



An Introduction to Phishing

What is Phishing?



A **tactic** used by **scammers** through **electronic communication** to get **access** to valuable **data and/or fund**. Example of phishing attempts:



Receiving an email talking about your car insurance debt when you never had a car



A company president asking a quick transfer by western union to settle an important matter



Prince/princess X from X country asking you to help him and his people with a PayPal transfer



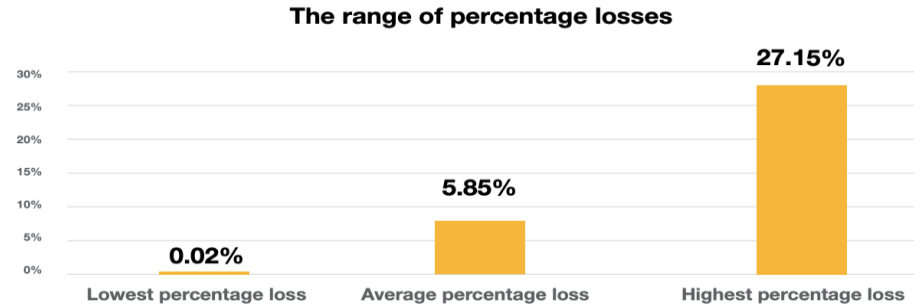
Someone calling you saying that the FBI is after you so you shall pay a fee with Apple gift card



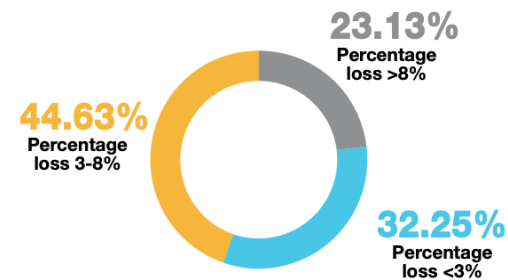
A mysterious link/attachment asking for download

Statistics

- ❖ The global average loss in 2016 = \$4.39 trillion
- ❖ Loss percentage: 0.02 (1997) to 27.15% (2019)
- ❖ Technological development = opportunities for scammers and thieves

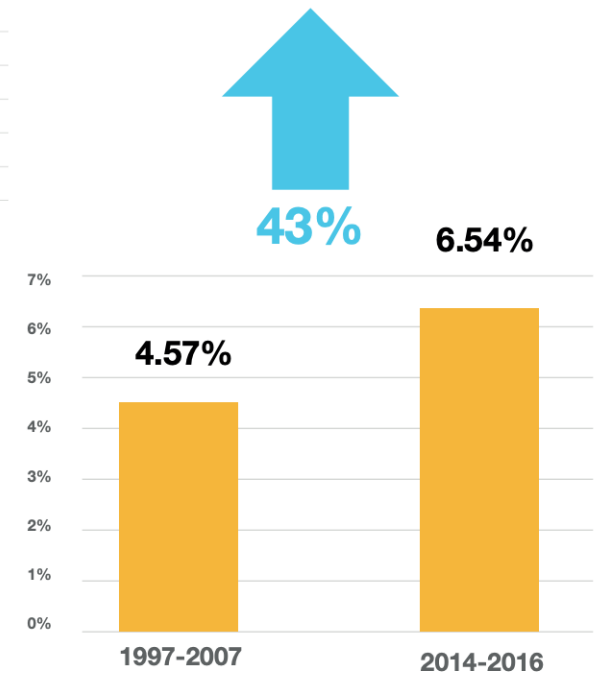


The range of percentage losses across all the exercises reviewed between 1997 and 2016 was found to be between 0.02% and 27.15%, with



average losses of 5.85% (68% of the exercises showed loss figures of more than 3%).

Average percentage lost



How to spot Phishing

- ALWAYS ASK YOU FOR AN IMMEDIATE ACTION
- DON'T PROVIDE MUCH DETAILS
- UNEXPECTED EVENTS OUT OF NOWHERE


Original Message:

Prerecording:

This call is from the Department of Social Security Administration. The reason you have received this phone call from our department is to inform you that we just suspend your Social Security number because we found some suspicious activity, so if you want to know more about it just press 1, thank you.

STRANGE LINKS &/ ATTACHMENTS, EMAIL ADDRESSES

PRESSING MESSAGES

Subject: Email Account Upgrade
From: itcsshelp@berkeley.edu 
Date: 10/28/2016 4:38 PM

Dear User,

Someone else was trying to use your Berkeley ID to sign into iCloud via a web browser.

Date and Time: 28 October 2016, 1:38 PM
Browser: Firefox
Operating System: Windows
Location: Thailand

If the information above looks familiar, you can disregard this email.

If you have not recently and believe someone may be trying to access your account, you should Click Here <<http://goo.gl/rk87KW>>.

Sincerely,
Technical Support Team

- ALWAYS **DOUBLE CHECK** (CALL, ASK AROUND AND INFORM YOURSELF)
- **NEVER** BE **IMPULSIVE** EVEN IF IT SEEMS VERY LEGIT
- MAKE SURE YOUR EMAIL HAVE A **SPAM FILTRATION** SYSTEM
- PROTECT YOUR PERSONAL DATA WITH ALL YOUR MIGHT – **BEWARE OF THE INTERNET**

HOW TO **PROTECT YOURSELF**

REFERENCE

<https://www.accountant.nl/globalassets/accountant.nl/diversen/crowe-the-financial-cost-of-fraud-2017.pdf>

<https://security.berkeley.edu/education-awareness/phishing/phishing-examples-archive>

GOOGLE

Wikipedia