# Google's March 2025 Pixel Feature Drop enhances scam detection tools



Google has launched its March 2025 Pixel Feature Drop and Android bundle, introducing significant advancements centred on AI-driven scam detection tools. These developments are aimed at enhancing user security against evolving fraud tactics via real-time alerts for both phone calls and messages.

The scam detection feature for phone calls, powered by Google's Gemini Nano 2 and designed to be privacy-focused through on-device processing, is currently offered exclusively to English-speaking users of the Pixel 9 series in the United States. This new capability is intended to monitor conversations that may appear innocuous but could become risky over time. According to a report by Android Police, the feature was initially tested in beta since November of the previous year and has now been deemed ready for wider implementation.

In a notable enhancement, scam detection for messages is being rolled out not only to users in the United States but also to those in Canada and the United Kingdom. This feature is part of the broader Android bundle, indicating that it will eventually be accessible on a wider array of devices beyond just the Pixel range. Although Google has not specified which devices will qualify, the integration of on-device AI processing will likely be a requirement.

Users can expect that the call scam detection feature functions through the Phone by Google app and has shown higher efficacy compared to previous models, as evidenced by internal testing. The functionality operates without saving or transmitting any phone call audio or transcripts to Google's servers, thus prioritising user privacy. If users choose to activate this feature, they can do so through the settings menu within the Phone app. If enabled, a beep will sound at the start of each call to indicate that scam detection is active, fostering alertness among the participants.

Simultaneously, the scam detection for messages operates through Google Messages and is designed to autonomously scan SMS, RCS, and MMS communications. This feature is enabled by default for conversations with non-contacts, while personal messages remain secure, with no data sent to Google unless a user opts to report a suspicious message. The tool is engineered to spot common messaging patterns associated with scams and sends alerts in real time to users when such activity is detected.

Additional features included in the March 2025 update encompass enhancements to the Gemini technology, automatic location sharing via the Find My Device app, improved accuracy in step tracking for the Pixel Watch, among other upgrades. These innovations are set against the backdrop of a growing need for improved digital safety measures in response to the increasingly sophisticated nature of fraud attempts in the digital landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.androidpolice.com/scam-detection-for-calls-messages-rolling-out/> - This article supports the claim about Google's March 2025 Pixel Feature Drop focusing on AI-driven scam detection for both calls and messages, with real-time alerts to combat evolving fraud tactics.
2. <https://www.zdnet.com/article/googles-march-pixel-drop-just-arrived-with-10-serious-upgrades-heres-whats-new> - This article corroborates the introduction of AI-powered scam detection for messages, which flags suspicious text patterns and alerts users, as part of the March 2025 Pixel feature drop.
3. <https://www.androidpolice.com/scam-detection-for-calls-messages-rolling-out/> - It explains that the scam detection feature for phone calls is powered by Gemini Nano 2 and is currently limited to Pixel 9 series users in the US, emphasizing on-device processing for privacy.
4. <https://www.zdnet.com/article/googles-march-pixel-drop-just-arrived-with-10-serious-upgrades-heres-whats-new> - This article highlights additional features in the March 2025 update, including location sharing via Find My Device and improved step tracking for the Pixel Watch.
5. <https://www.androidpolice.com/scam-detection-for-calls-messages-rolling-out/> - It details how scam detection for messages operates through Google Messages, scanning SMS, RCS, and MMS communications, with real-time warnings for suspicious activity.
6. <https://www.zdnet.com/article/googles-march-pixel-drop-just-arrived-with-10-serious-upgrades-heres-whats-new> - This article mentions that the scam detection for messages is available on a broader range of devices beyond just Pixel phones, as it is part of the Android bundle.
7. <https://news.google.com/rss/articles/CBMiggFBVV95cUxOZU9pZW0wRzNGU1lHT2h0VUFrTS1laVVrNUxtYlp2cGcyTnFqYXVYc0R6NVpDSWM5VWhXM0g4TVJvbnp1TTN3Q0lHOUMtR2daSlBVZzZtbjZ0X1RvQWtNZzYxQlZPUFpvWVRPUEZ3djFhQWcxTDlZNXo4VDFGb2stcGln?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data