!**

Visit [www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit) to download resources and social media content. Share campaign assets, tag @AusFedPolice, and use #ClickFit to support the campaign. Stay ClickFit!

# ClickFit: Additional assets

Additional campaign graphics and colours for website use, email signature blocks, stickers, newsletters or social media.



Suitable for email signatures and website banners

**RED**  
 HEX #FD0C00  
 R253 G12 B0  
 C0 M99 Y100 K0



**BLUE**  
 HEX #043092  
 R4 G48 B146  
 C100 M92 Y10 K2



**YELLOW**  
 HEX #FDD302  
 R253 G211 B2  
 C2 M15 Y100 K0



# ClickFit: Additional assets

**NetCop Gary will help protect your heart and bank account.**



[www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit)

**NetCop Gary loves rom-coms. But hates rom-cons.**



[www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit)

**NetCop Gary isn't your knight in shining armour but will slay romance scammers for you.**




[www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit)

Suitable for printing stickers

**Are you fit to Click-Date?**



**I'm fit to Click♥Date.**



**Stop your scroll**

**Check warning signs**

**Protect Yourself**





# ClickFit: Additional assets

Are you fit to **Click-Date?**

**NetCop Gary**  
is no Mr Darcy.

But he'll protect  
your **heart and**  
**bank account.**




Get ready to Click-Date  
[www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit)

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Are you fit to **Click-Date?**

**NetCop Gary**  
is no Fabio.

But he'll protect  
your **heart and**  
**bank account.**



Get ready to Click-Date  
[www.afp.gov.au/clickfit](http://www.afp.gov.au/clickfit)



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Suitable to print bookmarks

## **ClickFit: Scam-aware language**

We urge stakeholders to use scam-aware language when promoting *ClickFit*.

Scamwatch has '*dos and don'ts*' to avoid victim-blaming language and focus on tactics used by criminals rather than the actions of those targeted.

Use 	Don't Use 
Deceive	Trick
Manipulate	Fool
Victim of a scam	Fooled by a scam / scammer
Scams are crimes/Scammers are criminals	Fallen for a scam
Scam tactics	Scammers are tricksters
Scam methodologies	Scam tricks
Stolen by scammers	Lost to scammers
Financial theft	Gave to scammers
	Handed over to scammers



The AFP Joint Policing Cyber Coordination Centre (JPC3) comprises of state and territory police, government agencies, and industry partners, working together to combat, disrupt and prevent cybercrime in Australia.

For *ClickFit* questions please contact [jpc3-prevention@afp.gov.au](mailto:jpc3-prevention@afp.gov.au)