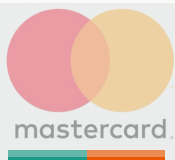


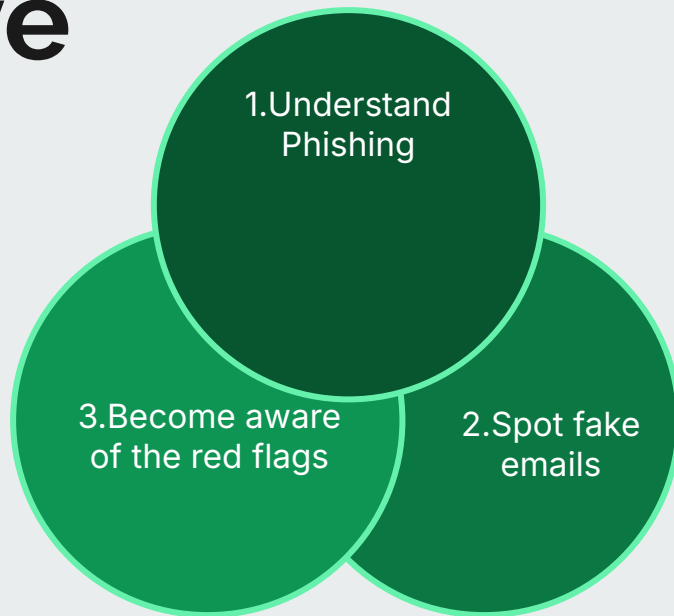


Familiarize yourself with Phishing attacks

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Date: February 7, 2025



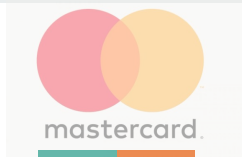
Objective



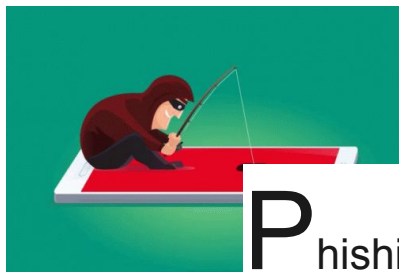


Teams identified as most at risk

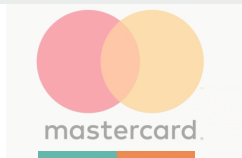
Teams	Email open	Email click-through	Phishing success
HR	100%	85%	75%
Marketing	65%	40%	38%



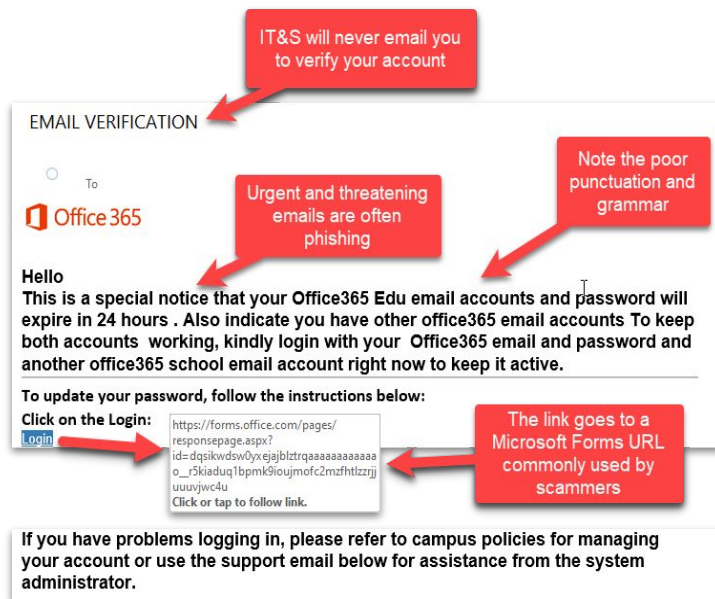
What is phishing?



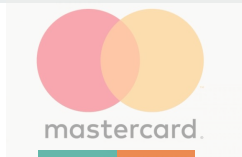
Phishing is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords.



Learn to spot phishing emails



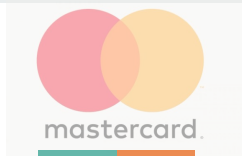
An example of phishing email



Urgency & Fear

Example: 'Your account will be locked in 24 hours! Click here.'





Fake Links

Example: 'Looks like 'bank.com' but redirects to 'b4nk.com.'

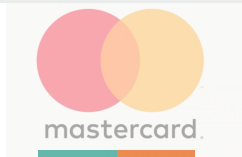




Attachments & Malware

Example: 'Download this invoice!' (but it's a virus)

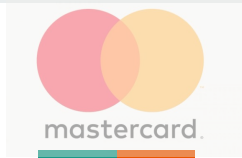




Impersonation

Example: CEO/IT department asking for credentials





How do we stop getting phished?

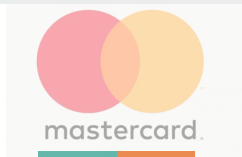


Can you spot the red flags?

- Misspellings
- Fake links
- Urgency
- Unknown sender



Misspellings found in fake email



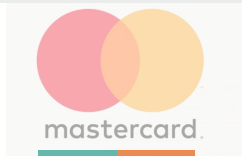
What to do if you get a suspicious email?

 Verify Before You Click – Hover over links to check the real URL

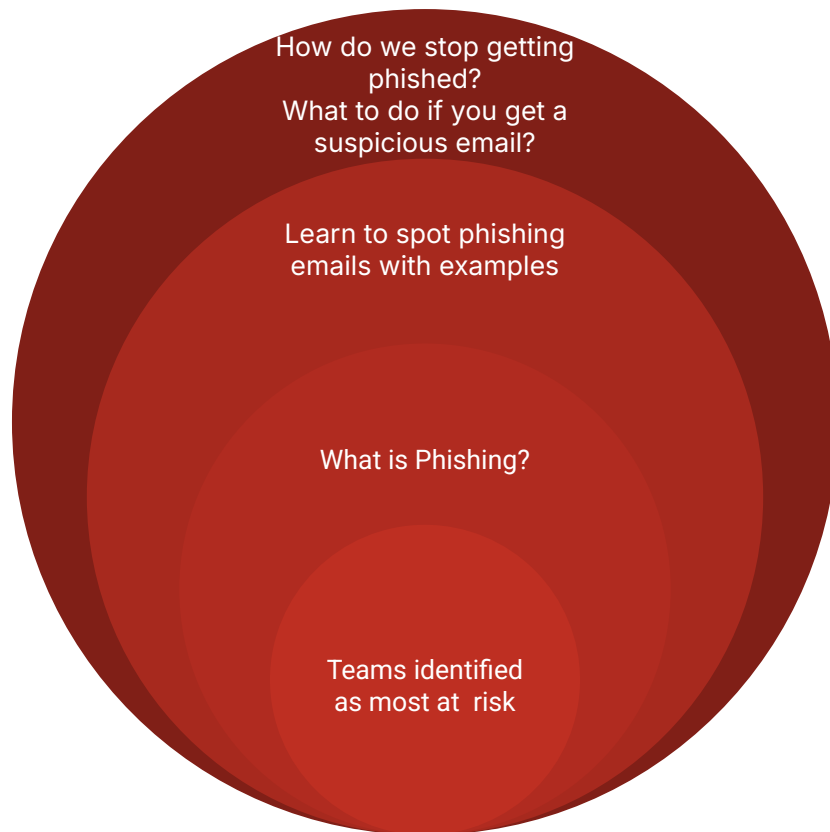
 Report Suspicious Emails – Forward them to IT/security team

 Use Strong Passwords & MFA – Never reuse passwords

 Think Before You Act – If it's urgent, double-check with the sender



Recap





Thank you

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