

VISA

# THE FIGHT AGAINST FRAUD



VISA

97%

of surveyed consumers  
are taking precautionary  
measures to safeguard  
**their digital payment  
transactions.**





48%

have configured text message alerts to receive any transaction notifications.



**VISA**

Read more about how  
consumers are **fighting back**

# AGAINST FRAUD



The Visa logo is displayed in a large, white, italicized sans-serif font. The background is a dark blue gradient with a network of glowing blue and yellow nodes connected by thin lines, creating a digital or data network aesthetic.

# VISA

\* Visa's Stay Secure Study 2024, conducted in 17 markets across Central and Eastern Europe, Middle East, and Africa (CEMEA)