

Trend Micro Launches Voice-Enabled ScamCheck Capability to Help Protect Consumers from the Rising Threat of Global Scams

Revealed in London as part of Trend's thought leadership sponsorship of the 2025 Global Anti-Scam Alliance Summits

LONDON, March 26, 2025 /PRNewswire/ -- [Trend Micro Incorporated](#) (TYO: 4704; TSE: 4704), a global leader in cybersecurity, is proud to announce its Thought Leadership Sponsorship of all 2025 Global Anti-Scam Alliance (GASA) Summits worldwide. The first of four summits will be held in London on 26-27 March at the Queen Elizabeth II Centre.

As a Thought Leadership Summit Sponsor and exhibitor, Trend will reaffirm its unwavering commitment to tackling one of the most pressing challenges of the digital era: **the rising threat of online scams**.

Specifically, Trend representatives will share their expertise and unique perspectives, as well as introduce the newest feature of its innovative anti-scam consumer solution, Trend Micro ScamCheck.

Keynote Address:

Jon Clay, VP of Threat Intelligence at Trend, will deliver a keynote titled "*Looking Deeper Than Deepfakes*", exploring how cybercriminals are increasingly exploiting AI technologies to perpetrate scams and fraud. Clay will also address the misuses of agentic AI, allowing cybercriminals to scale and automate fraudulent activities. He will discuss how Trend is combating these emerging threats using similar cutting-edge technologies.

Workshop on Preventing Scams – From Education to Tech Solutions

Trend will lead a 90-minute interactive breakout session focusing on a multi-faceted approach to helping prevent consumers from becoming victims of scams. Facilitated by Lynette Owens, VP of Consumer Education and Marketing, the session will feature a wide range of global experts and explore the ways in which effective public education and technological innovations can be employed to help lower the risks of online scams to consumers.

Additionally, Trend will showcase its [Trend Micro ScamCheck](#) tool at its booth. Attendees will have the opportunity to see firsthand how consumers can quickly verify online scam content and experience the newest feature that allows users to verify scams by using a simple voice command.

Trend's partnership with GASA is a natural extension of its ongoing efforts to create a safer digital world. With over 35 years of experience collaborating with governments, law enforcement, and businesses, Trend has been at the forefront of securing enterprises and empowering consumers with the tools they need to stay safe in an ever-evolving digital environment.

Jon Clay, VP of Threat Intelligence at Trend: "Partnering with GASA is an important step in our mission to make the internet a safer place for all. We are proud to work alongside a passionate group of leaders to address the critical issue of online scams. By fostering collaboration, innovation, and education, we believe we can have a profound impact on reducing the threat of scams and fraud for individuals and organizations around the world."

For more information about Trend's participation in the [GASA Summit London 2025](#) and its continued efforts to combat cybercrime, please visit <https://www.trendmicro.com> or stop by our booth at the summit.

About Trend Micro

Trend Micro, a global cybersecurity leader, helps make the world safe for exchanging digital information. Fueled by decades of security expertise, global threat research, and continuous innovation, Trend Micro's AI-powered cybersecurity platform protects hundreds of thousands of organizations and millions of individuals across clouds, networks, devices, and endpoints. As a leader in cloud and enterprise cybersecurity, Trend's platform delivers a powerful range of advanced threat defense techniques optimized for environments like AWS, Microsoft, and Google, and central visibility for better, faster detection and response. With 7,000 employees across 70 countries, Trend Micro enables organizations to simplify and secure their connected world. www.TrendMicro.com.

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For further information: Trend Micro Communications, 817-522-7911, media_relations@trendmicro.com

