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(54) **DETECTING PHISHING ATTACKS**

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(57) **ABSTRACT**

An apparatus, system, product and method comprising: obtaining a selection of page elements of a source page that are estimated to represent a visual appearance of the source page; generating respective representations of the page elements, wherein the representation is configured to be used for acquiring a page element in different pages; obtaining a target page, wherein a user is enabled to interact with the target page; determining a visual similarity measurement between the source page and the target page, wherein the visual similarity measurement is based on a successful acquisition in the target page, of the page elements, using the respective representations; classifying the target page as a phishing attack based on the visual similarity measurement, whereby detecting the phishing attack; and performing a responsive action in response to said detecting the phishing attack.

