

SCAMCHECK AI

Intelligent Scam Detection for Everyone



Mekong Center for Data Protection

The **Mekong Center for Data Protection (MCDP)** is a regional NGO focusing on research, policy and capacity building on data protection, privacy, and responsible data governance. We empower our partners to adopt the best data protection practices and comply with national and international regulations.



What we do:

Compliance & Advisory Services



Data Protection
Readiness Assessment

Compliance Audit

Privacy Policy &
Documentation
Development

Privacy Impact
Assessment (PIA/DPIA)

Data Breach Response
& Incident Support

Research, Policy & Advocacy



We conduct policy research, regulatory monitoring and insights and convene regional dialogue & multi-stakeholder consultations..

Training, Awareness & Capacity Building

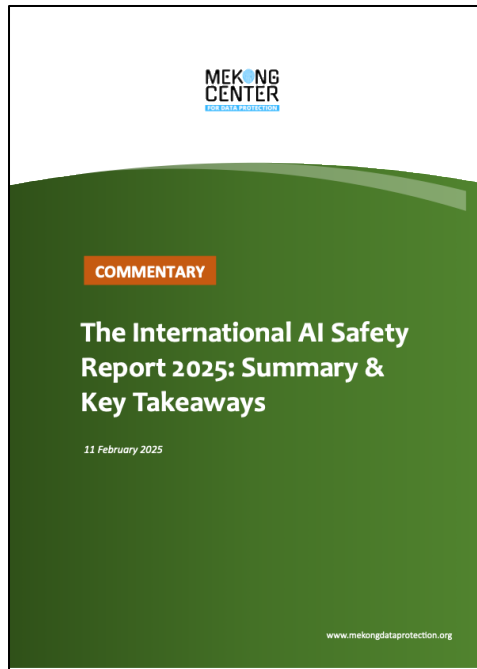


We offer comprehensive training programs to enhance understanding of data protection and privacy regulations.

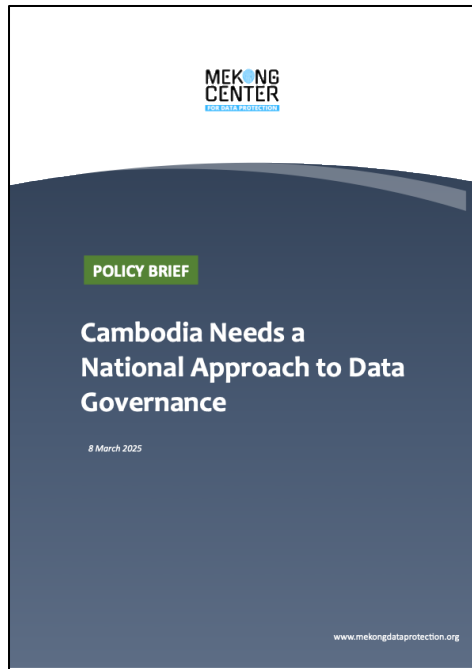
Our Publications



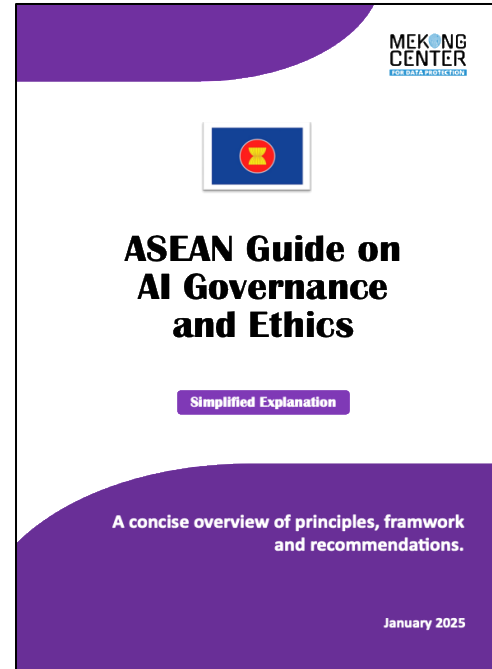
Newsletter



Commentatry



Policy Brief



Regulations



Research Paper



[Home](#)

[News](#)

[Services](#)

[Publication](#)

[Blog](#)

[Membership](#)

[About MCDP](#)

Welcome to

Mekong Center for Data Protection

Building a Secure Digital Future for the Mekong

[Learn more](#)

www.mekongdataprotection.org

The Problem: Online Scams and Fraud



- Rising number of scams in Cambodia & Southeast Asia
- Types of scams affecting everyday users:
 - Job scams
 - Investment scams
 - Fake online shops
 - Romance scams
 - Phishing SMS/Telegram/Facebook messages

Cambodians lost \$40m to online fraud in H1 2024

Victims can suffer significant financial losses, emotional and psychological distress, and a loss of trust in financial institutions and online services

Introducing ScamCheck AI

- A simple web-based, mobile-friendly application that helps users *instantly identify potential scams*
- *The tool leverage AI to analyze and detect contents from users and suggest recommended actions based on the results.*
- *Available in Khmer and English. More languages in the pipeline*

www.scamcheck.online

ScamCheck AI

**ចង់ដឹងថាអ្នក
កំពុងតែត្រូវបានគេ
បោកមែនទេ?**

ទទួលបានការវិភាគភ្លាមៗដោយ AI លើអត្ថបទ
រូបថត និងតំណភ្ជាប់ ដើម្បីការពារខ្លួនអ្នកពីការ
បោកតាមអ៊ីនធឺណិត

ចូល / ចុះឈ្មោះ

📄 អត្ថបទ 🖼️ រូបថត 🔗 URL

បញ្ចូលអត្ថបទដែលត្រូវឱ្យសង្ស័យ
នៅទីនេះ

🔍 វិភាគឥឡូវនេះ

ព័ត៌មានទាំងអស់ដែលអ្នកផ្តល់នៅទីនេះនឹងមិនត្រូវបាន
ប្រមូល ឬរក្សាទុកឡើយ

How It Works

The screenshot shows a web application interface with three tabs at the top: 'អត្ថបទ' (Text) in blue, 'រូបថត' (Photo) in light gray, and 'URL' in light gray. Below the tabs is a large light blue text input area containing the Khmer text 'បញ្ចូលអត្ថបទដែលគួរឱ្យសង្ស័យនៅទីនេះ:' (Enter suspicious content here:). At the bottom of the interface is a pink button with a star icon and the text 'វិភាគឥឡូវនេះ:' (Analyze now:).

Users input: text, photo, url

AI does the analysis

Output: Clear risk level

- High Risk, Suspicious, Low Risk
- Action guidance (e.g., “Do not click on the link”, “Do not send money,”)
- Explanation in plain language

How the AI Analysis Works:

Linguistic & Behavioral Forensics

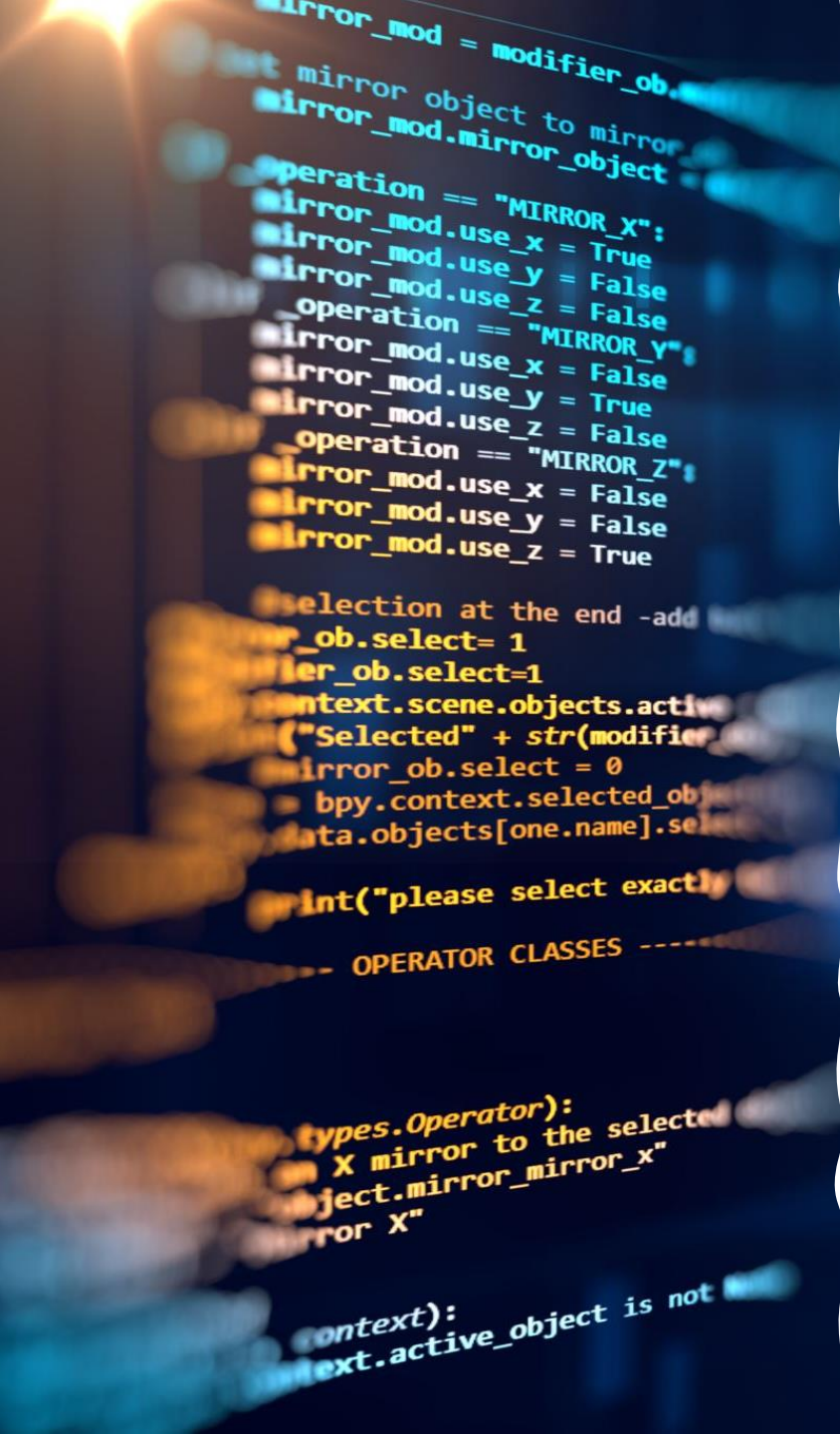
Urgency Detection
Coercion Patterns
Dialect Mismatch
Entity Extraction

Computer Vision & Optical Character Recognition

OCR (Text Extraction)
Visual Anomaly Detection
(Logo Hallucinations,
Interface Mismatches)
AI-Generation Check
(SynthID)

Heuristic Analysis & Reputation Cross-Referencing

Homograph Attack Detection
Reputation Check: (Database
Cross-Check, Domain
Authority)
Obfuscation Analysis



In plain language....

- **Text Analysis:** The AI scrutinizes the text for common scam indicators, such as a sense of urgency, grammatical errors, requests for personal information, suspicious links, and unusual payment methods.
- **Image & Screenshot Analysis:** Using Optical Character Recognition (OCR), we extract all text from the image for analysis. The AI also examines visual elements for signs of forgery, imitation logos, and suspicious QR codes.
- **URL & Website Analysis:** Fetch the website's content. The AI then analyzes this content just like text input, while also checking the URL itself for suspicious patterns (like typosquatting) against known scam databases.

Risk Scoring Logic (The Algorithm)

The AI model synthesizes findings from all available inputs (text, image, and URL). It assigns an internal weight to each scam indicator it finds. The cumulative score determines the final verdict: 'low risk', 'suspicious', or 'scam'.



Example



Flag Type	Severity	Points Added	Example
The "Kill Switch"	Critical	+100	Asking for passwords, 2FA codes, or Gift Cards . (Instant High Risk)
Urgency	High	+30	"Immediate action required," "Account suspended," "You have 2 hours."
Financial Hook	High	+30	"You won a lottery," "Inheritance waiting," "Crypto investment."
Channel Shifting	Medium	+20	"Kindly message me on WhatsApp/Telegram" (trying to leave the app).
Grammar/Style	Low	+10	Poor spelling in a "professional" email, use of "Kindly," generic "Dear Customer."

ចង់ដឹងថាអ្នក កំពុងតែត្រូវបានគេ បោកមែនទេ?

ទទួលបានការវិភាគភ្លាមៗដោយ AI លើអត្ថបទ រូបថត និងតំណភ្ជាប់ ដើម្បីការពារខ្លួនអ្នកពីការ
ឆបោកតាមអ៊ីនធឺណិត

ចូល / ចុះឈ្មោះ

អត្ថបទ

រូបថត

URL

បញ្ចូលអត្ថបទដែលត្រូវឱ្យសង្ស័យនៅទីនេះ

🌟 វិភាគឥឡូវនេះ

ព័ត៌មានទាំងអស់ដែលអ្នកផ្តល់នៅទីនេះនឹងមិនត្រូវបាន
ប្រមូល ឬរក្សាទុកឡើយ

Demo



ចង់ដឹងថាអ្នកកំពុងតែត្រូវបានគេបោកមែនទេ?

ទទួលបានការវិភាគភ្លាមៗដោយ AI លើអត្ថបទ រូបថត និងតំណភ្ជាប់ ដើម្បីការពារខ្លួន
អ្នកពីការឆបោកតាមអ៊ីនធឺណិត

ចូល / ចុះឈ្មោះ

អត្ថបទ

រូបថត

URL

បញ្ចូលអត្ថបទដែលត្រូវឱ្យសង្ស័យនៅទីនេះ

🌟 វិភាគឥឡូវនេះ

ព័ត៌មានទាំងអស់ដែលអ្នកផ្តល់នៅទីនេះនឹងមិនត្រូវបានប្រមូល ឬរក្សាទុកឡើយ

Step 1: Scan the QR code or visit www.scamcheck.online

Step 2: Create an account

YAHOO!

Dear user,

"Starting from today, Yahoo Customers who have not updated their email account will no longer be able to log in to their yahoo email addresses.

Customers will have to verify their email address to confirm!
Kindly click on the port below to verify, we apologize for any inconvenience caused.

[UPDATE NOW](#)

If your account information is not updated within 48 hours, your ability to access your account will be restricted.

Thanks for choosing us,

Yahoo

Who Is It For?

General public

Online shoppers

Job seekers

Company staff

Government
employees

Schools & NGOs
providing digital
safety training

Our goals:

1

Reduce online
scams and frauds
in Cambodia and in
the region.

2

Build national and
regional awareness
of digital literacy

3

Promote a safer
digital ecosystem

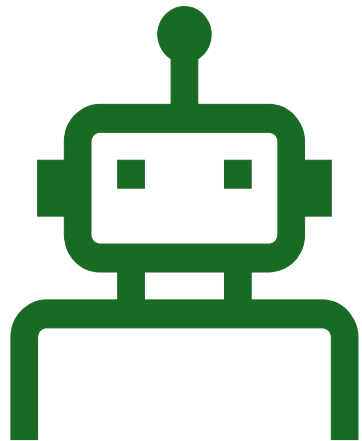
Roadmap:

Next 6 months

- Telegram group: a crowdsourcing channel to share scams, raise awareness and share online safety tips
- Build an automatic complaint tool to support victims report the scam to the authority
- Build partnership and seek for funding

Next 12-24 months

- Build multiple language support and launch in neighboring countries.



THANK YOU!

For inquiry and discussion, contact:

hello@mekongdataprotection.org

www.mekongdataprotection.org

*For Press Release in English and Khmer,
scan the QR Code.*