# Familiarize yourself with phishing attacks

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Team	<u>Email open rate</u>	Email click-through rate	Phishing success rate
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:

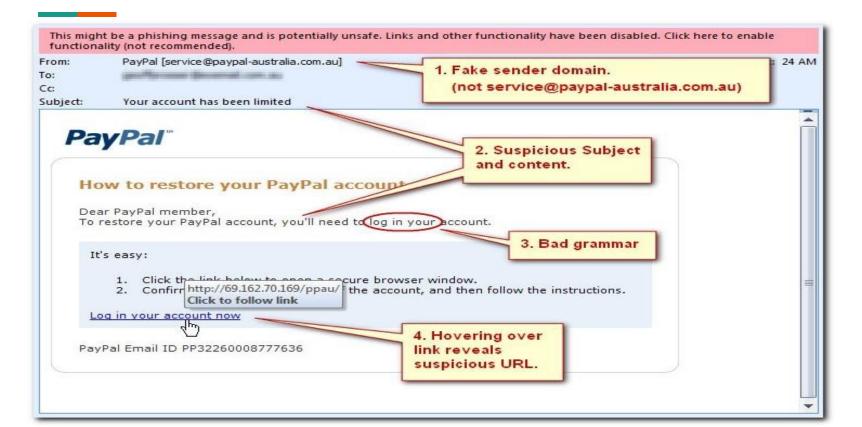
- You get an email, text or phone call (phishing, smishing and vishing).
- It asks you to click a link or download something.
- If you do, the bad guys can steal your info.

### 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!