

## CCUK Business Victim Principles – Fraud Charter commitment

### High Level Principles

When a business customer believes they may have been the victim of fraud, scams or cyber-enabled crime, participating providers should aim to:

- 1. Take concerns seriously**  
Businesses reporting suspected fraud should be treated professionally, respectfully and without judgement.
- 2. Encourage rapid reporting**  
Early reporting from businesses can reduce harm, improve recovery opportunities and help prevent wider impact across the ecosystem.
- 3. Collaborate to ensure reporting within the industry**  
Appropriate reporting also applies to providers as well.
- 4. Provide clear signposting**  
Customers should be directed towards appropriate reporting channels, support organisations and practical next steps.
- 5. Support preservation of evidence**  
Businesses should be encouraged to retain relevant records, communications and technical information where appropriate.
- 6. Communicate clearly**  
Information should be provided in accessible language suitable for non-specialists and smaller organisations without dedicated fraud teams.
- 7. Recognise differing business capabilities**  
Small businesses may have limited technical, legal or financial resources and may require additional guidance.
- 8. Focus on harm reduction**  
Support should prioritise limiting ongoing harm, protecting customers and reducing the likelihood of repeat victimisation.