

March 2026 – Can You Trust AI Search Results? Not Always

As technology increases, so does the ingenuity of every scammer out there. Now, they are even beginning to infiltrate well respected search engines through the new AI programs that large search companies have begun to use.

These days when you do a Google search instead of getting the traditional list of links Google is serving up AI Overviews instead. Unsurprisingly scams are now making their way into these results.

Here's what's happening: When you search for a company's phone number and call the one presented by AI you might be calling someone pretending to be that company. Google says it is actively fighting these scammers, but it's a constant battle.

The best way to protect yourself is to **go to the company's website and look up their contact information**. If you are going to call a company that will require you to provide personal or financial information, be sure to **do a second internet search to confirm that number**.

This is not just a problem with Google Search. Security researchers have found the same problem with other AI tools like ChatGPT