Understanding and Avoiding Phishing Attacks

Phishing attacks are a serious threat to individuals and organizations. This presentation will teach you how to recognize and avoid phishing emails, websites, and social engineering tactics. Stay informed and protect yourself from cybercrime.

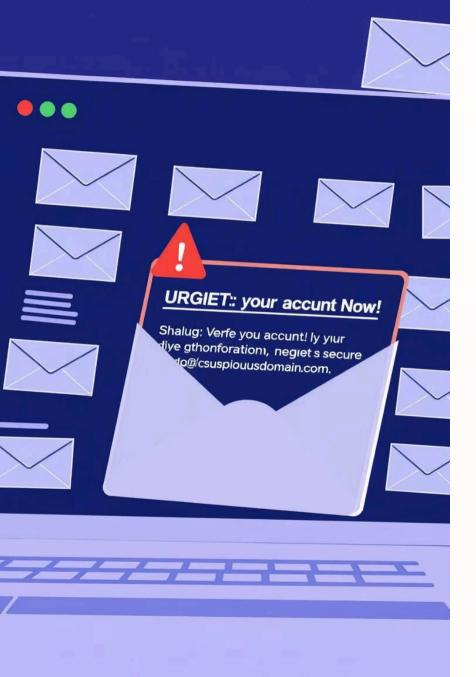# Types of Phishing Attacks

Spear Phishing

Targeted attacks on specific individuals, often impersonating someone the target knows or trusts. **91%** of attacks use spear phishing emails.

Whaling

Attacks targeting high-profile individuals like executives. The average cost of a whaling attack is **$1.6 million**.

Smishing

Phishing attacks conducted via SMS (text messages). **57%** of consumers have received a smishing text.

Recognizing Phishing Emails

Suspicious Sender Address

Look for misspellings or unfamiliar domains like "amaz0n.com" instead of "amazon.com".

Grammar and Spelling Errors

Poor English and typos are red flags.

Sense of Urgency

Demanding immediate action or threatening consequences such as "Your account will be suspended!"

Spotting Phishing Websites

URL Inspection

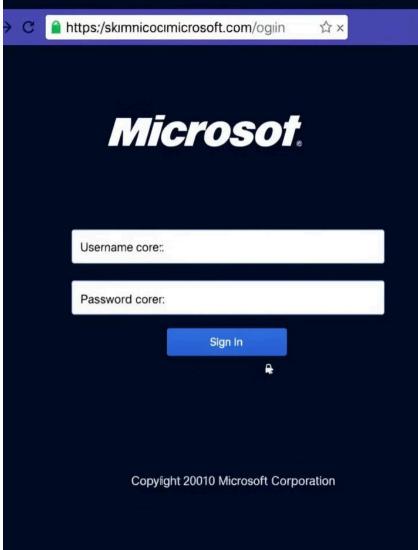Check for HTTPS (secure connection) and misspellings. Example: "paypa1.com" instead of "paypal.com".

Website Design

Inconsistent or outdated design. Authentic sites have a clean, professional look.

Missing Security Badges

Lack of trust seals (e.g., Norton, McAfee). But be careful because these can be faked.

https:/skimnicocimicrosoft.com/ogiin

Microsot ®

Username core:.

Password corer:

Sign In

Copyright 20010 Microsoft Corporation

Made with Gamma

Social Engineering Tactics

Pretexting

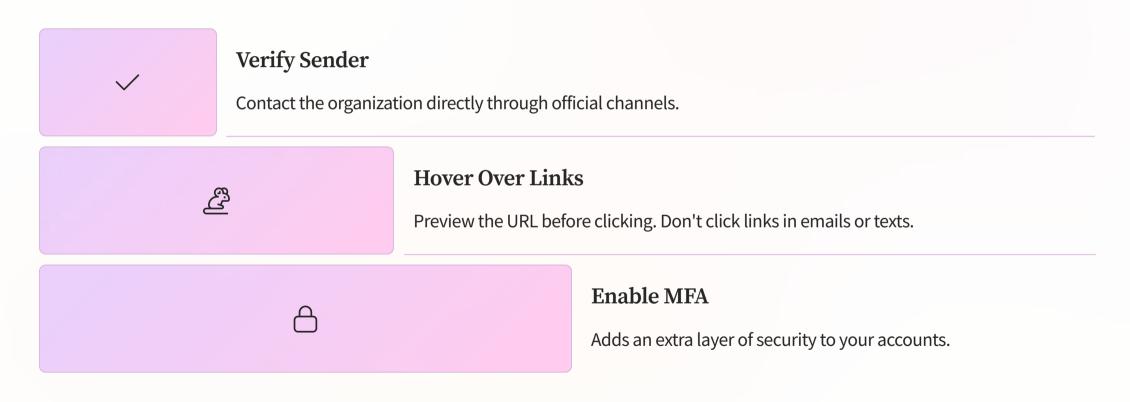Creating a false scenario to trick victims, like impersonating IT support.

Baiting

Offering something enticing to lure victims, like free software with malware.

Quid Pro Quo

Offering a service in exchange for information, like "technical support" to gain access.

How to Avoid Phishing Attacks

Verify Sender

Contact the organization directly through official channels.

Hover Over Links

Preview the URL before clicking. Don't click links in emails or texts.

Enable MFA

Adds an extra layer of security to your accounts.

Reporting Phishing Attempts

FTC

Report to the FTC: ftc.gov/complaint

APWG

Report to the Anti-Phishing Working Group:
reportphishing@apwg.org

Email Provider

Mark as "Phishing" or "Spam" in your email client.

Stay Vigilant: The Human Firewall

4.62M

Average cost of a data breach in 2023 (IBM).

Phishing is constantly evolving, so stay informed. Regularly review security best practices and educate yourself and others about new threats. Remember: if something seems suspicious, it probably is.