



CYBERSECURITY AWARENESS DAY 25

Let's talk about
**Browser Push
Notification Scams**

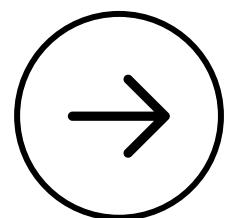
Iwuchukwu Augusta Chioma





In 2025, scams have gotten smarter and quieter, there's a new trick creeping in through the backdoor:
Browser Push Notification Scams.

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What Exactly Are They?

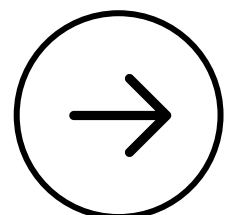


You're browsing the internet maybe streaming a movie, looking for flight deals, or reading an article then suddenly a message pops up:

“This website wants to show notifications.”
[Allow] [Block]

Most people click **“Allow”** out of habit. But that single click can give cybercriminals unlimited access to your browser, even when it's closed. From there, they begin sending fake alerts, spam ads, or malicious links straight to your device no hacking tools required.

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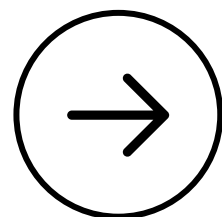
Why this Matters:



This scam works because it's built on permission, not intrusion. You allow them in. That's why antivirus tools often can't detect it because technically, you said "yes."

Once that happens, your screen can be flooded with:

- Fake system alerts
- Phishing links to steal login details
- Endless pop-ups that slow down your device
- Malicious links disguised as updates or notifications



The Psychology Behind It



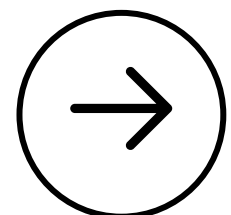
Cybercriminals know how we think. They use curiosity and urgency to push us into quick clicks.

Messages like:

- **“You’ve won a gift card!”**
- **“Urgent: Account verification needed!”**
- **“Your device may be infected!”**

And because these notifications look native like messages from your phone or antivirus they feel real.

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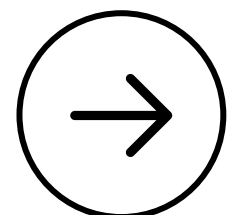


How to Stay Protected



Here's how to lock the door before they sneak in

- Don't click "Allow" on websites you don't fully trust.
- Review your browser's notification permissions regularly.
- Revoke access for any suspicious or unknown site.
- Avoid "free" movie or file download sites.
- Use browser security extensions or safe browsing tools.





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Iwuchukwu Augusta Chioma