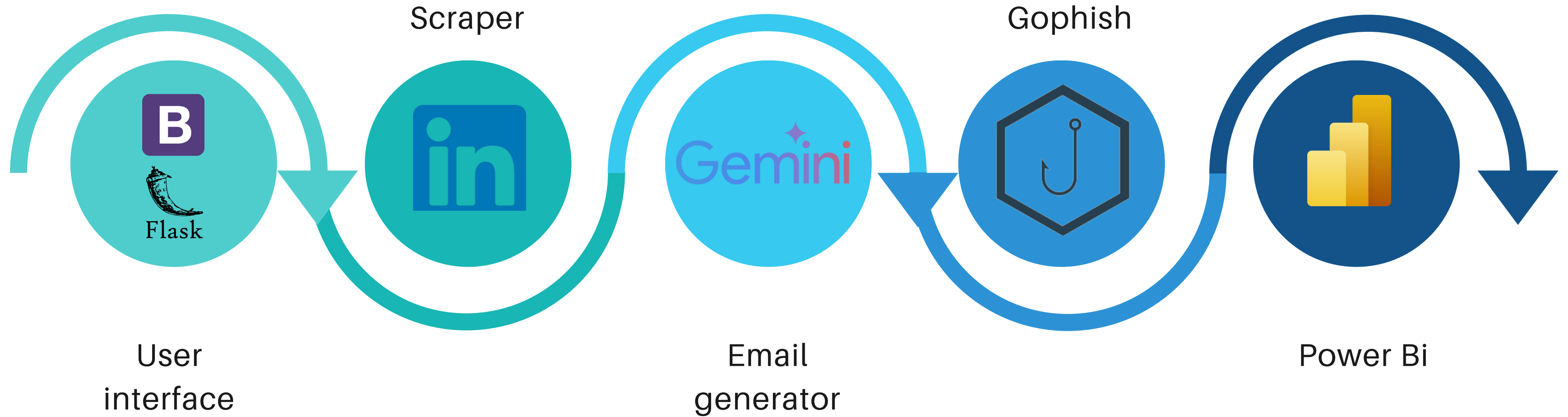# ADA PROXIMUS PHISHING USE CASE

in collaboration with Becode, Brussels

INTRODUCTION

- Dhanya, Andrii, Mohammed, Imad, Jessica, Maxim
- 2 weeks good for minimal product
- Current program very fragile

Solution architecture

Scraper

Gophish

User
interface

Email
generator

Power Bi

Campaign Dashboard

Active Campaigns

ID	Name	Status	Created Date
2	TestCampaignName	In progress	2025-01-24T08:29:30.63494183Z

Upload File

Upload a CSV file containing at leats the following details of individuals who will be included in the upcoming campaign: first name, last name, position, and email address.

Drag & Drop Files Here

Files Supported: CSV

Choose File   Upload File

Using GenAI for email generation

1 **INPUT**
Name, Last name,
Email, Position

2 **TOPICS**
Microsoft products,
Benefits At Work

3 **PROMPTS**
1.Roleplay
Hacker!!

2.Specific instructions
5-6 lines / Word count
Looks legitimate
Polite but authoritative
Encourage user to click

5 **OUTPUT**
Send the details
back to the email server

4 **SUBJECT**
Add subject line
and HTML styling

Priority Access to Microsoft AI Assistant for Partnership Development Trash x

proximus.notifications@gmail.com
Jan 23, 2025, 2:48 PM (21 hours ago)
to me

Proximus Group | **Boldly building a connected world that people trust so society blooms**

Hi Bruno,

I hope this email finds you well.

I'm writing to you today with an exciting update: Our company has partnered with Microsoft to offer priority access to their new AI-powered assistant.

This innovative tool can streamline your business unit's operations and enhance efficiency. As Head of Partnership Development, I believe this assistant would be particularly valuable for your team.

To gain priority access, simply click on the button below.

Click here

Thank you for your time and consideration.

Best regards,

Sam Sussy
Head of Partnership Development
Proximus Group

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Unsubscribe | Learn | Help Center

Boulevard du Roi Albert 2, 27 B-1030 Brussels

Emails Generation II

- Enhance the sophistication and flexibility of the phishing email generation.

- Useful information in a professional context without relying on easily identifiable private information.

- Linkedin as a valuable source of professional insights.
  - Multiple protection against scraping.
  - Very unstructured data.
  - Dedicated API but requires official authorization from LinkedIn.

Scrapped Linkedin data

Name	Position	Department	"About" Section	Experience	Education
Pamela Barrientos	Procurement - Mobile & In-Home Devices	Supply Chain & Procurement	"Experienced Information Technology Procurement Manager with a demonstrated history of working in the higher education …"	• Procurement - Mobile & In-Home Devices Proximus Jan 2023 - Present · 2 yrs 1 mo Belgium • Procurement Foundry · Freelance Feb 2020 - Present · 5 yrs	• Universidad Tecnológica Centroamericana Master of Business Administration (MBA) in Marketing, Magna Cum Laude 2011 - 2012 Universidad Tecnológica Centroamericana • Bachelor of Science (BS), Business Administration, Management and Operations 2006 - 2009

Reminder: Your CPSM Certification Renewal Trash ×

proximus.notifications@gmail.com

to me

Thu, Jan 23, 2:44 PM (21 hours ago)

Proximus Group | Boldly building a connected world that people trust so society blooms

Dear Pamela Barrientos,

I hope this email finds you well.

My name is Bernard Thienpont, and I'm reaching out because I noticed that your Certified Professional in Supply Management (CPSM) certification is set to expire soon.

To ensure your continued qualification, we strongly recommend renewing your certification at your earliest convenience. By clicking the button below, you can easily update your credentials and maintain your professional status.

Renew Your CPSM Certificate

We appreciate your commitment to excellence in supply chain management and look forward to supporting your ongoing professional development.
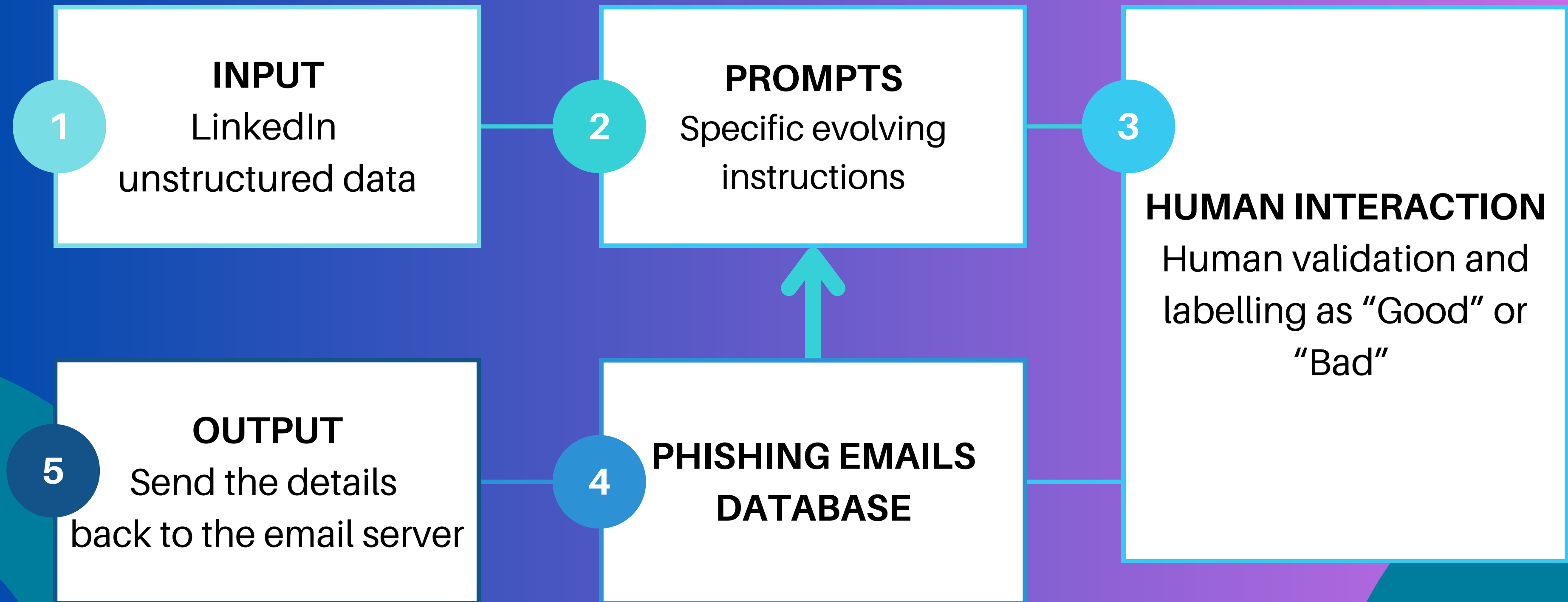
Sincerely,
Bernard Thienpont

GenAI emails generation 2.0

1 — **INPUT** LinkedIn unstructured data

2 — **PROMPTS** Specific evolving instructions

3 — **HUMAN INTERACTION** Human validation and labelling as "Good" or "Bad"

4 — **PHISHING EMAILS DATABASE**

5 — **OUTPUT** Send the details back to the email server

(no subject)   Inbox ×

proximus.notifications@gmail.com

to me

Jan 20, 2025, 3:12 PM (4 days ago)

proximus

Dear Max,

With this e-mail message, we confirm that your Flash Pro subscription has been canceled. You remain to keep access to the tools and online services that are part of your subscription till the end of the billing cycle at **December 4, 2022 (PT)**. After this date, your account will be reset to the fee standard subscription.

If you change your mind or if you canceled by accident, you can still easily reactivate your subscription.
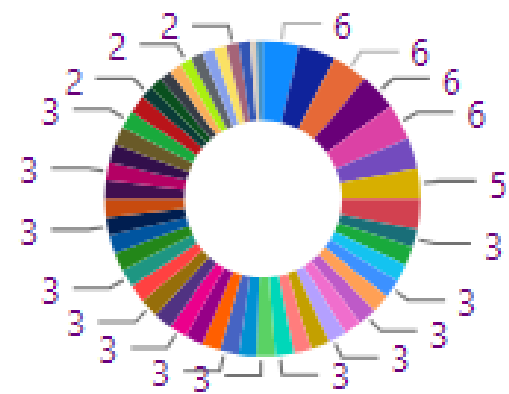
Reactivate now

proximus

Boldly building a connected world that people trust so society blooms
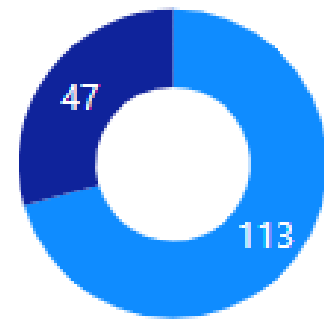
All rights reserved. © Proximus 2025.

Subscribe | Learn | Help Center

Reply   Forward

proximus ada

Employee Positions

- Financi...
- Market...
- Project...
- Project...
- Sales R...

2 2 6
3 2 6
3 6
3 6
5
3
3
3 3 3 3 3

Clicked / Not Clicked

47
113

- not cli...
- clicked

Sent Phishings

160

Caught

47

Phishing Topics

54
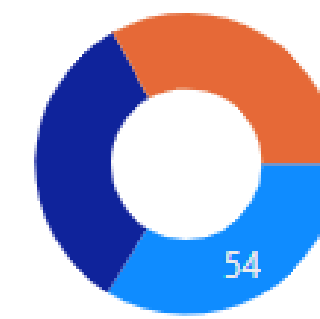
- Inbox...
- MS AI...
- New ...

Phishing Languages

33% 34%
33%
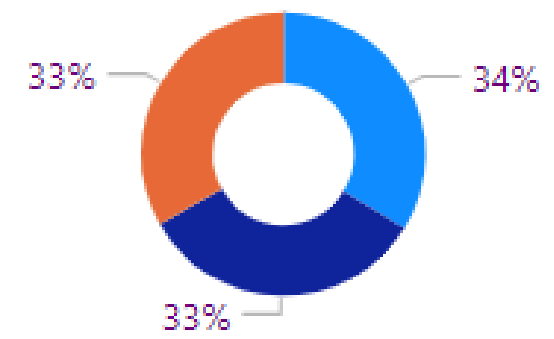
- English
- Dutch
- French

Divisions

Commercial	Operations	Technology	Finance	Administration	Research
40	38	37	22	20	3

Departments

IT	Marketing	Finance	Human Resources	Customer Service	Project Managem...	Sales	Research & Developm...
37	23	22	20	19	19	17	3
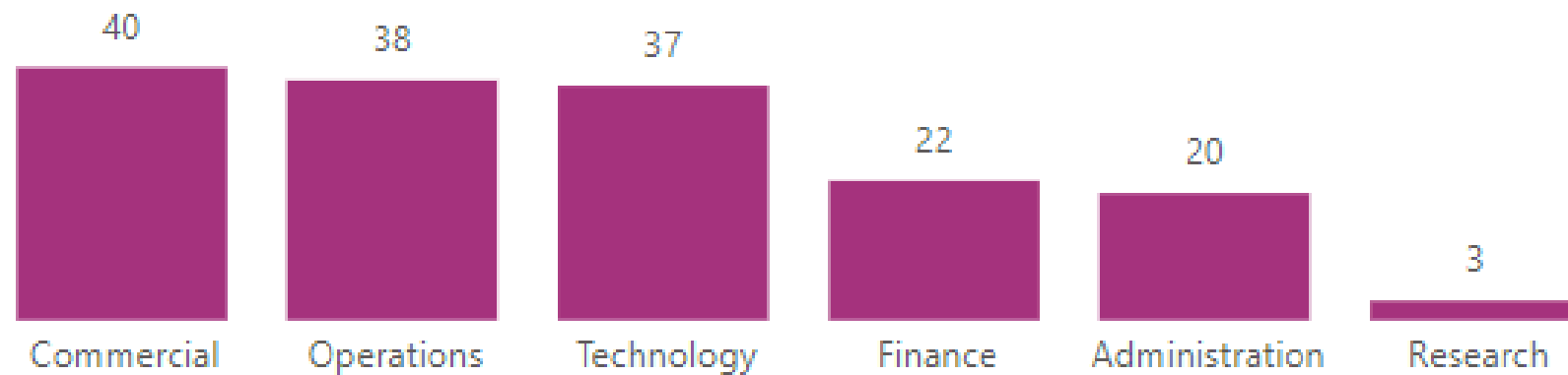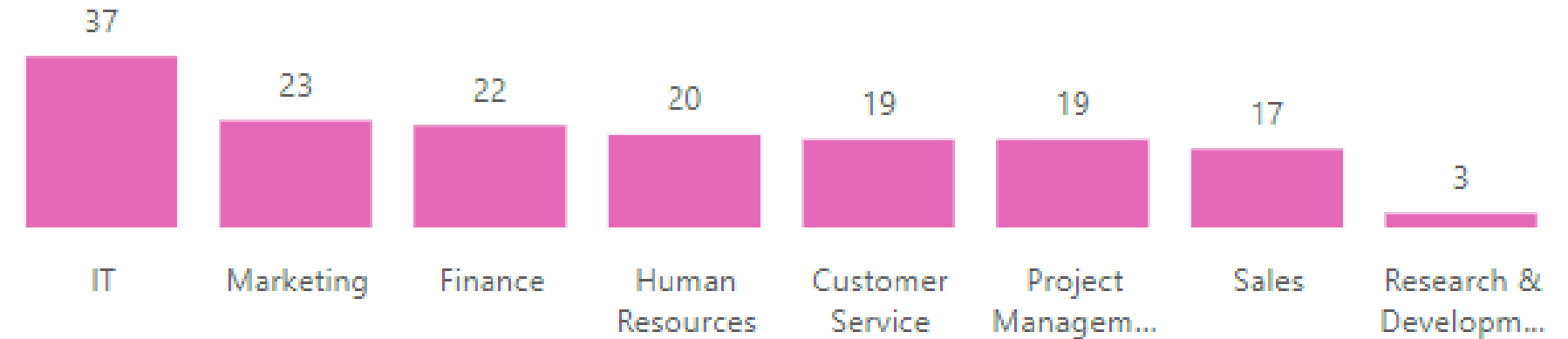
ID	First name	Last name	Email	Position	Department	Division	Sender name	Topic	Email language
155	Louise	Lambert	louise.lambert@proximus.be	Project Coordinator	Project Management	Operations	Laura Garcia	New AI-powered Assistant	French
156	Leo	Dupont	leo.dupont@proximus.be	Customer Support Associate	Customer Service	Operations	Hugo Thomas	Inbox Storage Full	English
157	Jade	Garcia	jade.garcia@proximus.be	Financial Manager	Finance	Finance	Ines Richard	Microsoft AI-Powered Assistant	Dutch
158	Victor	Thomas	victor.thomas@proximus.be	Sales Executive	Sales	Commercial	Adam Petit	New AI-powered Assistant	French
159	Margot	Richard	margot.richard@proximus.be	HR Specialist	Human Resources	Administration	Manon Lambert	Inbox Storage Full	English
160	Mathis	Petit	mathis.petit@proximus.be	IT Manager	IT	Technology	Nathan Petit	Inbox Storage Full	Dutch

THANK YOU!