What is Phishing?

Phishing is a type of cyber attack in which attackers impersonate a trusted entity

How Phishing Works?

- **Bait:** The attacker creates a message or website that appears to come from a legitimate source.
- **Hook:** The victim interacts with the fake communication.
- **Capture:** The attacker harvests the victim's data or installs malicious software.

Types of Phishing Attacks

- ## Email phishing

  Scammers create emails that appear legitimate. This is to trick you into providing sensitive information/ or getting you to download malware.

- ## Spear Phishing

  Targets a specific individual, business, or organization. This type of attack uses personalized facts in order to appear real.

- ## Clone Phishing

  Duplication of legitimate emails that were sent from a trusted source with altered information and links that redirects the victim to a malicious or fake website.

- ## Smishing/Vishing

  SMS texts are sent to victims containing links to phished websites.

  Scammers often use caller ID spoofing to make their calls appear to come from legitimate organizations.

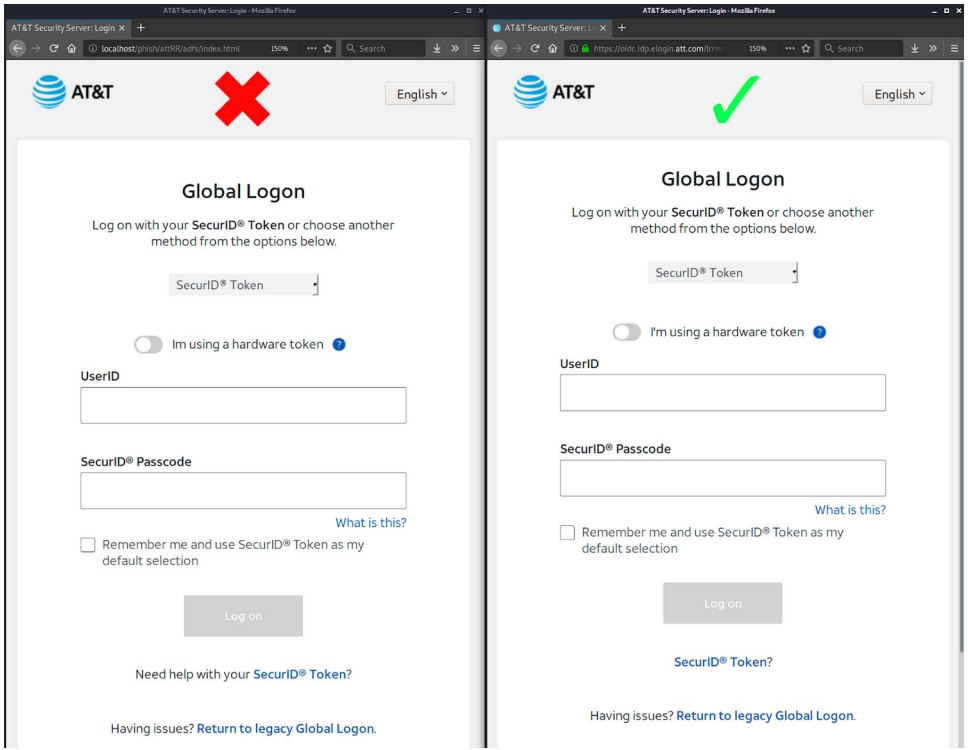
- ## Social media phishing

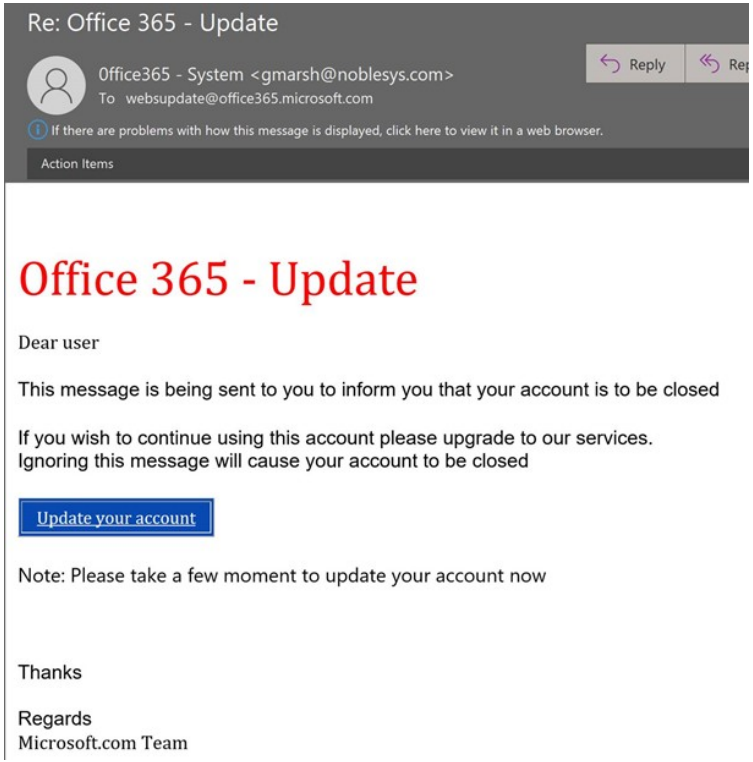
  Scammers use social media platforms to steal personal data or gain control of your social media account.

- ## Website Spoofing

  Fake websites mimicking legitimate ones to steal credentials. Attackers might use link-shortening services to disguise malicious URLs.

Examples of Phishing





Real-world Examples of Phishing

- ## Ubiquiti Networks Cyber Scam

  The theft of the $46.7 million via employee impersonation and fraudulent requests.

- ## Sony Pictures Hack (2014)

  Sony executives/CEO received fake Apple ID verification emails.

  Cost Total $155 – 175 Million

- ## John Podesta email attack

  Spear-phishing hack was used with an email that looked to have come from Google.

  A total of 33 DNC computers were compromised in the attack.

- ## U.S. Power Grid Phishing Attack

  Attackers targeted contractors and vendors that interact with the grid, using phishing to compromise their systems.

Signs of Phishing

- ## Pressure tactics/Unbelievable deals

  Attackers create a sense of urgency “One time offer” too good to be true.

- ## Requests for $ or sensitive info

  verify the authenticity before providing sensitive information and money.

- ## Poor grammar and spelling

  Many phishing attempts contain grammatical errors and inconsistencies.

- ## Mismatched URLs

  Misspelled URLs or the use of subdomains are common tricks used.

How to Protect Against Phishing

- Verify the sender's identity before clicking on links or opening attachments.
- Enable two-factor authentication (2FA) for accounts.
- Never share your private details with unknown links(IT will not ask for your password).
- Report phishing attempts to your organization or relevant authorities.
- always check the beginning of the website (Look for “https”).

Resource Links

Ubiquiti Networks Attack
Sony Hack
John Podesta Gmail Account Hack
Cyberattack on the U.S. Power Grid
IBM What is Phishing