



Familiarize yourself with phishing attacks

Matthias Cannon

Team	<u>Email open rate</u>	<u>Email click-through rate</u>	<u>Phishing success rate</u>
IT	80%	2%	0%
HR	100%	85%	75%
Card Services	60%	50%	10%
Reception	40%	10%	0%
Engineering	70%	4%	1%
Marketing	65%	40%	38%
R&D	50%	5%	2%
Overall average	66%	28%	18%

HR & Marketing



What is phishing?

A cyber trick to get your personal or work info through fake emails or messages

How It Works:

- You get an email, text or phone call (phishing, smishing and vishing).
- It asks you to click a link or download something.
- If you do, the bad guys can steal your info.



Learn to spot phishing emails

LOOK OUT FOR:

- **Strange Email Addresses:** Even if the name looks familiar, check the email address for odd characters or misspellings.
- **Urgent Warnings:** Phishing often uses scare tactics like “Your account will be closed!” to rush you into clicking.
- **Unexpected Attachments:** Be wary of downloads you didn’t ask for. They could be traps.
- **Weird Links:** Hover over links without clicking. If the address looks weird, don’t click!

CAUTION- they can be as sophisticated as this...





How do we stop getting phished?

- Check who sent the email before you click.
- Don't share personal information if you're unsure.
- When in doubt, ask your IT team!