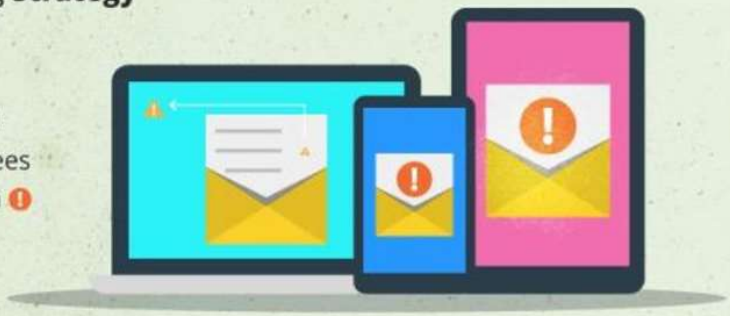
DON'T GET HOOKED

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

MOST COMMON TYPE OF PHISHING ATTACK

MASS-SCALE **PHISHING**

Attack where fraudsters **cast a wide net of attacks** that aren't highly targeted

HIGHLY TARGETED TYPE OF PHISHING ATTACK

SPEAR **PHISHING**

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

THE **MOBY DICK** OF PHISHING ATTACKS

WHALING

Specialized type of spear phishing that **targets a "big" victim** within a company

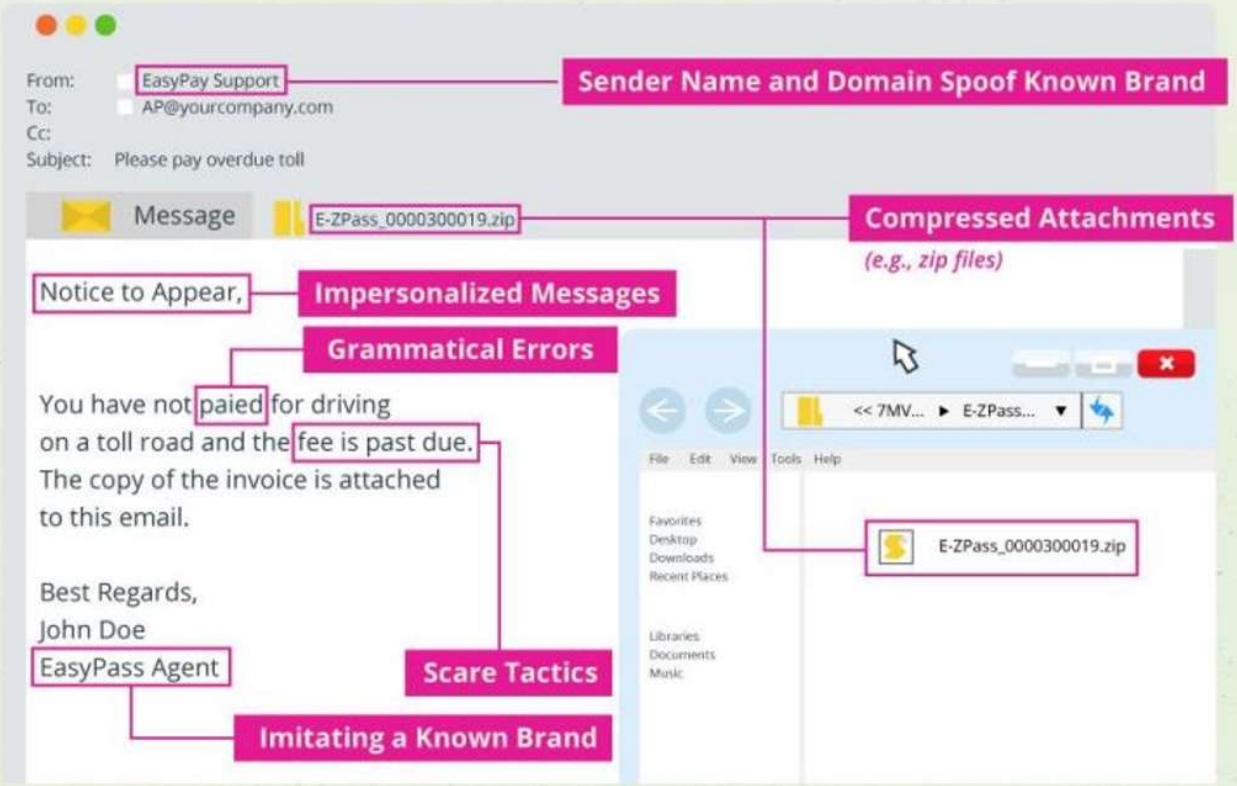
e.g., CEO, CFO, or other executive

Keep Your Eyes Peeled for **All Forms** of Phishing Attacks

EMAIL PHISHING

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?



Highly Personalized Messages

Unlike mass phishing emails, spear phishing messages are highly personalized and will often reference coworkers' or friends' names

Embedded Malicious Files

Common file attachments *(.doc, .xls, .ppt, etc.)* can contain malicious macros

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?

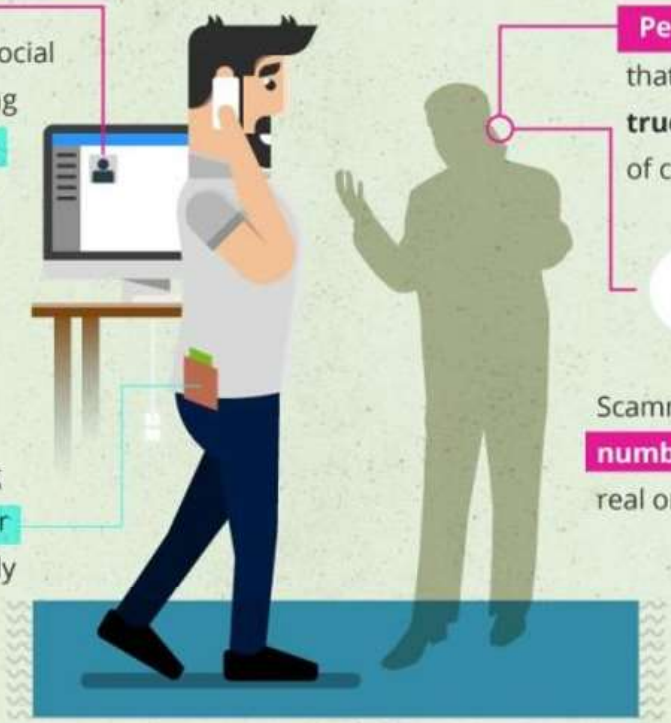
Personal data can be gathered from social media profiles, providing criminals with **sensitive details** to make attacks seem more legitimate

Persuasive phone tactics that are **too good to be true** are a dead giveaway of criminal activity

Phoenix, AZ
555-555-5555

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

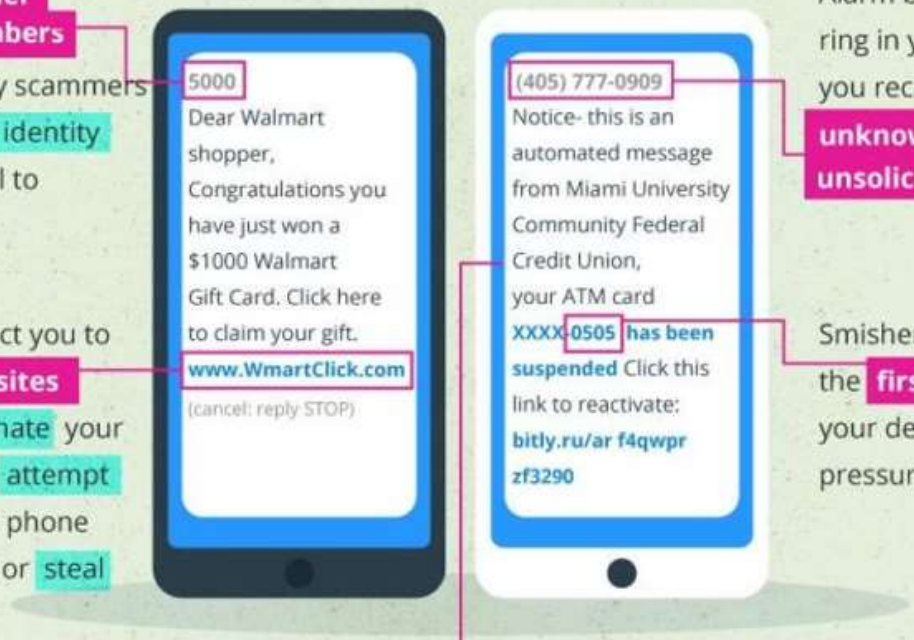
SMISHING

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 Attacker **poses as the victim** and asks Google for a **password reset**

3 Google **sends a reset code** to the victim

4

5 03135

6 03135 reset

SOCIAL MEDIA PHISHING

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

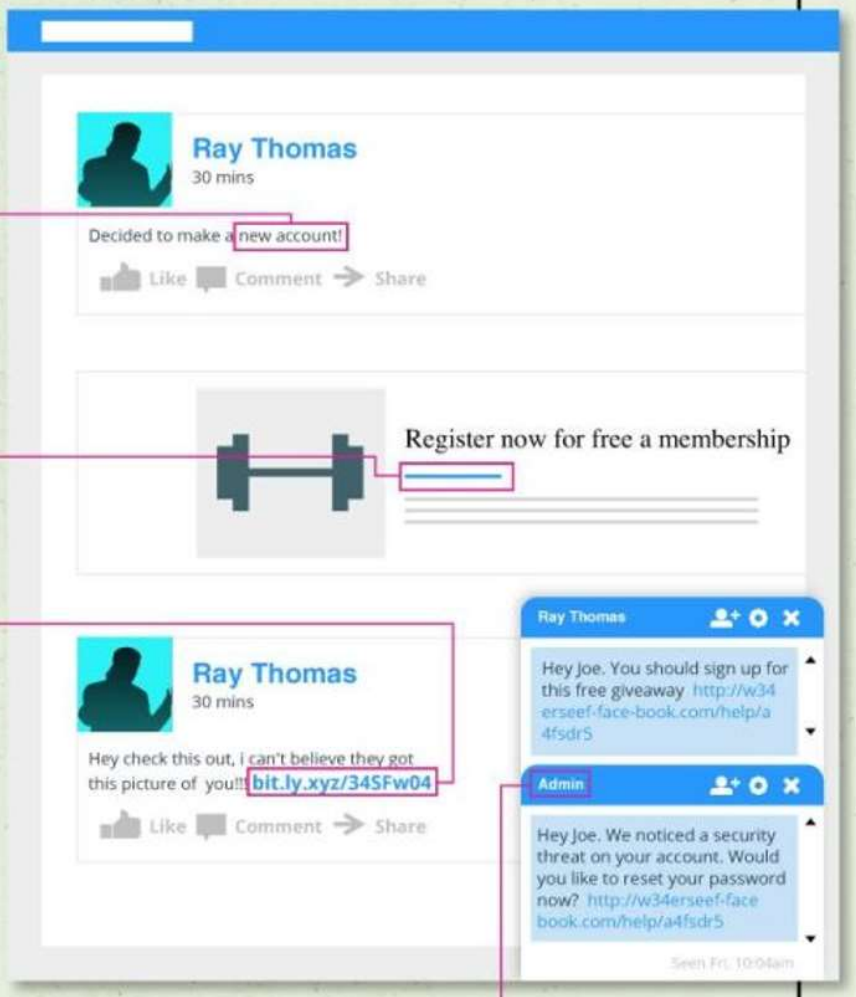
Bogus Posts

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