

# Panorama

A Saudi Aramco Publication | Issue 2 2023



## Button batteries

A hidden hazard

## Food for your mood

The gut-brain connection

## Getting ahead of a scam

Avoid common mistakes

# Panorama

Issue 2 - 2023

To submit a request for articles or comments, please email [panorama@aramco.com](mailto:panorama@aramco.com)

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Loss Prevention  
Building 3150, LIP  
Dhahran 31311, Saudi Arabia

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Printed by Al-Ahsa Modern Press – 5821101

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# Button batteries – A hidden hazard

Children put things in their mouths as part of the process of discovering the world, which means that keeping toxic and choking hazards out of reach of young children is an essential part of making a home safe. However, there is one small item commonly used and often overlooked in most homes that poses a danger to kids. It is small, about the size of a coin, and can be extremely dangerous, even deadly, if swallowed. Button batteries, also known as coin batteries, are found in all sorts of gadgets and equipment around the home, such as remote controls, toys, kitchen scales, and key fobs.

Because they are so common, small, and shiny they are frequently swallowed by curious children. Unlike other solid items that children might put into their mouths, the biggest danger of button batteries is not the choking hazard they present. The battery can initiate a chemical reaction with mucus and saliva that creates a strong alkali, which eats into and burns surrounding tissue. If medical assistance is not quickly administered, the reaction can burn a hole in the esophagus and lead to permanent damage in under two hours.

There are more than 3,000 cases of battery ingestion reported every year, according to the U.S. National Capital Poison Center. Of these, more than half occur in children younger than six years old, with a significant number of cases resulting in severe injury or death.

According to the U.S. National Battery Ingestion Hotline, the most common use for batteries that are swallowed is for hearing aids, followed by games or toys, lights, and remote-controlled devices. Meanwhile, a study by the medical journal *Pediatrics* found that of the batteries ingested by children, 60% came directly from the device, 30% were found loose, and the remaining 10% were pulled directly from the packaging.

What makes the ingestion of button batteries of such concern is that while the consequences can be severe, the symptoms are similar to many other common ailments, making it hard to identify and treat in time. Symptoms include

(but are not limited to) vomiting, abdominal pain, fever, diarrhea, and difficulty breathing and swallowing. If a button battery may have been swallowed, do not attempt to induce vomiting, and do not allow the child to eat or drink anything. This can make the reaction worse. Seek medical help immediately and inform the doctor that ingestion is suspected. X-rays will be needed to confirm the diagnosis.

To prevent button batteries becoming a life-threatening hazard, measures must be taken in the home. Any gadget or appliance that requires button batteries should have a battery compartment that is secure and child-proof. Items with batteries must be stored out of reach of children, and any toys or devices that use these batteries should only be used under supervision.

Any loose batteries should be kept locked away, and new batteries stored in child-proof packaging. One large manufacturer of these batteries has started producing batteries with a bitter flavor. These have a non-toxic coating so that if they are put in the mouth they cause an unpleasant, harmless taste and are spat out.

The consequences of swallowing a button battery can be life changing, but this is not cause for alarm. Buying batteries in child-proof packaging, keeping them in a secure place, and making sure battery compartments are not easily opened can prevent any incidents. Knowing the symptoms if battery ingestion is suspected, and taking swift action, can help to make batteries harmless.

|| more than  
**3,000**

cases of battery ingestion  
reported every year ||



# Stars of safety



## Rajie Cook

Rajie Cook was a Palestinian-American graphic designer and artist, known for designing the iconic U.S. Department of Transportation pictograms, widely used on roads and in airports, train and bus stations, and other public spaces. Developed in 1974, Cook's pictograms standardized signage design, replacing the previously ad-hoc approach. They enhanced safety by using universally recognizable symbols to convey essential information at a glance, regardless of language barriers. This allowed emergency responders to quickly identify the location of critical items such as fire extinguishers and first aid kits, and reduced the risk of road accidents caused by confusion or delayed reactions. Cook was honored with the prestigious U.S. Presidential Award for Design Excellence for his exceptional work.



## Edouard Benedictus

Edouard Benedictus, a French painter and chemist, made a significant contribution to automotive safety with the invention of laminated safety glass. While working in his laboratory in 1903, Benedictus accidentally dropped a glass flask coated with cellulose nitrate and instead of shattering, the flask cracked but remained intact. After learning about a car accident in which glass shards from the windshield caused severe injuries, Benedictus filed a patent for laminated glass, which consisted of a cellulose nitrate layer inserted between two layers of glass. It has since become widely used in windshields, windows, and other applications.



## Maria Beasley

Maria Beasley was an American inventor and entrepreneur who made notable contributions to maritime safety. She is renowned for her two patented improvements of the existing rudimentary life raft. Her first life raft design, patented in 1880, incorporated a self-righting feature and improved buoyancy, making the raft significantly safer and more effective. She further improved her design with a feature that allowed it to be reversible in case of a capsized. She also patented a train anti-derailment device that used a system of rollers and springs to maintain the stability of a train and prevent accidents. These inventions paved the way for further advancements in transportation safety.

# Tech for today



## A click away

Numerous apps and gadgets have emerged to enhance personal safety. Examples of these include apps and wearable devices that allow an individual to discreetly send distress signals to emergency services – instantly providing them with the location. Some also offer live tracking and trigger deterrents – such as video recording, sirens, and flashing lights – while others can share planned activities with family and friends, who in turn will know where the device user is and request help if needed.

## Autonomy advantage

Autonomous vehicles have the potential to revolutionize the transportation sector and more importantly – create a positive impact on the safety of road users. Using advanced technologies such as sensors, cameras, and artificial intelligence, these vehicles are able to navigate, adhere to traffic rules and make critical driving decisions – all without the need for human intervention. These advances have the ability to greatly reduce the risk of accidents caused by human error.



# Get the gift of giving

**“It’s the thought that counts”** say people that think just ticking the gift giving boxes is enough to make a good impression and lasting relationship with the gift receiver. Thoughtfulness and heart do count. A good gift shows that the giver is considerate and has been listening. A good gift says “You’re important to me, and I pay attention to you.” But how to select the right gift, at the right time, for the right person is often a challenge. Luckily, there are a few good strategies when planning to give gifts.

**Before selecting a gift, be in the right frame of mind. Any gift should be about building a better relationship with the receiver, not about showing off and being flashy or hoping for something in return. Gifts that create memories, joy, and experiences that ask nothing in return are the goal. And keep in mind that “More isn’t always better, sometimes it’s just more.” One good, thoughtful gift is worth more than several gifts that are just going to collect dust or end up in the trash.**

## Strategize

Be sure to consider the budget. Getting into financial trouble because of gift overspend doesn’t make the gift better. Set a clear budget and stick to it. If there is a need to get multiple gifts or buy for multiple people, work out how much to spend on each gift and person before the shopping begins. Don’t forget that Do-It-Yourself gifts will still cost money in supplies, ingredients, and packaging. Bulk buying and making a similar gift or the same gift with a unique note can help spread the costs.

Some families adopt the Four-Gift Method for specific occasion gift giving to help set boundaries around expectations and shopping. The four-gift rule: want, need, wear, read ensures that each child gets the same number of gifts and that some of those gifts are long-term use items. Just be thoughtful in selection. A child that loves dinosaurs and needs a new lunch box will probably be excited if they find a new lunch box in the shape of their favorite dinosaur.

Other strategies to consider when shopping for the perfect gift include buying problem-solving gifts, high quality practical gifts, and gifts that keep giving. For problem-solving gifts focus on the concept “happiness doesn’t come from adding positive. It comes from removing negatives.” Gifts that fix annoyances such as blackout curtains, alleviate boredom such as planning an escape room event with some friends, or relieve pain such as booking a massage therapy session all solve some minor problem for the receiver.

Gifts that keep giving offer function and sentimental attachment. Every time mom puts on the watch with her children’s names engraved on it she thinks of them. Rather than getting her three separate gifts, they pooled their money and bought her a quality item she can keep using for years to come. Even a pair of socks, if they are good quality and match the receiver’s style, count as offering function and show consideration.

Don’t shy away from the practical or the requested gift. Studies

show that a practical gift that someone needs carries more value than if they were to buy it themselves. The novelty of the purchase wears off, but the sentimentality of receiving the gift stays.

If a gift is specifically requested and it’s within the budget, get that gift. Showing that you were listening and understood their need shows consideration. It can always be made unique in other ways, if just offering the thing they wanted doesn’t feel like enough. Get a fun color, include additional attachments, or package it with extra care.

Presentation of the gift is always worth a thought. Personalizing a gift may not be possible, but a hand-written note, special wrapping paper, or some other decoration makes the gift unique and shows effort and time were used. Receivers notice things like that.

There are receivers who say, “I have everything I need.” In this case, a gift of time is often appreciated, such as dinner out with friends or a group activity.



Alternatively, ask what their favorite charity is and make a donation in their honor, or do both. Generally, avoid buying them things just to ensure they have something to open.

### **Gifting pitfalls**

When picking a gift, don't make the receiver do work or create problems for them. Decision making takes time and energy; a gift shouldn't cost the receiver either. Flowers are great, but they have to be tidied every day and eventually thrown out, all work for the receiver.

Gift cards sound like a good idea, but they require decision making to use. Cash or a pre-loaded credit card offer flexibility making them better choices. Experiences should be pre-planned or the giver should book it so the receiver doesn't have to do anything to enjoy the gift.

### **Receiver etiquette**

While getting a gift doesn't create an obligation to reciprocate or even keep the gift, there is some common etiquette for receivers, and it starts with appreciation. A thank you note or text message, a photo of the item in use, or a TikTok unboxing video showing the excitement of receiving the item are all welcome.

Even if the gift isn't particularly wanted or needed, a "thank you for thinking of me" is appropriate in most cases. But never feel required to keep a gift that doesn't meet a need, fit, bring joy, or that requires unwanted effort. Try not to feel guilty for letting go of a gift if it just isn't right. The giver wouldn't want their gift to cause pain and it could be just what someone else is looking for.



# Food for your mood

When you're feeling down, the temptation to eat a bag of donuts or a tub of ice cream can feel like the perfect solution. It tastes good and the sugar provides the body with a burst of energy, but there are much better ways of lifting your mood with the correct type of food

It might sound like wishful thinking, that just by adjusting our diet we can affect our perception of the world around us, but science has shown that what we eat can have an effect on how we feel. Berries, dark chocolate, nuts, and yogurt are all examples of foods that can help positively impact our mood.

The journey of food from plate to brain begins in the gut – also known as the “second brain”. The gut-brain connection is a two-way communication system that interacts through neurotransmitters, hormones, and the trillions of bacteria residing in your gut, collectively known as gut microbiome.

“  
**95%**  
of serotonin is produced in  
the gastrointestinal tract”



“An unhealthy gut microbiome leads to an unhealthy brain, and vice versa,” says nutritional psychiatrist Uma Naidoo. The diversity and balance of gut bacteria is impacted by the food you eat, and as Naidoo notes, “If normal gut bacteria are not present, production of neurotransmitters such as dopamine, serotonin, glutamate, and gamma-aminobutyric acid (GABA)—all critically important for the regulation of mood, memory, and attention—is impacted.”

Serotonin and dopamine, often referred to as the “feel-good” chemicals, play a crucial role in regulating mood, emotions, focus, and motivation. Approximately 95% of serotonin is produced in the gastrointestinal tract. Certain foods can enhance serotonin and dopamine production, such as those high in tryptophan, iron, B and D vitamins, and omega-3 fatty acids.

Conversely, diets high in processed foods, sugar, and trans fats may negatively impact serotonin and dopamine levels, and excessive consumption over time has been linked to an increased risk of depression and anxiety. Sugar also causes a spike in blood sugar levels, leading to a rapid increase in energy followed by a crash. This rollercoaster effect can lead to mood swings, irritability, and fatigue.

Opting for complex carbohydrates instead, such as whole grains, vegetables, and fruits, helps stabilize blood sugar levels, providing a steady release of energy and promoting a more stable mood.

Adequate and varied nutrition is another factor that has been linked to mood. Essential nutrients such as healthy fats, vitamins, minerals, and antioxidants play a crucial role in brain function, and the production of neurotransmitters involved in mood regulation.

The connection between what you eat and how you feel is significant. By nurturing your gut and providing your brain with a variety of essential nutrients, you can enhance your mood and overall quality of life.

## Key nutrients and impact on mood:

### **Omega-3 fatty acids:**

Stabilize mood and improve sleep. Found in fatty fish, flaxseed, walnuts, and edamame.

### **B vitamins:**

Involved in the synthesis of neurotransmitters like serotonin and dopamine. Good sources include organ meats, leafy greens, eggs, legumes, and beef.

### **Antioxidants:**

Help protect your brain from oxidative stress, and are abundant in berries, green tea, dark chocolate, and vegetables such as kale, broccoli, and arugula.

### **Tryptophan:**

Essential for the production of serotonin. Foods high in tryptophan include turkey, chicken, tofu, dark chocolate, nuts, and seeds.

### **Magnesium:**

Involved in over 300 biochemical reactions, including mood regulation. It can be found in spinach, nuts, seeds, and whole grains.

### **Iron:**

Supports the production of serotonin and dopamine. Iron-rich foods include red meat, poultry, seafood, beans, and leafy greens.

### **Zinc:**

Supports the functioning of neurotransmitters and regulation of stress response. Zinc sources include oysters, beef, poultry, pumpkin seeds, and legumes.

### **Probiotics:**

Beneficial bacteria that support a healthy gut, influencing mood and stress response. Probiotics include yogurt, kefir, sauerkraut, and kimchi.

### **Prebiotics:**

Fibers that act as food for probiotics, promoting their growth and activity in the gut. Sources include garlic, onions, bananas, asparagus, and oats.

# Digital drain: It makes you want to screen

From checking phones first thing in the morning to spending hours online at work, and indulging in social media after hours, our consumption of information these days is higher than ever.

Today, we consume three times more information than we did in 1960, with psychologist and neuroscientist Daniel J. Levitin noting that "there are 300 exabytes (300 followed by 18 zeros) of human-made information in the world today. Only four years ago there were just 30 exabytes. We've created more information in the past few years than in all of human history before us."



**We consume  
3 times  
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than we did in  
1960**

Exposure to excess information and digital stimuli can have a notable negative impact and lead to a phenomenon known as “digital overload.” This refers to the state of being constantly connected and bombarded with information through various electronic platforms. In today’s increasingly digital age, we find ourselves in a place where the boundaries blur between work and personal life, alone-time and socializing, taking a break and being productive. All of this can leave us feeling drained, with the expectation of constant digital availability and an unending stream of notifications, emails, messages, and updates taking its toll on our well-being.

Our brains are hardwired to be alert to stimuli such as loud noises, sudden movements, or subtle changes. This allowed our ancestors to react swiftly to threats, but today this survival instinct is being exploited by tech companies to trigger our attention and engagement through the use of distinct sounds, flashes, and vibrations. Even if we choose to ignore them, our brains remain preoccupied with them.

The impact of this can manifest in various ways. It can lead to mental fatigue, anxiety, and irritability as we struggle to keep up with the never-ending demands of our digital world. Constant interruptions and an influx of information can overwhelm us, making it increasingly difficult to focus and be productive. It can also lead to decision paralysis due to the overwhelming number of options available. Multiple studies have found that media-related multitasking makes us easily distracted and prone to

mistakes, while also reducing cognitive function, increasing impulsivity, and disrupting emotional regulation.

Despite this, technology does, undeniably, bring numerous benefits. It has never been easier to stay in touch with loved ones – regardless of distance –and have access to information. Technology allows us to automate repetitive and mundane tasks, which in turn can save us valuable time. However, this is a double-edged sword, and the key to maximizing the benefits associated with technology lies in balancing its advantages and potential drawbacks. There are several strategies that can be adopted to mitigate the effects of digital overload.

#### **Limit screen time**

Establish clear boundaries around your digital usage. Determine specific times for checking emails or social media, and avoid mindlessly scrolling through endless feeds throughout the day. “Enforced periods of no email or internet to allow us to sustain concentration have been shown to be tremendously helpful,” says Levitin.

#### **Prioritize offline activities**

Make a conscious effort to engage in activities that do not involve screen time. This could include hobbies, physical exercise, reading, spending time in nature, or enjoying face-to-face interactions with family and friends. Allocate uninterrupted blocks of time for these activities where you can be fully immersed without distractions. Balancing your digital life with offline experiences is crucial for overall well-being.

#### **Declutter your digital environment**

Be mindful of the content you consume. Unfollow accounts that don’t add value, unsubscribe from unwanted emails, disable unnecessary notifications, and delete files and apps that you no longer use. Instead of mindlessly accumulating gadgets, consider donating ones that are no longer needed. Ask yourself, do you need a smart watch? Does your tablet provide a service that your phone does not? Does your e-reader offer something a regular book doesn’t? Think about what devices actually improve your quality of life, and which ones simply add to the growing list of items that you need to spend time and energy on.

#### **Be mindful**

In our fast-paced digital world, mindfulness offers a much-needed refuge. Think about incorporating practices such as meditation and breathing exercises into your daily routine in order to reduce stress and improve focus. This will allow you to take a break from the overwhelming barrage of information, while guiding you to find balance in the midst of digital chaos.

While technology can undoubtedly enhance our lives, it is essential to be mindful of how we use this to avoid digital overload. By recognizing the negative impact technology can have on our well-being, and implementing practical solutions to counter this, we will be able to successfully navigate the digital labyrinth more effectively.

# Reduce, reuse, and recycle



Whether it's a bottle of shampoo, a disposable cup, or a sandwich bag, plastic is so much part of our lives that we don't think twice before using it. But perhaps we should.

Think of this. A simple plastic bag used to carry groceries from the shop will find itself in the trash – and will endure for another

100 years before decomposing. During that time, it will very likely find its way into the ocean where it will slowly break down into smaller pieces, eventually becoming microplastics and even entering the food chain.

This does not need to happen – we must find ways to use plastics responsibly. This begins with being mindful of the environment.

## **Backbone**

Plastics have become the backbone of our modern world. From modest beginnings just over a century ago, plastic products are now found in every aspect of our lives.

The use of plastics is in plain sight – food and drink containers, household appliances, and fittings in homes, cars, and computers. Plastic is found in fabrics such as Lycra or nylon, packaging, nail polish, and even chewing gum.

While the word 'plastic' is used as a catchall term, it describes a diverse range of products made from chemical compounds derived from hydrocarbons.

Originally known as Bakelite, after Belgian inventor Leo Baekeland, the first fully synthetic plastic item was produced in 1907. Before this, plastics such as celluloid were manufactured using a combination of chemicals and natural substances including cotton and vegetable oil.



From synthetic plastic, the petroleum and chemical industries rapidly began developing new materials from what were considered as waste products from oil processing. One of these byproducts was the result of an experiment gone wrong, when oxygen leaked into a vessel, producing polyethylene. This has since become the most common form of plastic.

### Versatility

As a result of its versatility, low cost, and ease of use, plastic has brought with it a wide range of pollution issues.

Plastic can be seen littering beaches around the world and harming wildlife, and as it breaks down it will likely be eaten by fish and other animals, allowing it to enter the food chain – having further harmful consequences.

A significant amount of pollution comes from single-use items, such as water bottles, bags, food containers, straws and disposable cutlery. Due to their extensive use and limited shelf life, these items combine to make up the vast majority of plastic pollutants.

The solution to this is a simple strategy of Reduce, Reuse and Recycle.

This means, in order of preference, reduce your use of plastics, such as reusable tote

bags for groceries; reuse items whenever possible, such as using durable food containers; and recycle whatever can be recycled. There is high emphasis on recycling in all levels of industry and society, from food to clothing.

### Recyclability

Recycling is not a magic bullet to end plastic pollution. The reason for this can be understood by considering the chemistry of plastics. This may seem to have little relevance to ordinary people who use it, but take a closer look at everyday products and you will see the type of plastic stamped into them. A number in the center of three arrows that form a triangle is an identifier for the type of plastic, and the recyclability of each type.

The easiest plastics to recycle are types 1 and 2, while all the others can be recycled to some degree or not at all. Recycling is an important part of the circular economy, but it is not the solution to the problem as the process is complex, with only a small percentage of all plastics being recycled.

By making an effort to be part of the circular economy – a combination of reducing plastic use, reusing as much as possible, and only using plastics with a high recycling potential – we can all contribute to a cleaner world.

# Tips to reduce



Say no to plastic straws with your drink.



Go paperless – receipts and printouts contain plastic.



Take your own cup to avoid use of disposable cups.



Buy in bulk – it uses less packaging.



Take reusable bags to go shopping, and only use a plastic bag when there is no other option.



Buy a reusable water bottle.

## Recycling by numbers

Look for the number on any plastic item



PETE

Polyethylene Terephthalate



Recyclable



HDPE

High Density Polyethylene



Recyclable



PVC

Polyvinyl Chloride



Recyclable at specialist points



LDPE

Low Density Polyethylene



Recyclable at specialist points



PP

Polypropylene



Recyclable



PS

Polystyrene



Recyclable at specialist points



OTHER

Other



Not easily recyclable

# Think smart, live smart

Any home can be smart – whether a large house or studio apartment. Smart homes are designed to make your life easier and more efficient. They allow you to control devices remotely, control energy usage by automatically turning items on and off, and receive alerts to anything that might seem out of place, improving overall safety.

Some of the practical benefits of this type of home include being able to turn on a TV with your voice, answer a doorbell from your phone, change the thermostat temperature while away, or automatically turn off your lights whenever you leave the house.

While some might find this transition overwhelming or intimidating, according to the Consumer Technology Association, nearly 70% of U.S. households already have at least one smart home device installed.

Here's what you need to know about smart homes – and how to start putting yours together.





### No one size fits all

The structure of a smart home depends on what the homeowner wants to get out of it. There is no template that defines what a smart home should look like and there can be vast differences from one home to the next in terms of the number of devices present, and how they are used.

In essence – a smart home is a living area with interconnected technology aimed at improving overall comfort and efficiency within the home. This can include thermostats, lights, plugs, doorbells, locks, and even voice-operated assistants. It could be all of the above, a combination, or other individual devices.

### Thermostats

The release of smart thermostats is probably one of the biggest game changers in terms of how a home operates. The promise is simple – a technology that can save you money through more efficient use of energy.

Using artificial intelligence, a smart thermostat is able to learn when you leave home, when you return, and what your preferred temperature is during different seasons. After a period of time, it is able to efficiently control the temperature of your house based on this learned information.

### Lights and plugs

Smart plugs and lights come in many different forms. Bulbs require no knowledge of installation, while switches and outlets simply require replacement of existing traditional light switches and outlets. Each comes with advantages and disadvantages.

Smart bulbs come in a wide range of designs and colors. A smart light switch can cost about as much as a smart light

bulb or two, while controlling many or all of the lights in a particular living space.

Smart outlets and plugs generally have the same features – which can include automation, voice assistant integration, and even energy monitoring.

### Locks and doorbells

Connectivity is not only limited to the inside of a home. Some smart locks allow you to control who can enter your house. An alternative to handing out keys, these locks allow you to grant access through a pin or app.

Doorbells do more than simply chime. A front door is the gateway to your home and a high-quality smart doorbell can be the keys to your kingdom. Using a smart doorbell system, you can stream an on-demand live view of your doorway, talk with visitors or delivery drivers remotely, and receive notifications about any unexpected movement on your property – all from an app on your phone.

### Don't break the bank

A common misconception is that converting to a smart home needs to be expensive. This could not be further from the truth. While some devices might require an initial outlay, many have the ability to save the homeowner large amounts of money in the long run.

As with any spending on a home, you need to ask whether the initial cost is worth the long-term value of the item. With the correct research, and by purchasing only what is necessary, any homeowner should be able to put together an adequate smart home that is not only more efficient, but also more secure.

Whether living in an apartment or multi-family house, going smart can help you take control of your home.

## Common types of smart appliances include:



Thermostats



Security cameras



Washing machines and dryers



Dishwashers



Robotic vacuums



Ovens and microwaves



Coffee makers



Televisions

# Getting ahead of a scam

Financial scams cost a lot of people a lot of money. Not only that, scams can also lead to devastating consequences for livelihoods, homes, and retirement plans. According to the Global Anti Scam Alliance, \$55.3 billion was lost to scams worldwide in 2021. It can be difficult to know how to protect yourself and your family, but there are ways you can stay ahead of a scammer and protect your bank account.



Scamming is the act of luring people to part with their money through bogus investments, donations, online shopping and even parcel deliveries.

Technological advancements mean scams come in highly sophisticated formats across a range of platforms. As well as email, scammers have infiltrated social media, SMS messages, and even online search tools.

#### Investment scams

Investment scams have one thing in common – they claim to offer high levels of return for very little risk. They will often appear legitimate with convincing websites, emails, and personnel working to gain your

trust. Large financial institutions, such as BlackRock and Citibank, are increasingly targeted by scammers using their reputation to target unsuspecting victims.

Scammers invest a lot of time and effort creating websites, emails and products to closely mirror real investment products. They are skilled impersonators who ‘talk the talk’. When approached by professional scammers, it can be very difficult to tell them apart from genuine advisers. The most assured way to check is by contacting the bank or company they claim to represent directly. Don’t rely on contact numbers you have been provided. Search for the head office and call directly.

#### Social media scams

The “Hi Mom” scam has affected countries from the U.S. to Australia and often plays on one of the most precious relationships – that of a parent and child. A WhatsApp message is received requesting money in an emergency situation, often beginning with a message like “Hi Mom. My phone is broken, I’m using a friend’s phone ...” *Which?*, a UK-based consumer magazine, reported 1,235 instances of this scam in just four

months in 2022. These cases led to £1.5 million being handed over to scammers.

Scammers can collect information about you on social media to make them seem authentic – but you can also use this to your advantage. Ask questions that only a friend or family member would know – or make incorrect statements that a family member would pick up on – for example, “Will you make it back for dad’s birthday party?” when it isn’t in fact anyone’s birthday.

Consider using two-factor authentication for online transactions, and report any scam messages to the authorities.

#### Scam websites and SMS

Online shopping, deliveries, and government agencies are also high-level facades used for scamming customers. UPS, FedEx and Amazon have moved to protect customers by providing guidance on how to check if emails and SMS messages are genuine.

Bolster, a security platform that protects against scams, reports that brands such as Nike, Pandora and North Face were all subject to scams in the last year, with simple naming conventions used to create false domains (over 3,000 of them in a single year). This was conducted by combining brand names with a country, followed by a generic top-level domain such as “.com”.

Bolster works with individuals and organizations to identify, block, and take down fake websites.

“An alarming number of vulnerable people get exploited every day,” said Bolster. “We understand that even the most powerful companies struggle.”



**\$55.3**  
**billion**

**was lost to scams  
worldwide in**

**2021**

**Global Anti Scam Alliance**

# How to avoid scams

“An alarming number of vulnerable people get exploited every day ... even the most powerful companies struggle”



## Social media scams

- Be alert to “emergency” fund requests
- Check who you’re talking to
- Call first, send later
- Ask questions only friends or family will know



## Fake websites and SMS

- Be cautious of “verification” links
- Contact a company directly
- Use a website scam checker
- Don’t trust all URLs with padlocks – some may be fake
- Check privacy policies



## Investment scams

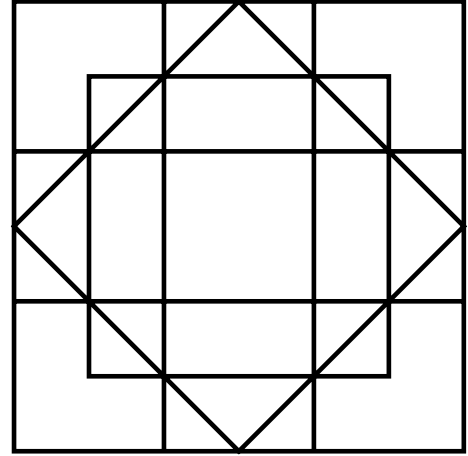
- Don’t believe what seems too good to be true
- Do your own background checks
- Don’t feel pressured to commit
- Never share personal financial information



# لعب Play

كم مربع ترى؟

How many squares can you see?



الحل:

Answer:

24

سودوكو

Sudoku

		7	8	6	1			
		8			3			
5	6			9			1	
1				7			8	5
			3	4	5			
6	3			1				7
	5			2			9	8
			6			5		
			5	3	7	1		

الحل:

Answer:

8	2	9	5	3	7	1	4	6
4	7	1	6	8	9	5	3	2
3	5	6	1	2	4	7	9	8
6	3	5	9	1	8	4	2	7
7	8	2	3	4	5	9	6	1
1	9	4	2	7	6	3	8	5
5	6	3	7	9	2	8	1	4
2	1	8	4	5	3	6	7	9
9	4	7	8	6	1	2	5	3

# هل تريد أن تظهر في مجلة بانوراما؟

ارسل اسمك وموقعك ومعلومات التواصل وصورة لك  
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