

From: applemusiccoinc@gmail.com

To: brucewayne123@gmail.com

Subject: Exclusive Apple Music Premium Upgrade

Dear Bruce Wayne,

As a dedicated Apple Music subscriber, you've been selected for an exclusive offer.

Upgrade to our premium tier at no additional cost for the next three months. Enjoy an ad-free listening experience and exclusive access to new releases.

[Upgrade Now link]

Your love for music deserves the best experience, and we're excited to offer this opportunity to you.

Kind regards,

Apple Music Co. Inc,

Apple Inc,

Questions

What type of phishing email have you created (spear/whaling etc.)

The type of phishing email use: Spear phishing

Justify the choice of phishing email you have utilized.

This email is personalized with the recipient Bruce Wayne, and the sender attempts to manipulate him by mimicking Apple Music, a service that the recipient is likely to use. These are typical characteristics of spear phishing, which involves targeted and personalized attacks.

Did you need to gather information to make this attack effective?

Yes, information gathering is necessary to make this attack effective. The attacker needed to know the recipient's name which in this case is Bruce Wayne, and gather background facts about him which eventually led to them finding out that they are an Apple Music subscriber.

What methods would you use to gather information.

- **Publicly available information:** The recipient's name could be obtained from publicly available sources like social media or online directories.
- **Data breaches:** Use data from previous breaches to find email addresses and potential targets.

- **Social engineering:** Gathering additional information through techniques like social engineering, where attackers engage with the target or their contacts to learn more about the target's interests and habits.

Identify the different principles of influence (at least 4) you used to make your phishing email effective.

Familiarity/Liking: The email attempts to establish a sense of familiarity and liking by addressing the recipient as "Bruce Wayne" and referring to them as a "dedicated Apple Music subscriber." This personalization and acknowledgment of the recipient's loyalty to Apple Music can make the recipient feel a connection with the sender, even though the sender is an impersonator. By using the recipient's name and portraying the message as if it's coming from a known and trusted entity (Apple Inc.), the email tries to create a sense of liking and familiarity, making the recipient more likely to trust the message and the provided link.

Authority: The use of the "Apple Inc." and the sender's name " Apple Music Co. Inc." gives an impression of authority, making the email appear legitimate.

Trust: The email attempts to build trust by using the branding and logos of both "Apple Music Co. Inc" and "Apple Inc." The recipient is led to believe that the message is from a reputable and well-known source, and this trust can be exploited to make the phishing attempt more convincing. Trust is a critical factor in phishing attacks because victims are more likely to follow through with the requested actions if they believe the sender is trustworthy.

Scarcity/Urgency: The email creates a sense of urgency by offering a limited-time "exclusive offer" and prompting the recipient to "Upgrade Now." This urgency can motivate the recipient to take action quickly, fearing they might miss out on a great deal.

Justify the use of any two of the influences identified above.

Familiarity/Liking: Leveraging the well-known and trusted brand name of Apple Inc. enhances the email's credibility. People are more likely to engage with an email that appears to come from a company they recognize and trust, making them more susceptible to falling for the phishing attempt.

Scarcity/Urgency: By creating a sense of urgency and making the offer time-limited, the phishing email aims to pressure the recipient into taking immediate action. This can lead individuals to overlook warning signs and click on links without carefully verifying the legitimacy of the email.