

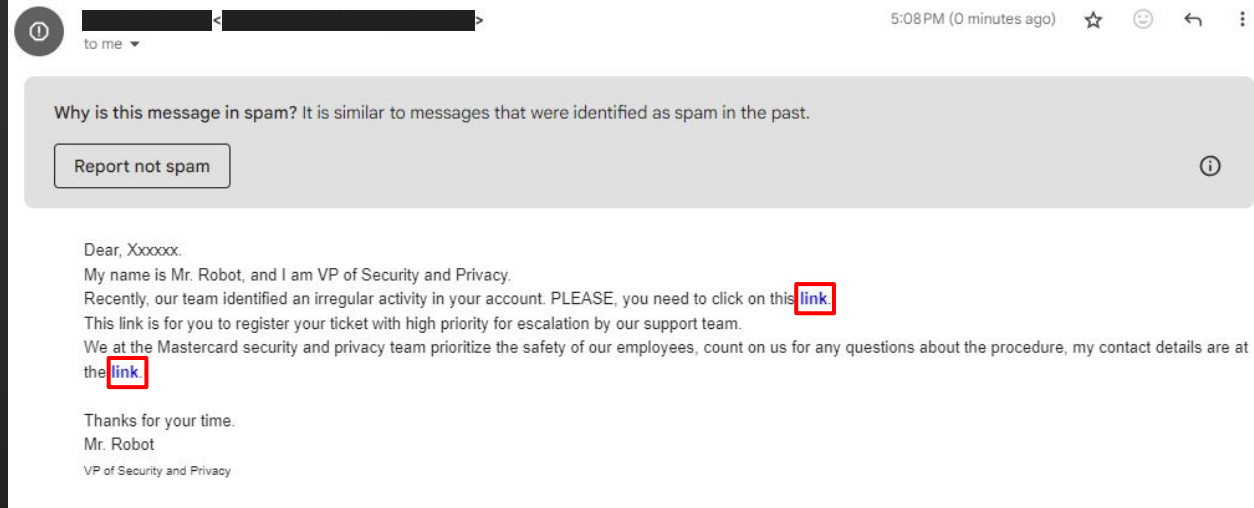
mastercard  
**PHISHING**  
**AWARENESS**

# What is **phishing**?

Phishing is a type of cyber attack that uses **disguised email** to trick the recipient into revealing personal information, downloading malware, or performing some other desired action. In corporate terms, we can think of phishing as digital baits that criminals use to fish for **sensitive data**.

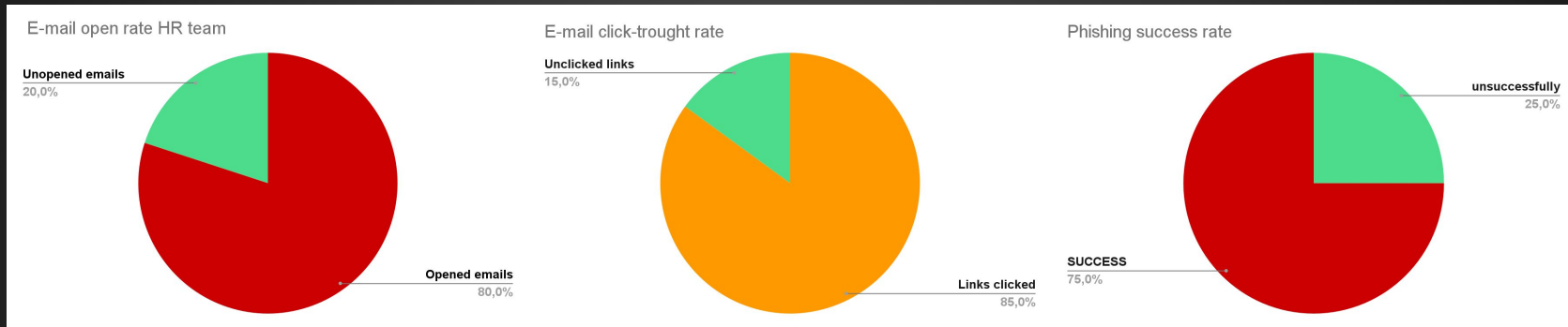
# What is **phishing**?

**Email phishing** is a type of attack, criminal send emails with fake links to trick people into sharing **sensitive information** or **data**. They can pose as large account providers like mastercard or even a co-worker.

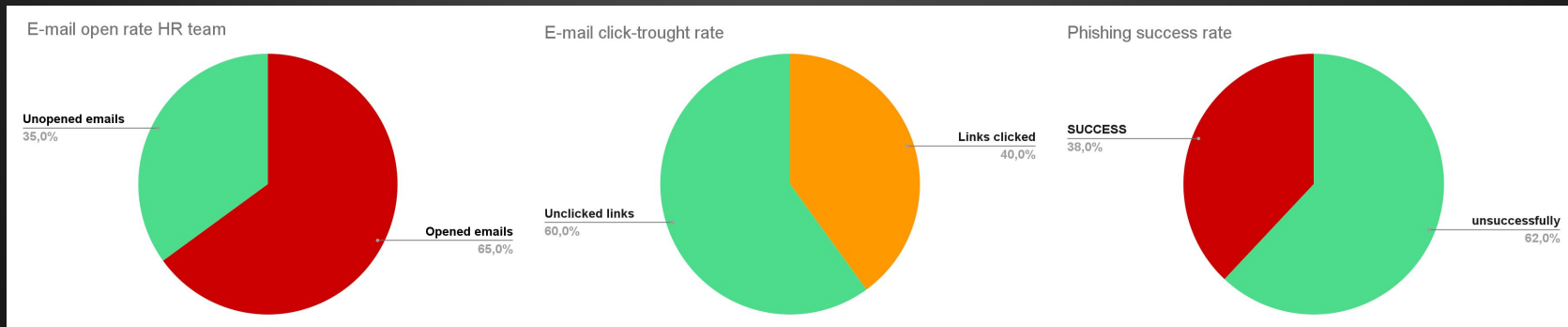


# Teams that need **special** attention

## HR Team



## Marketing Team



# Solution

In these cases, **raising awareness** among all employees is the most didactic and effective way. An example of a tool and methodologies would be:

- Interactive videos talking about **phishing**;
- Training on how to prevent **cyber threats**;
- Recognition and gifts for teams with the **lowest percentage** of links clicked.