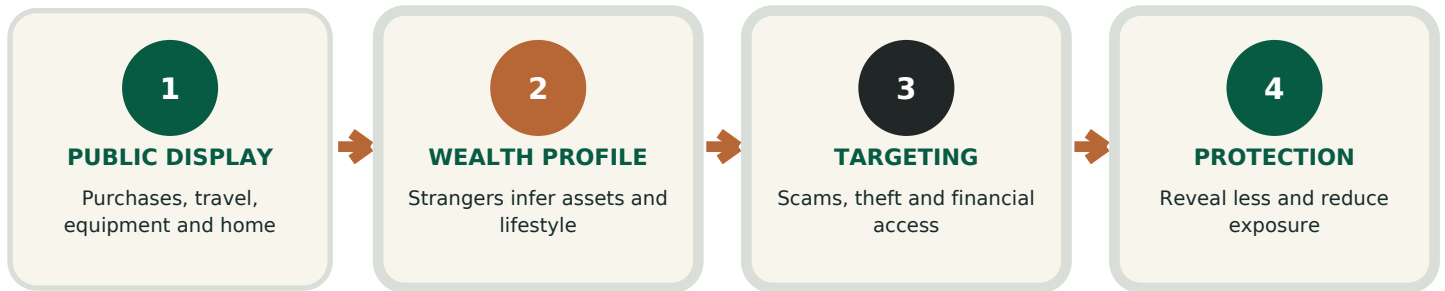


# Revealing Financial Status and Making the Family a Target



## WHY IT MATTERS

Family vloggers may unintentionally advertise their financial circumstances by repeatedly showing expensive purchases, luxury travel, valuable equipment or the contents of their home. This can attract unwanted attention from scammers, thieves or people seeking financial access to the family.



## WHAT YOU SHOW CAN BECOME A TARGET MAP

Public luxury clues can help the wrong people plan a convincing approach.

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## SAFEGUARDS 1-5

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1

### **DON'T TURN EXPENSIVE PURCHASES INTO A CATALOGUE**

Repeatedly displaying valuables tells strangers what the family owns.

2

### **BE CAREFUL WITH VEHICLES**

Cars can reveal both financial status and identifying information.

3

### **LIMIT HOME LUXURY TOURS**

House content can advertise both wealth and possessions.

4

### **DON'T DISPLAY CASH OR FINANCIAL DOCUMENTS**

Banking information and paperwork should remain completely private.

5

### **DELAY HOLIDAY CONTENT**

Luxury travel can also announce that the home is unattended.

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## SAFEGUARDS 6-10

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6

### **WATCH FOR IDENTIFYING DETAILS ON PARCELS**

Delivery labels can expose names and addresses.

7

### **DON'T INVOLVE CHILDREN IN FINANCIAL BOASTING**

Children shouldn't become symbols of family wealth.

8

### **TEACH CHILDREN NOT TO DISCUSS MONEY WITH VIEWERS**

Audience curiosity does not justify financial disclosure.

9

### **CONSIDER TARGETED SCAMS**

People who believe a family has money may design more convincing approaches.

10

### **KEEP WEALTH PRIVATE**

Security often improves when strangers know less about what the family owns.

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## BOTTOM LINE

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### **PUBLIC DISPLAY -> TARGET PROFILE -> SECURITY RISK**

**Showing the world what you have can also tell the wrong people what there is to take.**

**1**

#### **SHARE LESS**

Avoid a public inventory

**2**

#### **REVEAL LESS**

Hide locations and documents

**3**

#### **VERIFY**

Question targeted approaches

**REDUCE WHAT THE WRONG PEOPLE CAN LEARN.**