



# PHISHING ATTACKS

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# WHAT IS PHISHING ?

Phishing is a type of cyber attack where attackers attempt to trick individuals into providing sensitive information such as usernames, passwords, credit card numbers, or other personal data by impersonating trustworthy entities



# TYPES OF PHISHING

- Email Phishing
- Spear Phishing
- Clone Phishing
- Whaling or CEO Fraud
- Pharming
- Vishing
- Smishing
- Search Engine Phishing







# EMAIL PHISHING

Arguably the most widely known form of phishing.

This attack is an attempt to steal sensitive information via an email that appears to be from a legitimate organization.

It is not a targeted attack and can be conducted en masse.

# WEBSITE PHISHING

A phishing website (spoofed website) is a common deception tactic threat actors utilize to steal real login credentials to legitimate websites.

This operation, commonly called credential theft, involves sending victims an email that spoofs a trusted brand, trying to trick them into clicking on a malicious link.



# Social Engineering Tactics in Phishing

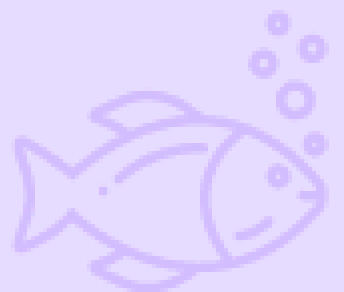


Pretend to act, or look and feel, like a trusted entity, like your own device or browser, or the website itself

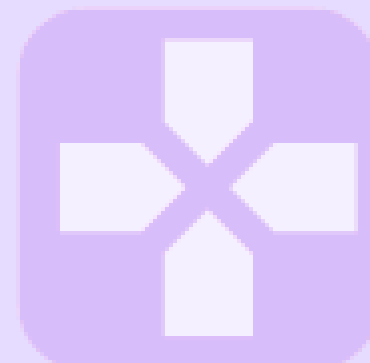
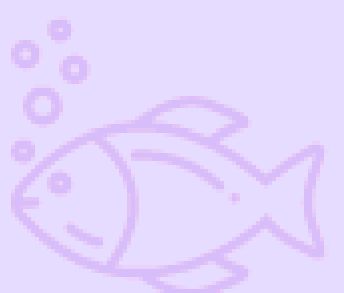


Try to trick you into doing something you'd only do for a trusted entity, like sharing a password, or calling a tech support number, or downloading software.





# STEPS TO TAKE TO KEEP PHISHING AT BAY



## **Play Hard to Get**

Not sure who sent that email or text? Do not respond, do not click on any links or attachments —just delete it. Not sure who's calling? Hang up.



## **Think Before You Act**

Be wary of emails, text or phone calls that want you to act right now. Do not click links or call the number given to you. Log into your account or call the company number listed on its site.



## **Use Multi-Factor Auth (MFA)**

Enable MFA on your personal accounts (especially financial sites) to use your mobile phone or an authenticator app. Did you get an unexpected MFA notification? Don't allow it!