

What is Phishing?

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- Phishing is a cyberattack where attackers pretend to be trusted people.
- They trick you to get sensitive information.
- Commonly they use email or SMS.



Characteristics of a Phishing Attack

- Uses emotional manipulation such as urgency, fear or curiosity.
- Messages mimic legitimate sources (banks, companies, government).
- Often includes suspicious links or attachments.
- Designed to bypass spam filters and trick human judgment.

How Attackers Fool People

- Attackers pretend to be trusted brands (banks, social media, universities).
- Messages create panic or urgency ("Your account is blocked!").
- They try to make you click a link or download a file.
- Fake websites look almost identical to the real ones.



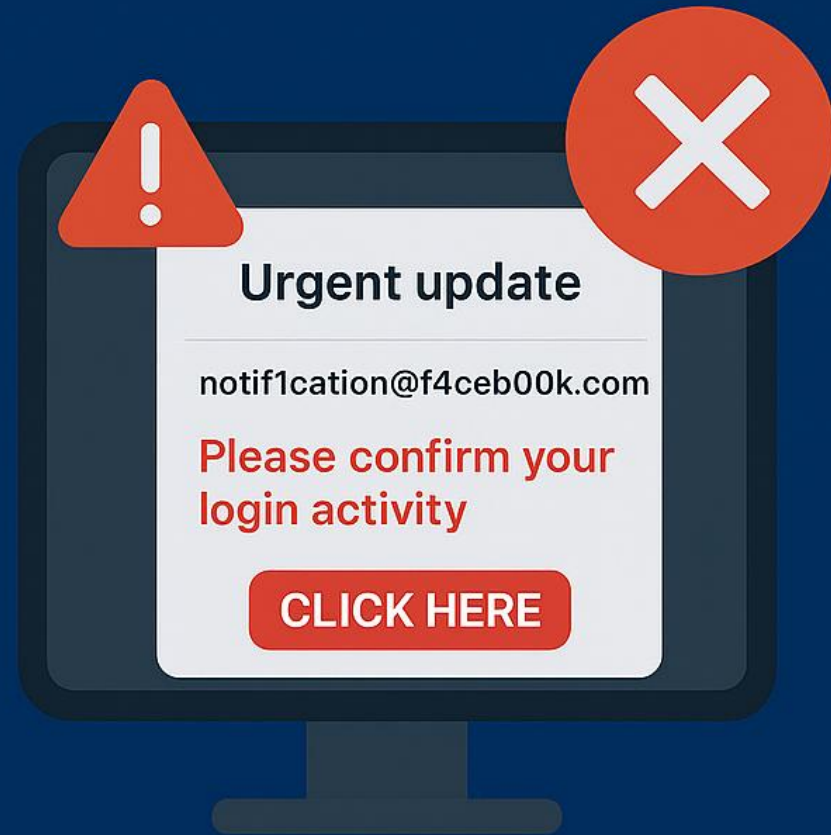
Arham

Common Phishing Channels

- **Email Phishing:** Fake emails pretending to be official communications.
- **Smishing:** Phishing via SMS or messaging apps.
- **Vishing:** Voice phishing through phone calls.
- **Spear Phishing:** Targeted attack on specific individuals or organizations.

How to Recognize a Phishing Attempt

- Strange or misspelled email addresses
- Poor grammar or unexpected requests for personal info
- Links that don't match the official website
- Too much urgency (e.g., "respond in 10 minutes!")



Risks of Falling for Phishing

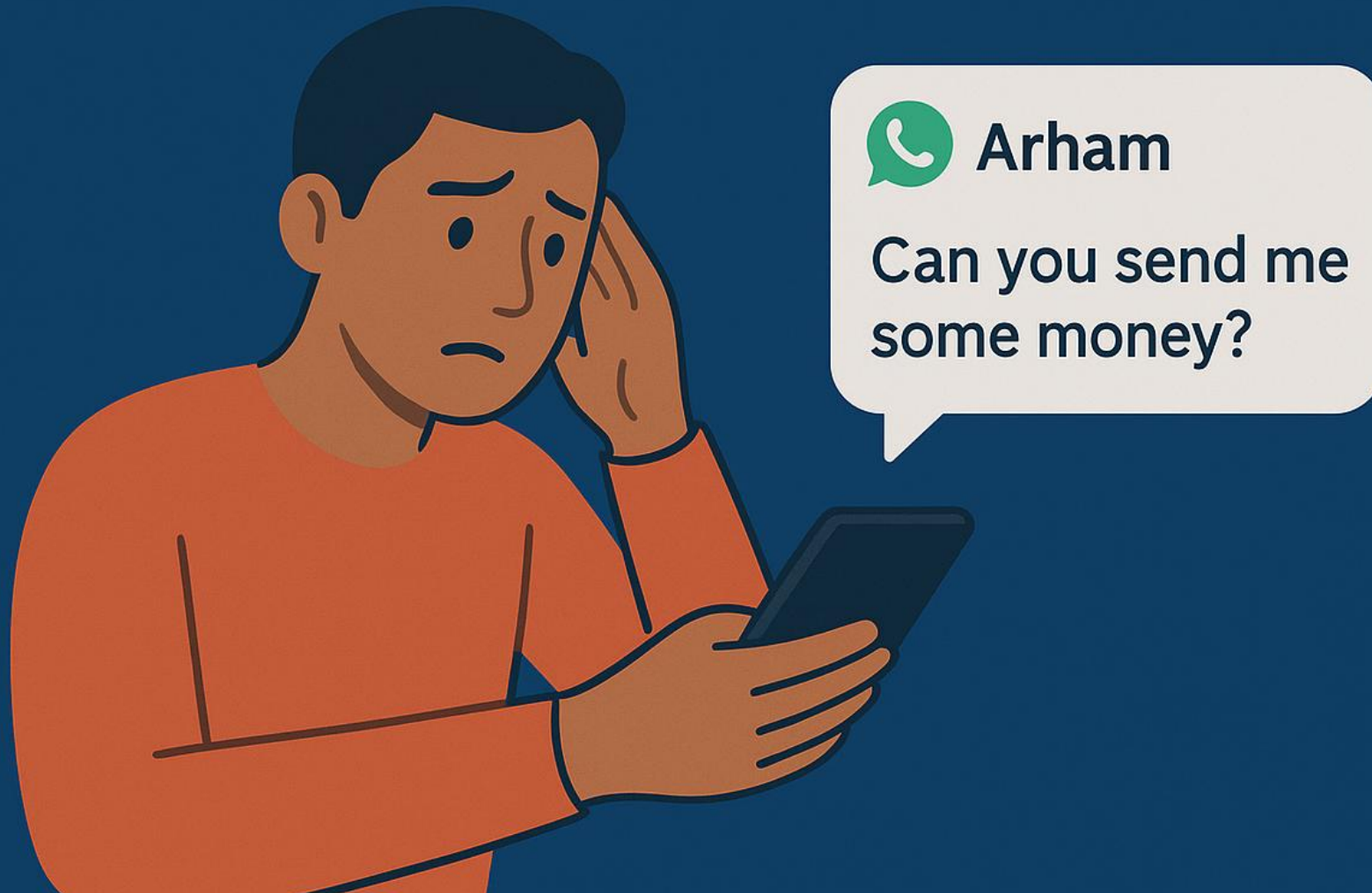
- Attackers can steal your login passwords.
- Your bank or digital wallet could lose money.
- Your social media or email accounts could be taken over.
- Malware might be installed on your device.

Maryam clicks a fake “PDF invoice.”
It secretly installs spyware, giving
attackers access to her laptop.



Simple Real-World Example...

Hassan gets a WhatsApp message from a number saved as “Arham” asking for money — but Arham never sent it.



Basic Safety Tips

- Always double-check the sender's email or phone number.
- Never click links from unknown sources.
- Type website URLs manually (e.g., "bank.com").
- Use Multi-Factor Authentication (MFA) whenever possible

Maryam receives a link saying "Reset your Apple ID password." Instead of clicking, she opens the official Apple website manually — smart choice.

