

Partnering with Cyberhood Watch to tackle insurance scams

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Admiral is partnering with Cyberhood Watch to help consumers stay safe from insurance scams as fraudsters continue to develop increasingly sophisticated ways to target people.

New research commissioned by our UK insurance business, Admiral, found that four out of ten (42%) UK adults have encountered an insurance-related scam, with car insurance being the most common type.

Experts within our UK insurance business have identified more than 500 bogus online adverts from claims management companies impersonating Admiral so far in 2026, a 162% increase compared with 2025.

Scams can take many forms, including fake websites, phishing emails and text messages, and fraudulent companies posing as legitimate insurers. As technology evolves, there are concerns that artificial intelligence could make

scams even more convincing and harder to identify.

To help tackle the issue, Admiral and Cyberhood Watch will launch a dedicated online training programme later this year, helping people to understand how scams are evolving, equip them with skills to spot warning signs and know what steps to take if they do suspect fraud.

Our purpose is to help people look after their future and this partnership will help customers do this. It also builds on Admiral's ongoing work to protect customers and prevent fraud. Through collaboration with organisations such as Cyberhood Watch, we'll continue helping people stay safe online and protect themselves from financial crime.