

Only YOU can
PROTECT
your Effiser
Password!



The Trap: you receive an urgent email that appears from Effiser asking you to reply with your password because your account is “comprised” or is suspended due to an inactivity

Your Defense: Effiser takes care about your protection of your information and will never ask you to send your password or any other confidential information via email. Decline requests to send this information by email.

Remember, only you can protect your password

Not sure if it is a phish? Drop a email to **contact@marketmedium.com**

DON'T CLICK UNEXPECTED LINKS



IF YOU DIDN'T EXPECT IT, REJECT IT
DON'T CLICK UNEXPECTED LINKS

The Trap: you receive an unexpected email that claims to be from “Help Desk “ or someone you know telling you its urgent ,that you must click or log in or open a file to prevent problems in your account

Your Defense : Be skeptical of any email messages you are not expecting. Password thieves may insist that immediate action is necessary or may pretend to be friend or some other trusted entity. Don't let these tactics trick you in letting down your guard. It is very likely a scam.

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LOOK OUT FOR DECEPTIVE LINKS



The Trap : you receive an email telling you to “click here” to verify your account.

Your Defense : Hover over the link (**do not click!**) or for a touchscreen , press and hold the link (**don't tap**) to reveal the actual URL. (Look in the bottom let corner of the browser window). Don't click on a link unless it goes to an URL you trust

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CHECK FOR TRASH BEFORE THE SLASH



CHECK FOR TRASH BEFORE THE SLASH

The Trap : You are asked to enter your Effiser passphrase on what looks like the standard Effiser Authentication page

Your Defense :

Always check the actual URL to make sure it starts with and contain <https://marketmedium.com/>
Trusted Effiser authentication pages will never have anything phishy BEFORE the first single slash.
Fraudulent login screen designed to steal your credentials may LOOK authentic if you are not paying attention to the URL.

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NOT SURE IF IT IS A PHISH?



NOT SURE IF IT'S A PHISH?
DROP US A LINE

The Trap : You receive an email that looks like an official Effiser email. You are not sure whether it is a Phishing attempt.

Your Defense :

Forward the message to **contact@marketmedium.com**
This email can be blocked from the Effiser system to prevent others from falling victim to Phishing attack.

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contact@marketmedium.com