DON’T GET HOOKED
How to Recognize and Avoid Phishing Attacks

What is Phishing?
The Go-To Social Engineering Strategy

Phishing attacks are techniques used by cybercriminals to con users/employees into revealing sensitive information or installing malware by way of electronic communication.
Phishing Attack Methods

**Mass-Scale Phishing**
Attack where fraudsters cast a wide net of attacks that aren't highly targeted.

**Spear Phishing**
Tailored to a specific victim or group of victims using personal details.

**Whaling**
Specialized type of spear phishing that targets a "big" victim within a company, e.g., CEO, CFO, or other executive.

Keep Your Eyes Peeled for All Forms of Phishing Attacks
Fraudsters send phony emails that appear to come from valid sources in an attempt to trick users into revealing personal and financial information.

**What to look for?**

- **Sender Name and Domain Spoof Known Brand**
- **Compressed Attachments** (e.g., zip files)
- **Impersonalized Messages**
- **Grammatical Errors**
- **Notice to Appear**
- **Scare Tactics**
- **Imitating a Known Brand**

Message:

```
You have not paid for driving on a toll road and the fee is past due. The copy of the invoice is attached to this email.

Best Regards,
John Doe
EasyPass Agent
```
Highly Personalized Messages
Unlike mass phishing emails, spear phishing messages are highly personalized and will often reference coworkers' or friends' names.

To: jsmith@bigbank.com
Subject: Urgent Notice
Dear James,
We were contracted by your HR Director, Anne Wallace.

Embedded Malicious Files
Common file attachments (.doc, .xls, .ppt, etc.) can contain malicious macros.

To: jsmith@bigbank.com
Subject: Urgent Notice

https://www.bankofamerica.com

Spoofed Links
Spoofed link text can hide a hyperlink's actual destination.

Spoofed Websites
Links to spoofed versions of well-known websites can look legitimate and are used to steal info submitted via forms or distribute malware to visitors.
VISHING

Short for "voice phishing," vishers use the telephone to solicit unsuspecting victims for financial or personal details.

What to look for?

- Personal data can be gathered from social media profiles, providing criminals with sensitive details to make attacks seem more legitimate.
- Persuasive phone tactics that are too good to be true are a dead giveaway of criminal activity.
- Scammers often alter phone number/IDs to disguise the real origin of the call.
- Vishers utilize fear tactics to con you into thinking your money is in danger and you must act quickly.

Vishers are posing as IRS Agents

Threatening parties with police arrest, deportation, license revocation, etc.

IRS reports from January 2016 show that since October 2013:

- 896,000 people have been solicited by scammers claiming to be IRS officials.
- 5,000 victims have collectively paid over $26.5 million as a result.
SMS messaging attacks where fraudsters send phony texts in an attempt to con you into divulging private information or infecting your phone with malware

What to look for?

“5000” or other non-cell numbers are most likely scammers masking their identity by using email to text services.

Texts can direct you to spoofed websites that impersonate your accounts and attempt to infect your phone with malware or steal information.

Alarm bells should ring in your head when you receive texts from unknown numbers or unsolicited messages.

Smishers may use the first few digits of your debit/credit card to pressure a response.

Banks, financial institutions, social media platforms, and other business accounts should be contacted directly to determine if they sent you a legitimate SMS request.

SMISHERS HAVE EVEN SPOOFED TWO FACTOR AUTHENTICATION FOR GMAIL, HOTMAIL, AND YAHOO MAIL

Authentication systems were breached by “smishers” who conned users into resetting their passwords in order to gain access to victims’ email accounts.

1. @
   Attacker secures a victim’s email address/phone number from public sources

2. Person
   Attacker poses as the victim and asks Google for a password reset

3. 03135
   Google sends a reset code to the victim

4. Phone

5. 03135

6. 03135 reset
Cybercriminals use social media as a channel to carry out phishing attacks aimed at stealing personal information or spreading malware; some attacks are even used to hijack your accounts to launch follow-up attacks on your connections or followers.

What to look for?

**Playing Pretend**
Scammers create replica accounts and inform victim’s friends/followers that their previous account was abandoned. Messages are sent to victim’s friends that demand the recipient to click on a link with an aim to collect personal data, e.g. credit/debit card numbers.

**Bogus Posts**
Social network feeds can contain bogus posts that trick users into clicking on a link and providing personal info.

**Social Media Malware**
Scammers can pose as a friend/follower and send messages with links to sites that are infected with malware. Even messages from known friends and followers may include links to sites that have been hacked.

**Stay Suspicious**
Phishers can pose as admins from social networking sites in an effort to gain access to passwords/other account info.
First Things First—Be Vigilant Online and Use Your Common Sense!

Always be suspicious of any unsolicited communication from businesses or individuals, regardless of the message medium.

Don’t click on links or attachments in suspect emails, texts, or social media messages.

Directly contact the purported sender via their official website, phone number, or email address if you are not sure about the legitimacy of a message you have received.

Report suspected phishing scams to your IT and security teams.

File a complaint with the FBI Crime Complaint Center (IC3) to help shut down cybercriminals.