**What is phishing?**

A phishing attack is a **fraudulent email, text, or voice message** designed to trick people into:

* Downloading malware (e.g., ransomware)
* Revealing sensitive information (usernames, passwords, credit card details)
* Sending money to cybercriminals

**🔹 How Does a Phishing Simulation Work?**

* Employees receive **mock phishing emails** that look like real ones.
* Messages use **social engineering tactics** (urgency, impersonation, fake invoices).
* If employees **click a link, download an attachment, or enter details**, they **fail the test** (but no harm is done).
* Some simulations redirect employees to a **training page** showing tips to avoid phishing in the future.

**🔹 Why is it Important?**

* Tests real-world readiness
* Identifies employees who need more training
* Collects useful metrics (e.g., click rates, report rates)
* Improves overall cybersecurity awareness

**Steps for phishing**

**1. Planning**

* Define objectives and scope of the simulation.
* Decide on the type of phishing emails (e.g., fake invoices, password resets, urgent requests).
* Set the frequency of tests (one-time, monthly, quarterly).
* Select the target audience (all employees, departments, or executives).

**2. Drafting**

* Create realistic phishing emails modelled after real-world attacks.
* Use details like subject lines, sender addresses, and content formatting.
* Apply **social engineering tactics** such as urgency, fear, or executive impersonation to increase believability.

**3. Sending**

* Deploy simulated phishing emails securely to the target audience.
* Ensure employee privacy while running the test.

**4. Monitoring**

* Track how employees interact with emails.
* Record actions such as **clicking links, downloading attachments, or sharing sensitive data**.

**5. Analyzing & Feedback**

* Review collected data (e.g., **click rates, report rates, response times**).
* Identify security vulnerabilities and high-risk groups.
* Provide **immediate feedback and training** to employees who failed the test.