



## Insights

### Helena Shipman on How Wealthy Families Can Protect Their Online Reputations for PWM

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Kobre & Kim's Helena Shipman shared with Professional Wealth Management her perspectives on the rise of disinformation and its impact on the online reputations of wealthy families. The piece gathers insight from several experts in the region as it investigates the threats and proactive measures wealthy families should consider to mitigate risks and prevent significant harm.

"Once a false narrative reaches a national newspaper, it can attract government attention. [...] The goal is to trigger red flags that lead banks to freeze assets or deny services — often with little chance of reversal," shared Mrs. Shipman.

Click [here](#) to read the full article.