## For Distribution to CPs

## Fraud Management - What is fraud? - Impact - Reputational Damage

#### Gateway - The BBC Intranet

#### Gateway

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# **Reputational Damage**



The BBC is funded by the public who have high expectations about how we manage those funds and the assets provided by them. Report Fraud Here

Useful links

Contact: (02)26976

Other useful links

### The fallout

Fraud could therefore lead to the following:

Negative press coverage

Damage to brand (undermines perception of integrity in organisation and

- therefore makes audience less trusting about content)
- Undermines case for licence fee and public willingness to pay it
- Could\_put off potential business partners

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