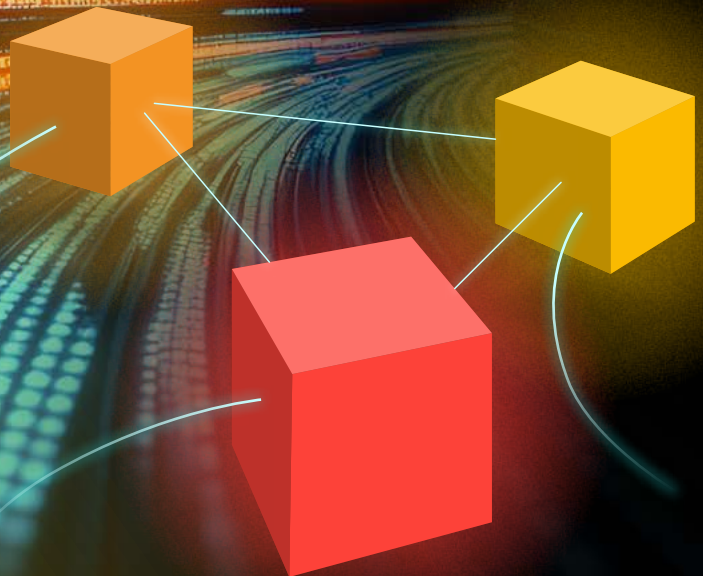


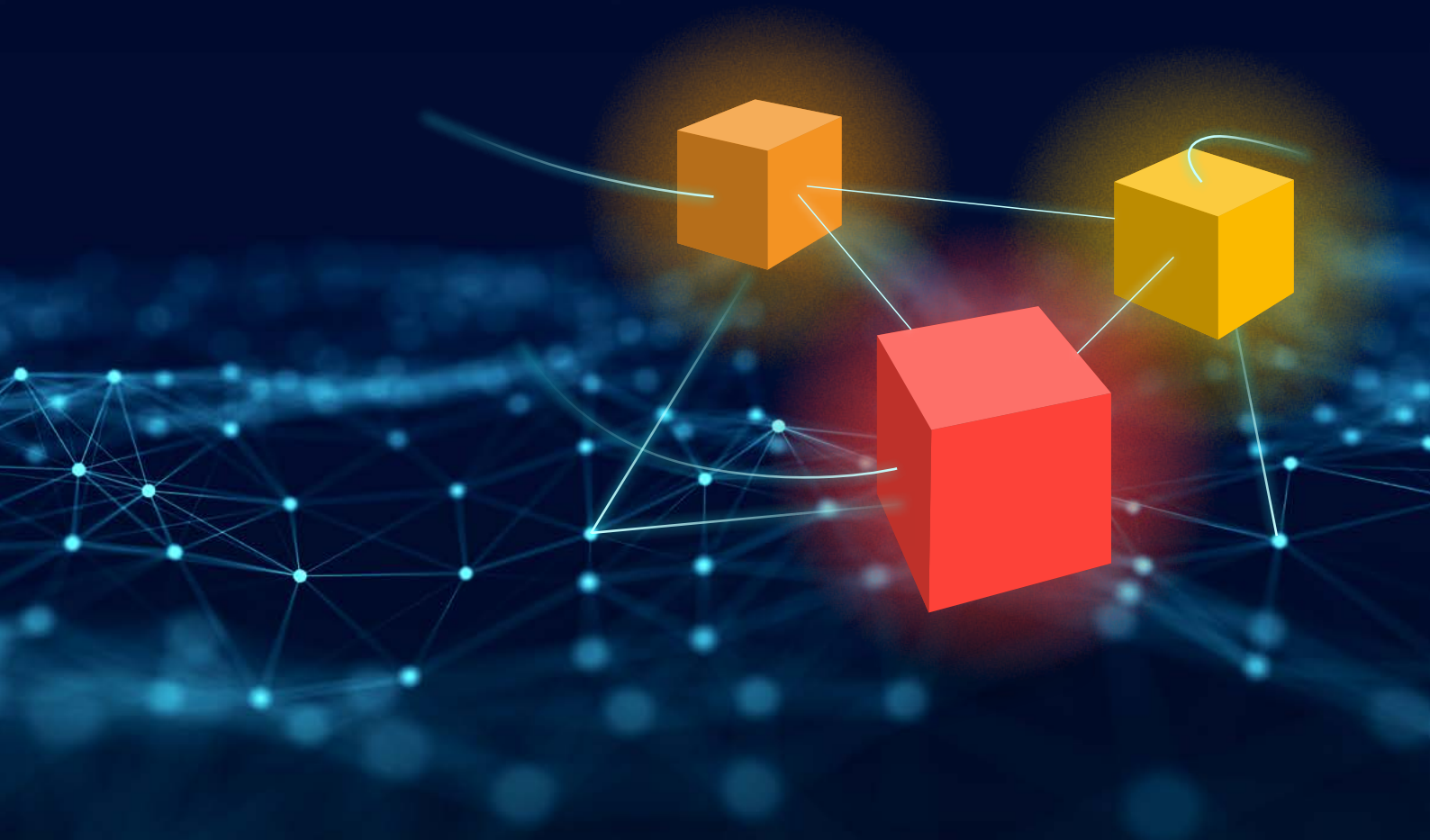
CONNECTED TO PROTECT

IFB STRATEGY 2026-30



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WELCOME




The IFB has been tackling insurance fraud since 2006. Set up originally to fight organised motor insurance fraud, particularly ‘cash for crash’ scams, we’ve been on a remarkable journey to evolve our membership. We have laid strong and necessary foundations to propel the industry forward to further transform the collective fight against fraud.

Our *Forward Together* 2023-25 strategy was pivotal for creating the building blocks for our membership to broaden both in size but also in types of products and services to create more future value to the industry. We updated some of our technology but significantly reviewed and planned for what we needed in the future. We also looked at innovative ways to support the industry to have better fraud prevention solutions on industry communications and campaigns, generating real public awareness and engagement.

We now step boldly into the future and face up to the evolving risks of insurance fraud – driven by digitalisation, social media and the global economic environment.

We’ve listened to our members and understand what needs to be done. We need to empower our members to collaborate and share data. We need to support the industry to work with the government and regulators. We need to do this because of the increased demands around managing the risks of fraud and its impact.

For the next five years our strategic goals will focus on the following key areas:

-  **Stand together against fraud**
-  **Reimagine data and intelligence**
-  **Deepen knowledge and trust**

So, what underpins these themes?

Data and technology are at the centre of how we help our members reduce their fraud-related costs. Through increased cooperation and data sharing, we can provide a richer dataset and make our products and services broader and more efficient.

Strong controls to support data security and compliance risk mitigation are essential. We are the guardians of the insurance sector’s fraud intelligence and, as a central data hub, we are committed to protecting the data shared with us.

The insurance sector now faces a number of government and regulatory expectations following signing up to the Insurance Fraud Charter developed in response to the UK Economic Crime Strategy. As leaders of the collective fight against insurance fraud, the IFB plays a central role in ensuring the insurance sector meets these expectations. This includes making valuable connections for better data sharing, as well as educating and protecting society on behalf of the industry.

Most excitingly though, we are committed to working with our partners, members and the wider industry to produce and execute the first ever industry-wide counter-fraud strategy, which joins together all of our collective plans and efforts. We can’t wait to get going now for the years ahead!



Ursula Jallow
Director

OUR VISION

By the end of 2030, fraud will be fought at every level – disrupted by shared intelligence, challenged by public trust and defeated by a connected industry that moves as one.

Our databases already contain so much information about confirmed and suspected fraud, but it's not enough. Over the next five years, we will empower more and more members to share their vital data across different product lines. That means we can provide turbocharged datasets which our members can use to detect and disrupt fraud. And our picture of the insurance-fraud landscape will be brought into ever sharper focus.

This requires even more data collaboration than today, between the IFB, our members, our partners and the public through the CheatLine. We must collectively share our data with each other for the mutual benefit of driving enhanced, actionable intelligence for the collective good.

We will take our work around prevention to a new level. We'll tell the public everything they need to know about avoiding insurance fraud. We'll equip them to spot and avoid scams. Because prevention is better than picking up the pieces when someone has fallen victim.

“Through our five-year strategy, *Connected to Protect*, we'll be propelling the industry forward so we're all in the best position to reduce our fraud-related exposure, protect the honest customer and create a positive societal impact. We'll be rallying our members and the wider industry, as well as creating new partnerships, to help achieve our ambitions by 2030.”

Karl Helgesen, Chair of the IFB Board

When the industry works together, we can help to build a safer world. Ridding society of insurance fraud brings the public greater peace of mind. There are fewer victims – fewer lives at risk, fewer people losing money to fraudsters and fewer people facing the shame of having been duped. This in turn means we'll protect innocent customers, reduce fraud-related costs and strengthen public trust in the insurance sector.

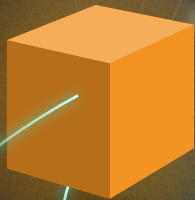
We will get this message across: there are consequences to committing insurance fraud. We will make fraudsters understand and realise the impact of what they have done through a number of interventions working with our partners and agencies.

So, our vision is to further collaborate with the industry, the public, government and regulators; to connect together intelligence to produce useful tools for the industry; to walk alongside the public and reduce their exposure to fraud; to work together for societal good.

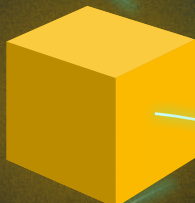


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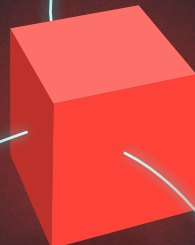
CONNECTED TO PROTECT



STAND TOGETHER AGAINST FRAUD



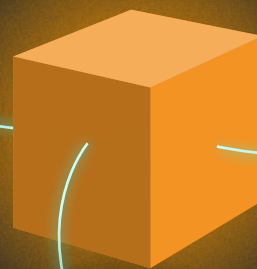
REIMAGINE DATA AND INTELLIGENCE



DEEPEN KNOWLEDGE AND TRUST



STAND TOGETHER AGAINST FRAUD



The IFB will serve as the cornerstone of the UK's insurance fraud ecosystem – leading strategy, expanding our membership and further developing partnerships.

The industry has to come together in a collective fight against fraud; we can't defeat it alone. By expanding our partnerships, we're forging deeper connections among insurers. These connections make insights sharper and so we can provide our members with the intelligence they need to stay ahead.

Members can use our insights and intelligence to take fraudsters and scams out of the market. These steps will give consumers increased confidence when buying

policies and ensure that fewer and fewer people fall victim to fraud. This can only increase our societal good.

The insurance sector currently lacks a unified fraud strategy. As a trusted partner we will take a lead in developing this, helping to strengthen cross-sector resilience.

We will build new and stronger relationships across our membership, with partners across the private and public sectors, and will seek opportunities globally.





STAND TOGETHER AGAINST FRAUD

Our strategic goals for 2026-30:

1

A more connected counter-fraud ecosystem across the UK and internationally

- Deliver a UK insurance counter-fraud strategy that is understood and accepted across the market
- Ensure that the government and regulators understand the IFB's central position in the counter-fraud ecosystem, so that we are always the first point of call for insurance fraud data and intelligence
- Build partnerships with international agencies to support the industry's counter-fraud efforts.

2

More value unlocked through an evolved membership and levy model

- Continue to grow our membership through the enhanced offer of the new membership model
- Deliver and implement a sustainable levy model
- Continue to build on the new model, in order to deliver a high member satisfaction score.

3

Enhanced commitment to protecting society

- Deliver a proactive programme of engagement with the ABI, government, other Specified Anti-Fraud Organisations (SAFOs) and regulators
- Use our insights to support the industry, regulators and government in reducing insurance fraud costs
- Work with and lobby government and regulators on a range of legislative changes to reduce insurance fraud.

4

New intelligence-sharing opportunities across the private and public sectors, as well as internationally

- Identify and collaborate with organisations which host data intelligence to enhance the membership fraud prevention and detection capability
- Develop enhanced partnerships with regulators and government agencies to progress fraud prevention data sharing
- Establish partnerships with international counter fraud organisations which could potentially enable the sharing of intelligence.



REIMAGINE DATA AND INTELLIGENCE



The IFB will play a more central role in collaboration and cooperation around intelligence and data sharing. This reciprocity will empower the industry to maintain pace with fraud – every decision data driven and secure.

Technology fuels our collective fight against insurance fraud. It's more important than ever that we're at the top of our game when providing efficient, data-driven services. We will step up our use of technology, developing a clear data and AI strategy.

We will work with our members to encourage greater data collaboration and sharing. Better data reciprocity will drive better value for our membership and the wider industry. The more information we have, the more powerful our fraud-prevention tools. So it's vital that we gather and share as much as we can.

Increasing the amount of data we hold brings inherent dangers. We

need to strengthen the ring of steel around our databases and partnerships. It's essential that we boost our cyber-defences and keep our data compliance up to date, so that our members know they can trust us when it comes to data security.

Our new membership model and rules have enabled us not only to increase the amount of data that we hold, but also ensure it's of higher quality. The new single technology solution we're introducing will enable members to access this greater quantity and quality of data through greater usability and productivity. This means faster and more informed decisions and better protections for the honest customer.



REIMAGINE DATA AND INTELLIGENCE

Our strategic goals for 2026-30:

1

A unified technology platform reducing fraud costs securely and empowering the industry

- Deliver the single technology solution, bringing all of our datasets together into one place, alongside our fraud investigation case management system
- Deliver efficiencies to help drive operational improvements for the IFB and our members
- Review and maintain best-practice data compliance and cyber-risk management.

2

The power of data and intelligence reciprocity unleashed

- Inspire members to actively contribute data intelligence to the industry data hub which will enhance detection capability for individual members and the wider industry
- Expand product line data and intelligence where current industry needs are unmet
- Develop and document a progressive fraud data strategy (including AI), to transform the way industry data is used
- Support use of real-time data throughout insurance product lifecycles
- Increase members' ability to utilise their technology partners when it comes to sharing data with the IFB.

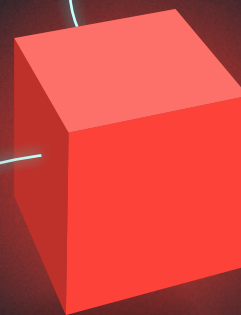
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A mechanism for the industry to better manage data theft

- Build a central data hub for the industry to report data theft incidents
- Review and refine industry strategy to manage data theft risk.



DEEPEN KNOWLEDGE AND TRUST



The IFB will provide leadership in driving greater awareness and education, systematically disrupting insurance fraud creating a positive impact for society.

Falling victim to insurance fraud can be a difficult and traumatic ordeal. Fraud threatens lives and livelihoods. It increases pain for many and premiums for all. There is a real passion within our fraud community for protecting and educating society, to bring about a better world. We will work together as an industry to root out insurance fraud and banish the pain it causes.

Raising awareness by telling compelling stories and using other forms of education has been a real need in the past. And it remains so, now and in the future. This mission is embodied in the Insurance Fraud Charter, where expectations on the industry to raise public awareness and encourage reporting of fraud have never been higher.

We will continue to strengthen public trust in the insurance sector through our Prevention strategy. This includes continued promotion of the CheatLine, giving insurance customers the confidence to report suspicious activity and protect others from falling victim.

Working with the government and other industry stakeholders, we will broaden our reach and target audiences, using insurance fraud prevention, awareness and education activities.

We also endorse the industry's drive to nurture the next generation of counter-fraud professionals. We're committed to supporting this through meaningful initiatives that build knowledge and encourage innovation.



DEEPEN KNOWLEDGE AND TRUST

Our strategic goals for 2026-30:

1

Wider recognition and response across the UK public of insurance fraud and its impact

- Devise and execute a cross-industry communications strategy
- Broaden our reach and audiences through awareness campaigns to target those with influence on others (e.g. parents, carers or teachers)
- Collaborate with members, stakeholders and the government to deliver fraud awareness campaigns
- Drive an increase in CheatLine reports.

2

From insight to action – new education initiatives shaping lasting change

- Establish an industry education working group
- Develop and document an industry fraud education programme
- Develop interactive educational tools for consumers.

3

Future-ready, counter-fraud talent to protect tomorrow's industry

- Produce a set of resources for future and existing counter-fraud professionals to enhance their personal development.



OUR BOARD, COMMITTEES AND PARTNERS

As a not-for-profit organisation, every action we take is aimed at reducing insurance fraud, protecting the public and keeping costs down to help our members and their customers. We work in conjunction with the Board, our committees and partners to achieve our purpose. This new strategy will see us building and strengthening these partnerships, as well as crucially developing new ones.

THE IFB BOARD

The Board oversees our strategic direction and represents the best interests of the membership. The Board is made up of Directors who collectively have a diverse skill set, including technical fraud expertise, claims, data, information security, strategic risk, customer experience and industry.

Each of the Committees or sub-committees assist the Board with maintaining good governance and assurance/oversight. Final accountability for the operation and management of the IFB rests with the Board.

OUR COMMITTEES

The General Insurance Fraud Committee (GIFC)

The GIFC focuses on key issues relating to insurance fraud that directly or indirectly impact the insurance market. The GIFC looks at fraud through the entire lifecycle impacting all parties: customer, claimant, victims, government and other interested parties. Its remit also includes providing relevant support, assistance, insight and challenge to the IFB in order to enhance the market response to insurance fraud.

The Membership Committee

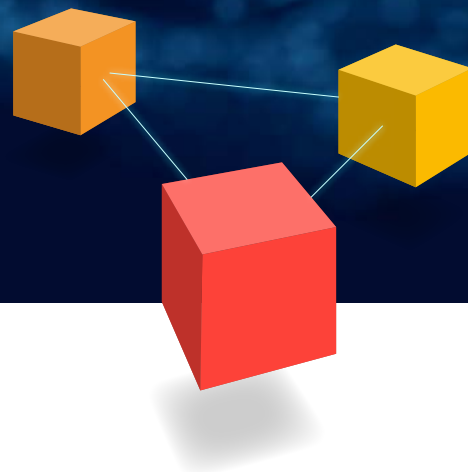
The Membership Committee is tasked with assessing the value and risk associated with prospective members' applications, in alignment with the membership risk appetite statement. This includes reviewing applications from complex group organisations and decisions on membership related to mergers and acquisitions.

The Rules Committee

The Rules Committee is responsible for the governance of the Membership Rules and Governance Manual, overseeing its updates and modifications, and ensuring it continues to meet the highest standards of data protection, fairness and transparency.



OUR BOARD, COMMITTEES AND PARTNERS



OUR PARTNERS

Motor Insurers' Bureau (MIB)

MIB provides managed services to the IFB. There is an active partnership to reduce insurance fraud through delivering core services and sharing data insights. This includes claims fraud exposure, prevention and detection, internal corporate financial crime and fraud prevention and detection.

The ABI

The ABI is the definitive voice of the UK's world leading insurance and long-term savings industry, which is the largest in Europe and the third largest in the world.

It also sits on the government's Joint Insurance Taskforce and the Economic Crime Strategy Board, overseeing implementation of the government's 'enhanced' Fraud Strategy and the Economic Crime Plan 2.

Insurance Fraud Enforcement Department (IFED) – part of the City of London Police

IFED works tirelessly to secure criminal convictions against individuals committing insurance fraud. As well as highlighting successful prosecution outcomes with the IFB, IFED also looks at other disruption opportunities, such as cease-and-desist, to further disrupt activity where convictions may not be a viable option.

Lloyds of London

In 2024, the Lloyd's market underwrote £55.5bn in insurance premiums, backed by over £100bn of centrally held capital. It underwrites risk spread by syndication and its financial strength is amplified by a strong balance sheet, excellent credit ratings and a chain of security.

Behind the Lloyd's market is the Corporation: an independent organisation and regulator working to maintain the market's successful reputation and operation.

British Insurers Brokers Association (BIBA)

BIBA is the UK's leading general insurance intermediary organisation, representing the interests of insurance brokers, intermediaries and their customers. BIBA has 1,800 members and also provides a Find Insurance Service which helps direct hundreds of thousands of enquiries per year to insurance brokers.

BIBA advises members, government, regulators, consumer bodies and other stakeholders on key insurance issues.

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to find out more about
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