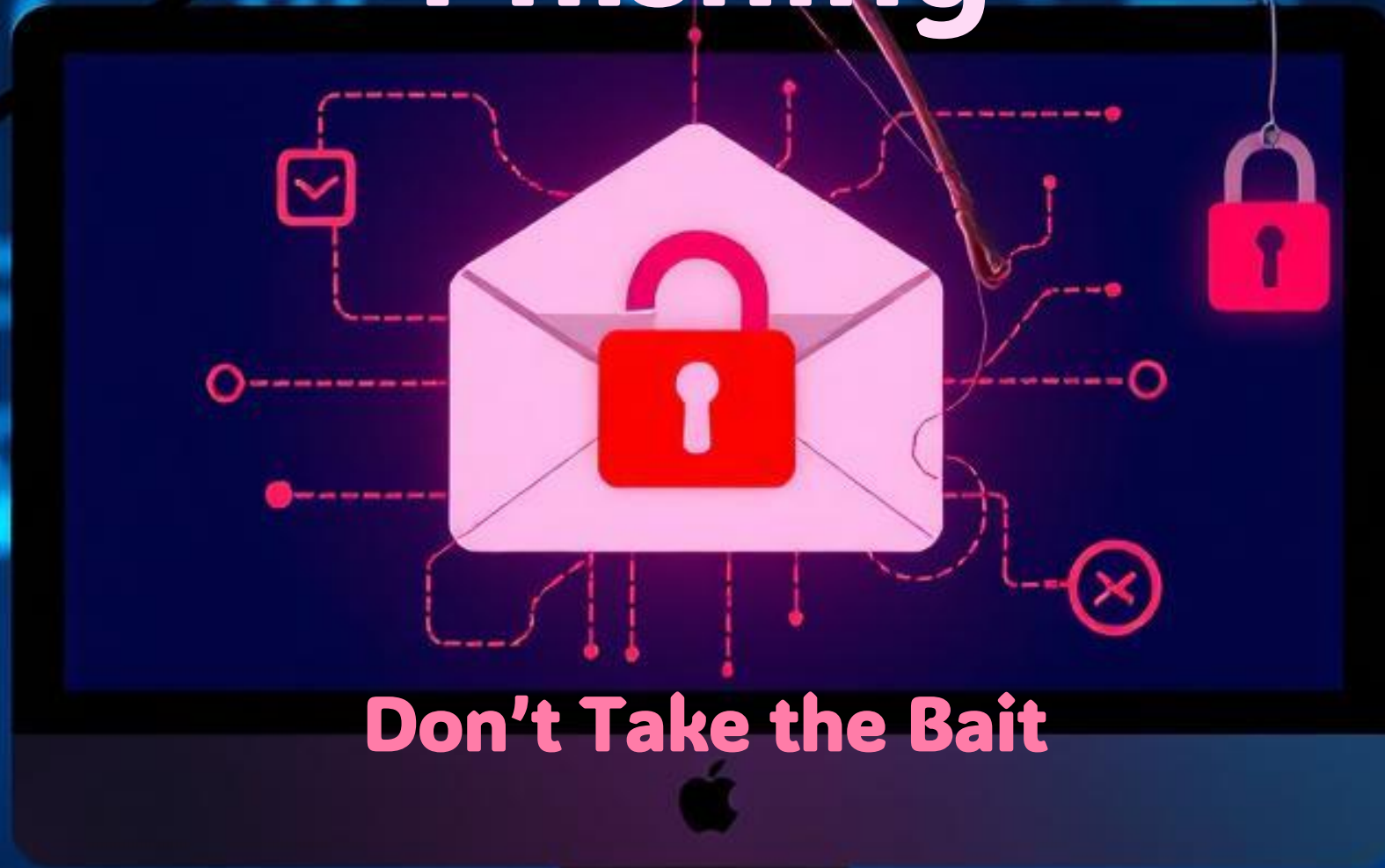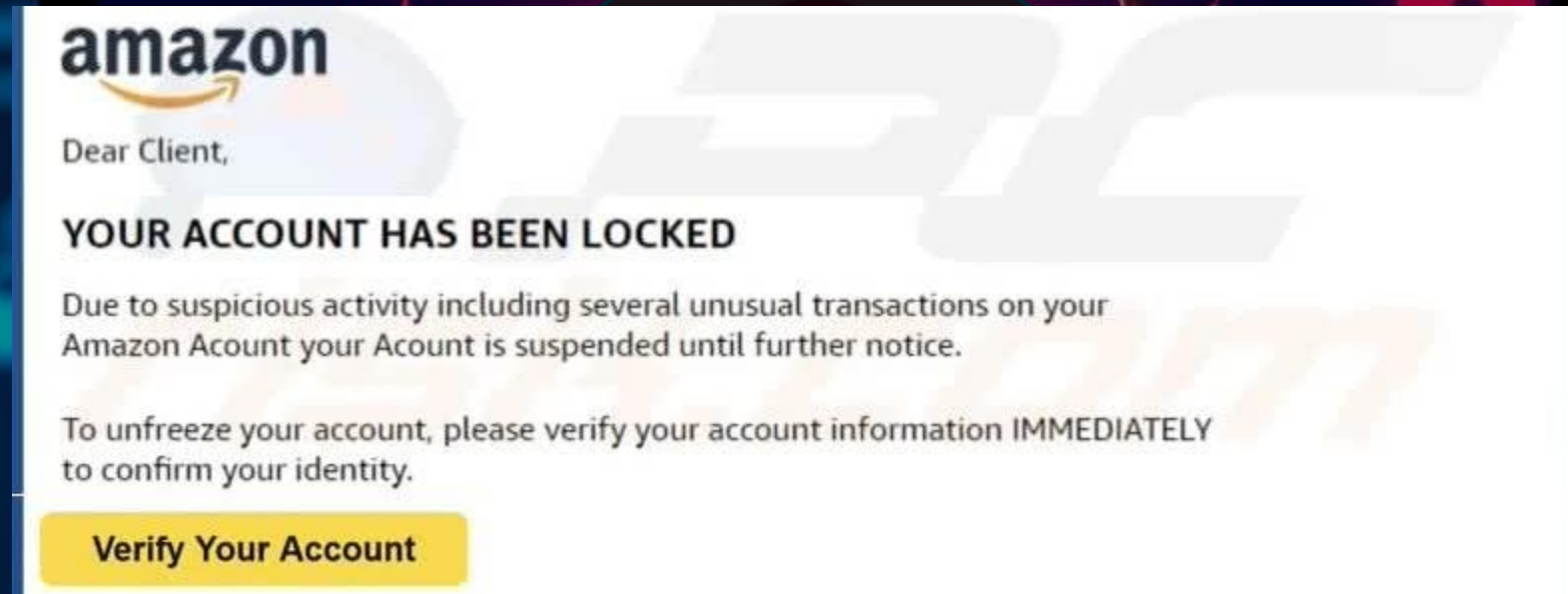# What is Phishing?

Phishing is when someone tricks you into clicking fake links or opening bad files by pretending to be someone you trust, like your bank, a friend, or your company.

amazon

Dear Client,

YOUR ACCOUNT HAS BEEN LOCKED

Due to suspicious activity including several unusual transactions on your Amazon Acount your Acount is suspended until further notice.

To unfreeze your account, please verify your account information IMMEDIATELY to confirm your identity.

Verify Your Account

Over 90% of Cyber attacks begin with phishing emails

Recognizing Phishing Emails & Fake Websites

Phishing attacks often look normal, until you know what to look for.

Urgency

Phishing emails often pressure you to act fast using phrases like: "Verify now," "Your account will be locked,", these phrases triggers fear and stops your critical thinking.

Scammers want you to panic. The moment you feel rushed—stop and think. Real companies don't threaten you into clicking.

Dear network user,

This email is meant to inform you that your MyUniversity network password will expire in 24 hours.
Please follow the link below to update your password
myuniversity.edu/renewal

Recognizing Phishing Emails & Fake Websites

Generic greetings

Impersonal phrases like *"Dear Customer," "Dear User,".*

Real organizations, especially ones you already have an account with, usually address you by your full name or username.

amazon

Dear Client,

YOUR ACCOUNT HAS BEEN LOCKED

Dear network user,

Recognizing Phishing Emails & Fake Websites

Suspicious links and misspelled domains

Phishing emails often hide malicious links behind *legit-looking text.* Hover before you click, look for subtle misspellings like *am4zon.com* or *faceb00k.com.* If something feels suspicious, it probably is.

Dear Customer

Your Acme Corp subscription invoice is now ready to view

To view your Acme Corp subscription invoice **click here**

Dear Customer

Your Acme Corp subscription invoice is now ready to view

To view your Acme Corp subscription invoice click here <http://getmyacmeinfoce.com/SVN0797.rar>

Targeted Phishing Tactics

Spear Phishing

Here, the attacker has some information about the target, increasing the chances of them falling victim.

Whaling

A spear phishing attack directed specifically at upper-level management in an organization, such as CEOs.

Vishing

A phishing attack conducted through a voice channel. For example, targets might receive a call from someone pretending to represent their bank, requesting security details.

recent phishing attack examples

AI Voice Cloning Scam

Attackers used AI to clone the voice of a senior executive at a pharmaceutical company. Employees received urgent calls from the "executive" requesting wire transfers for a fake acquisition. The voice was so convincing, the company lost $35 million before realizing it was a scam.

QR Code Phishing at a Tech Conference

At a major tech event, attendees scanned QR codes on brochures that led to fake login pages. Thousands of credentials were stolen, resulting in $15 million in unauthorized crypto transactions.

Quiz time

Now, would you please trust me and click this link to do the quiz 😊

Quiz

You don't trust? 😢

Okay here is the address

https://docs.google.com/forms/d/e/1FAIpQLScznLSTWAgdEc2gBZzDGxmnaF_VsXQTH6GGE9sSkqLbiKZpsA/viewform