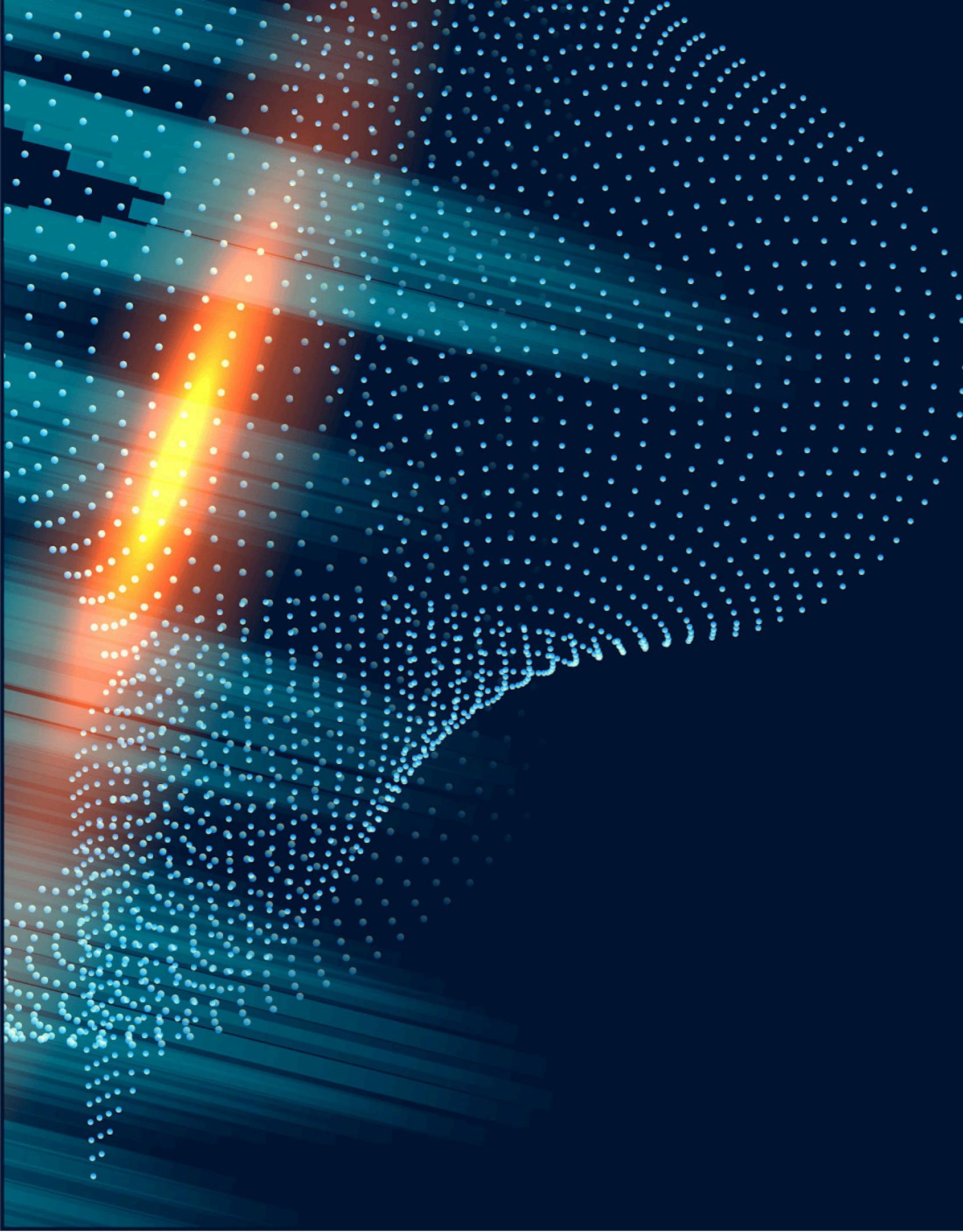


PHISHING ATTACKS



Introduction

Understanding **phishing** and its impact on individuals and organizations. Identifying common phishing tactics and the importance of **cybersecurity** measures.

What is Phishing

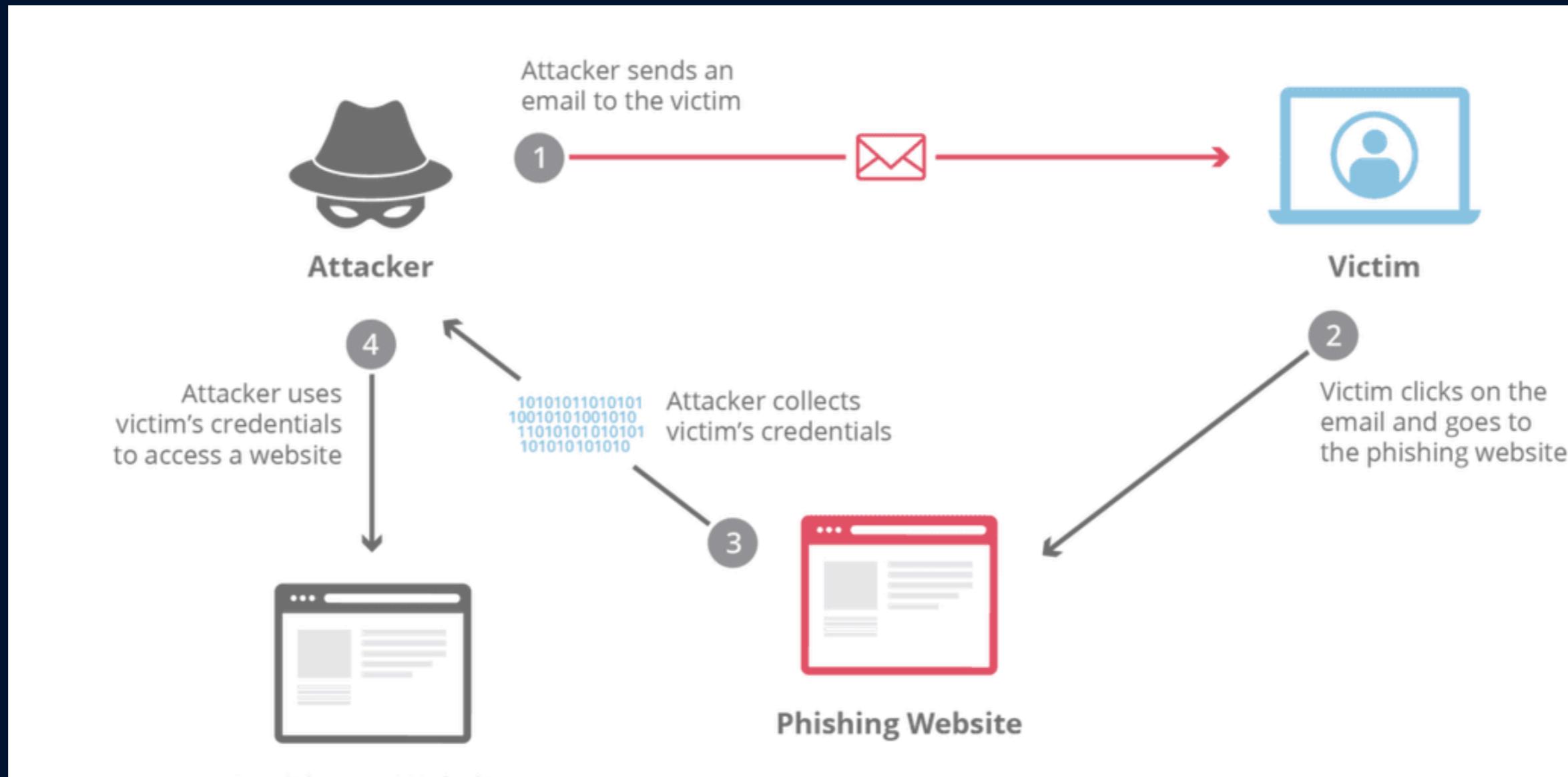
Defining **phishing** as fraudulent attempts to obtain sensitive information. Examples of phishing methods such as email **spoofing** and **pharming**.

Recognizing Phishing Attempts

Identifying **red flags** in emails and websites, such as urgent requests for personal information and suspicious links. Importance of **verifying** the sender's identity.



Typical Phishing Attack Scenario



Types of Phishing Attacks

Exploring various types of phishing, including **spear phishing, vishing, and smishing.**

Understanding how each method targets individuals and organizations.



Spear Phishing

It a type of phishing attack that targets specific individuals or organizations typically through malicious emails

There is **something unusual** about this email, please take care as it could be malicious.

Tessian has flagged this email because it matches some common patterns seen in email impersonation attacks. Tessian found the following unusual about the email:

- The email's subject contains language commonly used in email attacks
- The email contains an unusual link [REDACTED] that matches some patterns seen in previous attacks

Please be careful when replying to or interacting with this email.

Subject: Notification : Please verify your account details.

 GoDaddy Verification [REDACTED]
to info.20210217170319.215ECB62F41CDE7E .*

GoDaddy

Dear [REDACTED]

We noticed some unusual activity on your GoDaddy account and we are concerned about potential unauthorized account access.

We need your help resolving an issue with your GoDaddy account.

Until you help us resolve this issue, we've temporarily limited what you can do with your account.

Please [click here](#) and prove that you are the right account holder in order to avoid account limitation.

In case you ignore this automated email, your account will be limited permanently.

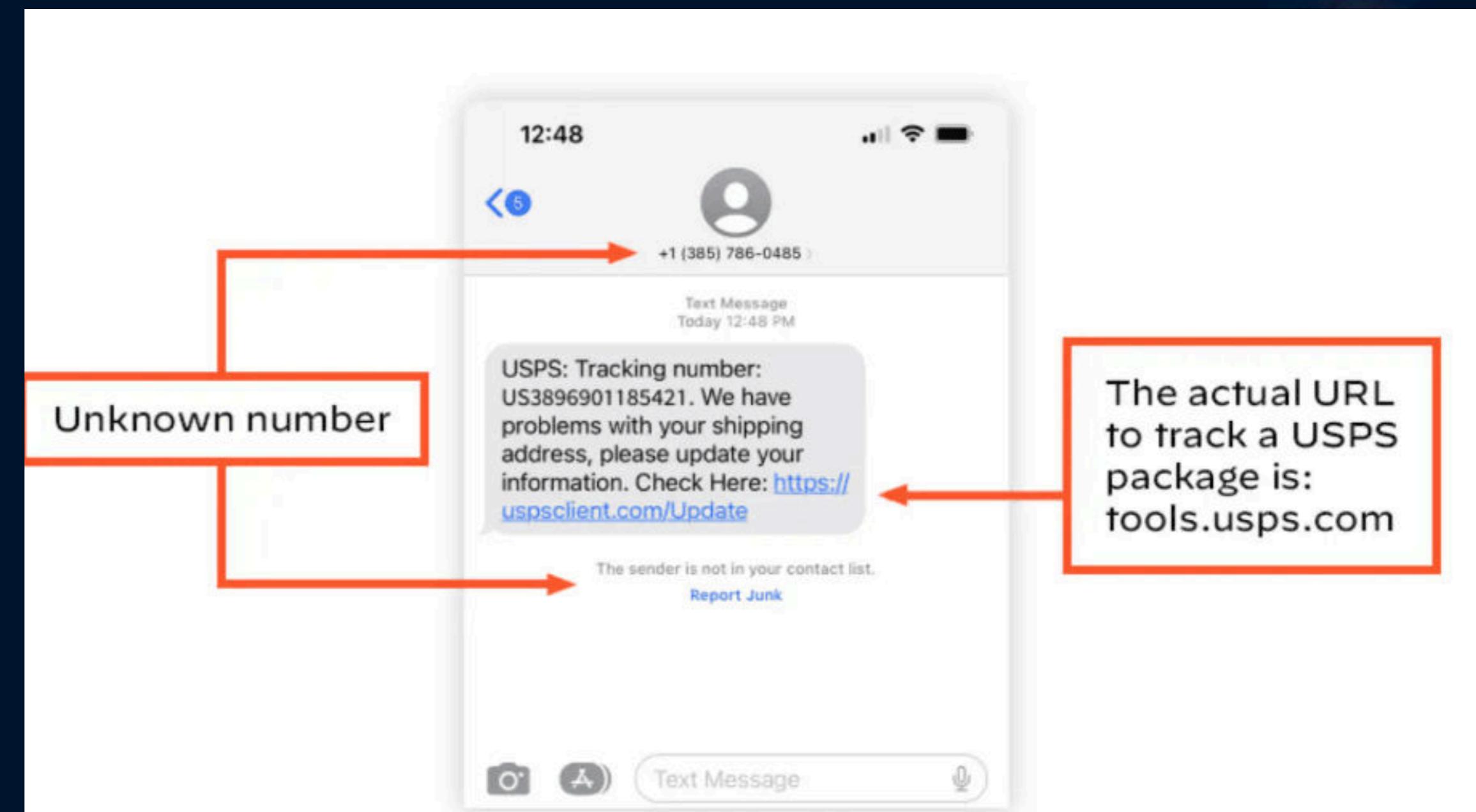
Vishing

A portmanteau of voice and phishing attacks are performed over the phone, and are considered a type of a social engineering attack, as they use psychology to trick victims into handing over sensitive information or performing some action on the attacker's behalf.



Smishing

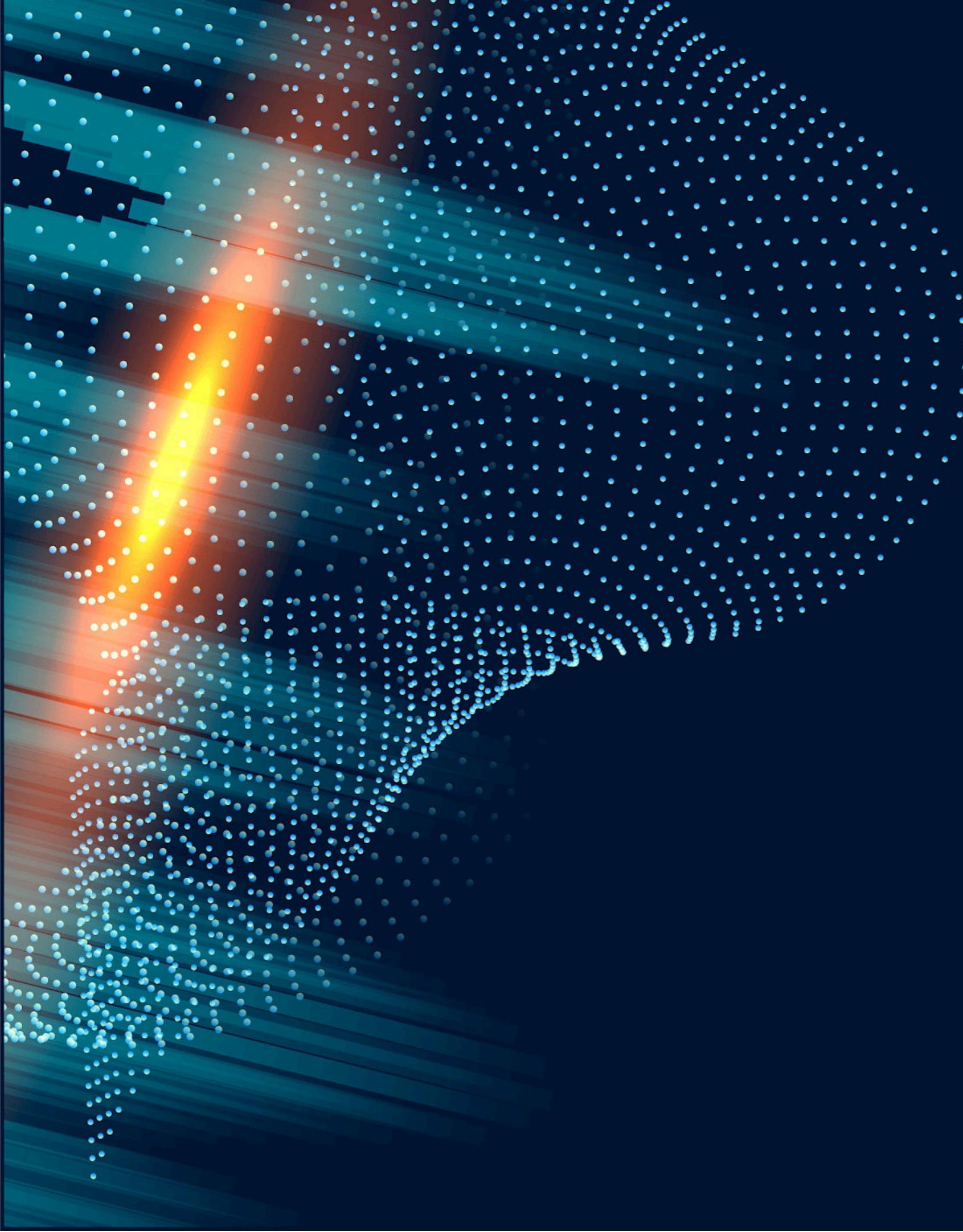
A social engineering attack that uses fake mobile text messages to trick people into downloading malware, sharing sensitive information or sending money to cybercriminals. The term “smishing” is a combination of “SMS”—or “short message service,” the technology behind text messages—and “phishing.”



Phishing Prevention Techniques

Implementing **multi-factor authentication** and **security awareness training**. Utilizing **anti-phishing** tools and regularly updating **security software**.





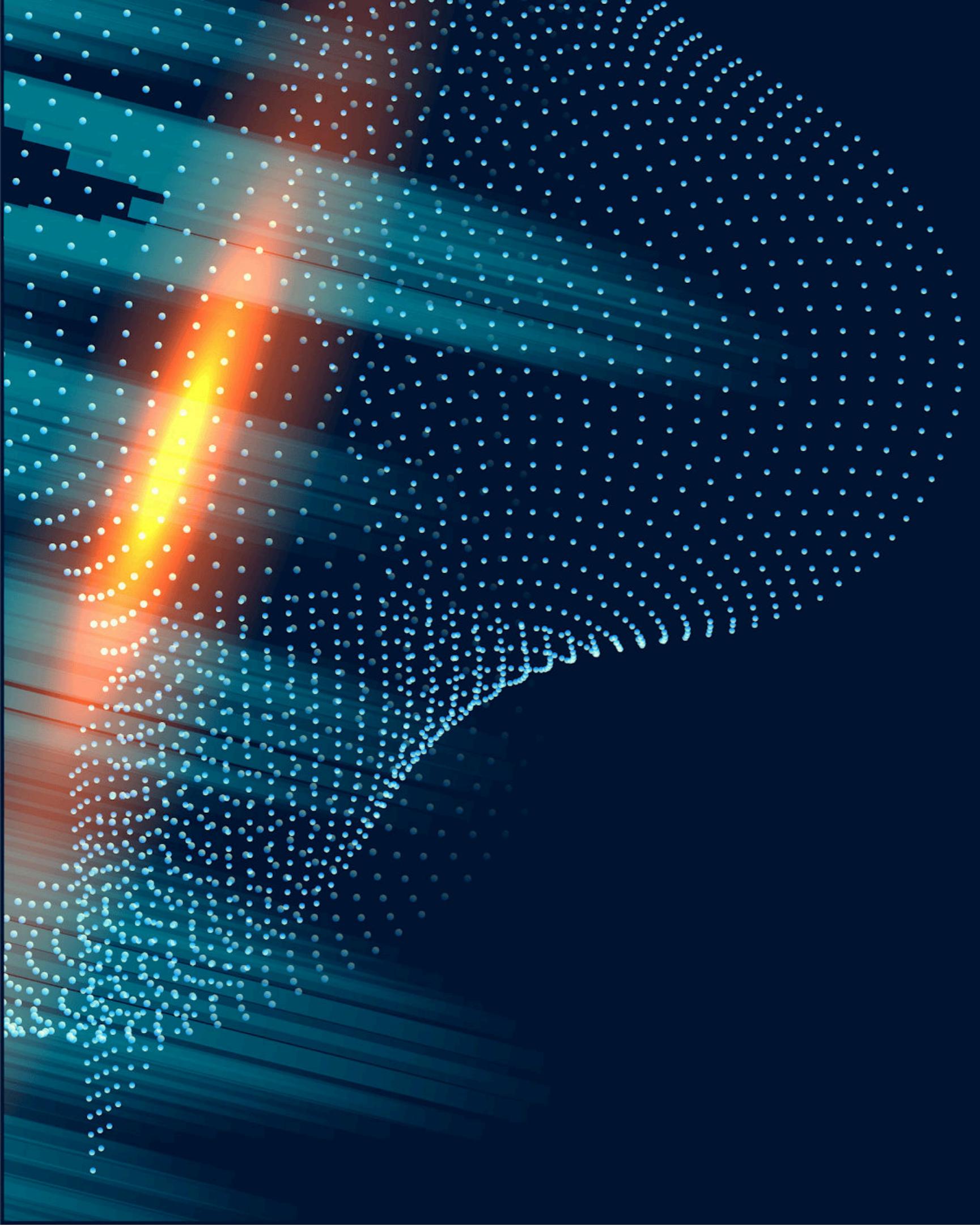
Email Security Best Practices

Emphasizing the importance of **strong passwords** and **encryption**. Utilizing **email filtering** and **digital signatures** to enhance email security.

Reporting Phishing Attempts

Encouraging individuals to report suspicious emails and websites to the appropriate **IT department** or **cybersecurity authority**. Highlighting the role of **incident response**.





Phishing Case Studies

Analyzing real-world examples of successful phishing attacks and their impact on individuals and organizations. Learning from **notable** phishing incidents.

Social Engineering and Phishing

Exploring the connection between **social engineering** and phishing. Understanding how psychological manipulation is used to execute phishing attacks.



Phishing and Financial Fraud

Examining the link between phishing and **financial fraud**.

Discussing the financial implications of falling victim to phishing attacks and scams.



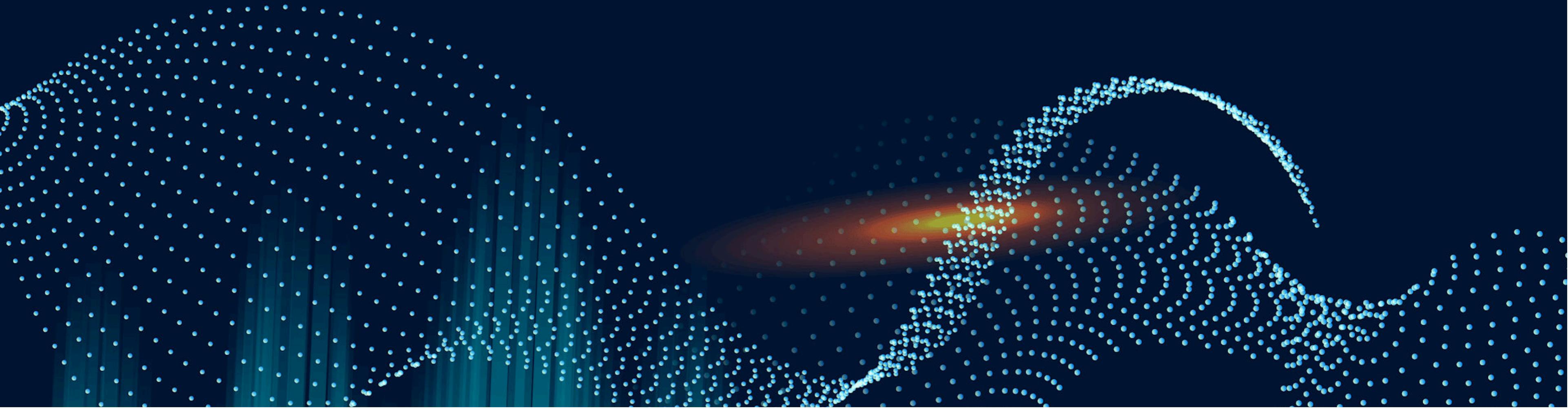
Future of Phishing Prevention

Exploring emerging **technologies** and strategies for combating evolving phishing tactics. Discussing the role of **AI** and **machine learning** in phishing prevention.



Conclusion

Recap of key strategies to guard against phishing. Emphasizing the ongoing need for **vigilance** and **education** in the fight against phishing attacks.



Thanks!

