**Ethical Phishing Simulation Platform – EPSP**

**Abstract :**

This project introduces an Ethical Phishing Simulation Platform that helps people learn about phishing in a safe and controlled setting. The platform sends out simulated phishing emails, tracks how users respond, and then provides clear insights through analytics. After the campaign, users receive educational feedback to strengthen their awareness. The main goal is to train both individuals and organizations to spot phishing attempts more easily and follow best practices for staying secure online

**Introduction :**

Phishing is one of the most common online threats, where attackers trick people into sharing sensitive information. While security tools can help, they aren’t always enough to stop these attacks. That’s why raising awareness and training users is so important. The Ethical Phishing Simulation Platform offers a safe, web-based way to run mock phishing campaigns and observe how users respond. Instead of exploiting them, the goal is to educate and prepare people to recognize and avoid real phishing attempts.

**Tools Used :**

1. Flask: Backend web framework for campaign management
2. HTML/CSS: Frontend for phishing templates and UI
3. SQLite: Lightweight database for campaign and user data storage

**Steps Involved in Building the Project :**

1. Design customizable phishing email templates using HTML/CSS.
2. Develop Flask application to manage campaigns, users, and templates.
3. Track user interactions such as email opens, clicks, and form inputs with

timestamps.

1. Store collected data securely in SQLite for analysis.
2. Build an analytics dashboard to display open rates, click-through rates, and success rates.
3. Educate users after the campaign with security awareness tips and best practices.

**Conclusion :**

The Ethical Phishing Simulation Platform serves as an effective educational tool that helps individuals and organizations strengthen their defense against phishing attacks. By combining simulation, monitoring, analytics, and post-campaign training, the project enhances cybersecurity awareness and prepares users to respond effectively to real-world phishing attempts.