Don't share your credentials with any unauthorized person

What do they HEAR?

what friends say what boss say what influencers say

Never Click on Embedded links in m,essages/ mails

To use only authentic websites and detect phishing websites

What do they THINK AND FEEL?

what really counts major preoccupations worries & aspirations

To protect oneself from phishing attacks

If fraud happens,take immediate steps to inform cyber police

High susceptibility and weak confirmation phase

Phishing attacks increasing day by day

What do they SEE?

environment friends what the market offers

People getting easily decieved by attackers

Be Cautious against phishing attacks

What do they SAY AND DO?

attitude in public appearance

behavior towards others

Give counselling and create awareness about phishing attacks

Privacy is lost

Damage to reputation

PAIN

fears frustrations obstacles

Loss of Money and important files/information

Detection of phishing websites just by url saves time and money from fraud

GAIN

"wants" / needs measures of success obstacles

Confirmation of web phishing sites reduces the risk of losing privacy