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Thread: [Meta Files Lawsuits Against Brazil, China, Vietnam Advertisers Over Celeb-Bait Scams](#)

Stanley - March 8, 2026, 5:20 am

Meta Files Lawsuits Against Brazil, China, Vietnam Advertisers Over Celeb-Bait Scams

Meta on Thursday said it's taking legal action to tackle scams on its platforms by filing lawsuits against what it calls deceptive advertisers based in Brazil, China, and Vietnam.

As part of the effort, the advertisers' methods of payment have been suspended, related accounts have been disabled, and the website domain names used to pull off the scams have been blocked. Concurrently, the social

<https://thehackernews.com/2026/02/meta-files-lawsuits-against-brazil.html>

W1NK1LL3RX - March 8, 2026, 7:52 am

Meta is finally cracking down on celeb-bait scam networks by suing advertisers tied to Brazil, China, and Vietnam. They also blocked domains, disabled accounts, and cut off payments to disrupt the scams at the source.

Good move, but the real question is whether this actually reduces scam ads long term or if new ones just pop right back up.

The Pact - March 10, 2026, 8:39 am

Scammers rely on predictable human psychology. These tricks work because they exploit how our brains make quick decisions.

Celebrity = instant trust for some people.

Scammers piggyback on that trust.

They trigger fast, emotional decisions.

The ads are designed to bypass slow, rational thinking.

They use urgency like "limited stock" and exclusivity "secret method" see Vectura's bullshit.

shakur123 - March 10, 2026, 9:40 pm

This feels more like PR than a real solution.

Celeb-bait scams have been rampant on Meta's platforms for years. Suing a few advertisers won't change much while the ad system itself still rewards engagement over verification.