

AI-Powered Scam-Site Detection — The Pensions Regulator and PSAG's Machine-Learning Tool Against Pension Fraud

AI in the Public Sector · Good practice · United Kingdom

Quality score: 53/100

Evidence strength: Moderate

Summary

The UK's Pensions Regulator and Pension Scams Action Group built a machine-learning tool to flag fraudulent pension websites: 830 sites reviewed, 29 high-risk ones taken down, 94 referred to partner agencies, against £17.7m lost to pension scams in 2023.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	2/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	1/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-30

[The Pensions Regulator \(TPR\) and the Pension Scams Action Group \(PSAG\)](#) — accessed 2026-07-30

[The Pensions Regulator - Pension scam fighters stand united as AI takes the fight to the fraudsters](#) — accessed 2026-07-30

[Money Marketing - Pension group deploy AI in fight against scams](#) — accessed 2026-07-30

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