DON'T GET HOOKED
How to Recognize and Avoid
PHISHING ATTACKS

What is Phishing

The Go-To Social Engineering **Strategy**

Phishing attacks are **techniques** used by cybercriminals to con users/employees into **revealing sensitive information or installing malware** by way of electronic communication.

Phishing Attack Methods

MOST COMMON TYPE OF PHISHING ATTACK

MASS-SCALE PHISHING
Attack where fraudsters **cast a wide net of attacks** that aren't highly targeted

HIGHLY TARGETED TYPE OF PHISHING ATTACK

SPEAR PHISHING
Tailored **to a specific victim or group of victims** using personal details

MOBY DICK OF PHISHING ATTACK

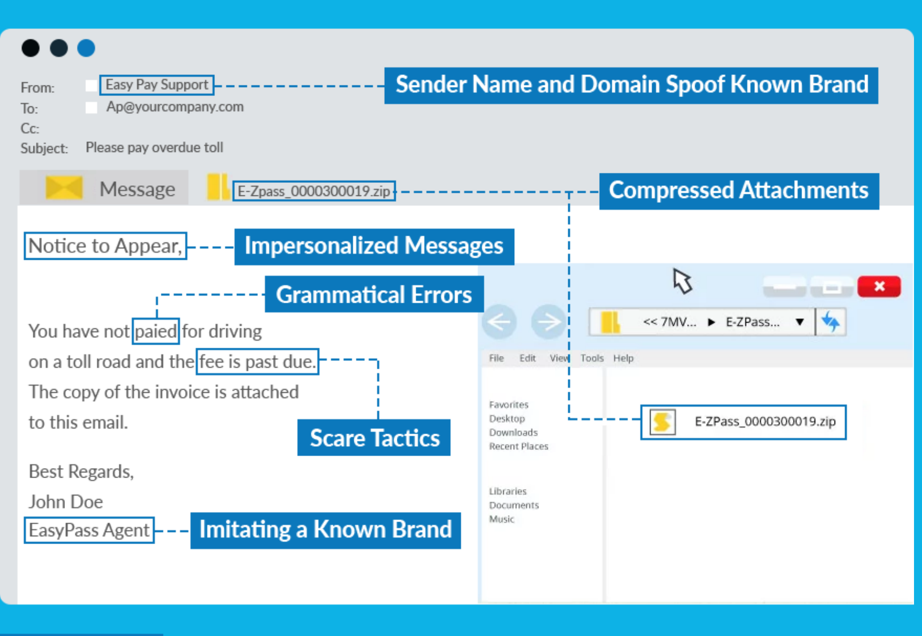
WHALING
Specialized type of spear phishing that **targets a "big" victim** within a company
e.g., CEO, CFO, or other executive

Keep Your Eyes Peeled for **All Forms** of Phishing Attacks

Email Phishing

Fraudsters send **phone emails** that appear to come from valid sources in an **attempt to trick users** into revealing personal and financial information

What to look for?



Highly Personalized Messages
Unlike mass phishing emails, spear phishing messages are highly personalized and will **often reference coworkers' or friends' names**

To: jsmith@bigbank.com
Subject: Urgent Notice
Dear James,
We were contracted by your HR Director, Anne Wallance.

Embedded Malicious Files
Common file attachments (.dot, .xls, .ppt, etc.) can contain malicious macros

Security Warning Macros have been disabled. Enable Content

Highly Personalized Messages
Spoofed link text can hide a hyperlink's actual destination

To: jsmith@bigbank.com
Subject: Urgent Notice
http://69.195.85.136/~wrER3/sper323.html
https://www.bankofamerica.com

Spoofed Websites
Links to spoofed versions of well-known websites can look legitimate and are used to steal info submitted via forms or distribute malware to visitors

https://www.bankofannerica.com
Secure Sign-In | Banking | Credit Cards

Vishing

Short for **"voice phishing,"** vishers use the telephone to solicit unsuspecting victims for **financial or personal details**

What to look for?

Personal Data
can be gathered from social media profiles, providing criminals with **sensitive details** to make attacks seem more legitimate

Persuasive Phone Tactics
that are **too good to be true** and dead giveaway of criminal activity

Phoenix, AZ
555-555-5555

Vishers utilize **fear tactics** to con you into thinking **your money is in danger** and you must act quickly

Scammers often **alter phone numbers/IDs** to disguise the real origin of the call

Vishers are posing as **IRS Agents**

Threatening parties with police arrest, deportation, license revocation, etc.
IRS reports from January 2016 show that since October 2013:

896,000
people have been **solicited by stammers claiming to be IRS officials**

5000
Victims have collectively paid over
$26.5 Million
as a result

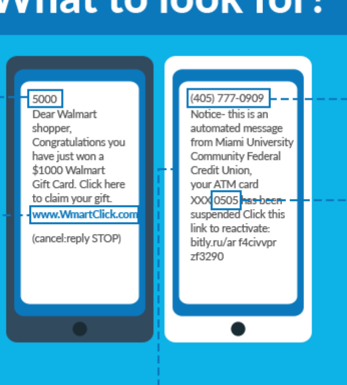
Smishing

SMS messaging attacks where fraudsters send phony texts in an attempt to con you into **divulging private information** or **infecting your phone with malware**

What to look for?

"5000" or other non-cell numbers
are most likely scammers **masking their identity** by using email to text services

Texts can direct you to spoofed websites
that **impersonate** your accounts and **attempt to infect** your phone with malware or **steal** information



Alarm bells should ring in your head when you receive texts from **uknown numbers** or **unsolicited messages**

Smishers may use **the first few digits** of your debit/credit card to pressure a response

Banks, financial institutions, social media platforms, and other business accounts should be contacted directly to determine if they sent you a legitimate SMS request

Smishers have Even Spoofed Two Factor **Authentication for Gmail, Hotmail, and Yahoo Mail**

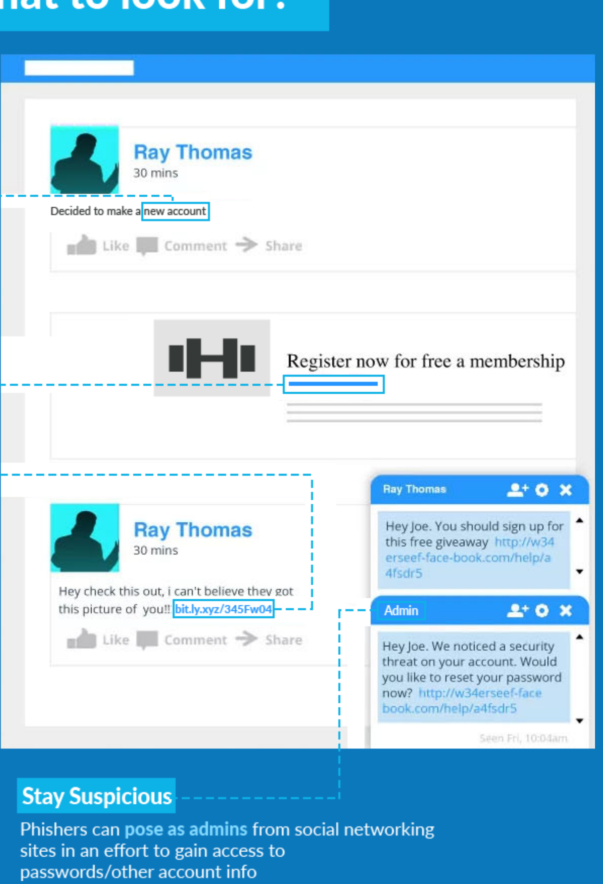
Authentication systems were breached by "smishers" who conned users into resetting their passwords in order to gain access to victims' email accounts

1. Attacker secures a victim's **email address / phone number from public sources**
2. Attacker **poses as the victim** and asks Google for a **password reset**
3. Google **sends a reset code** to the victim (03135)
4. **Smisher texts victim with fraudulent message:** "Google has detected unusual activity on your account. Please respond with the code sent to your mobile device immediately."
5. Victim **sends the password verification** code to the smisher thinking that the request came from Google (03135)
6. Attacker uses the code to **reset the victim's password** and **take control** of their account (03135 reset)

Vishing

What to look for?

Playing Pretend
Scammers **create replica accounts** and inform victim's friends/ followers that their previous account was abandoned
Messages are sent to victim's friends that demand the recipient to click on a link with an aim to collect personal data, e.g. credit/debit card numbers



Bogus Posts
Social network feeds can contain **bogus posts** that trick users into clicking on a link and providing personal info

Social Media Malware
Scammers can **pose as a friend/ follower** and send messages with links to sites that are infected with malware
Even messages from known friends and followers may include links to sites that have been hacked

Stay Suspicious
Phishers can **pose as admins** from social networking sites in an effort to gain access to passwords/other account info

First Things First— Be **Vigilant Online** and Use Your **Common Sense!**

Always be suspicious
of any unsolicited communication from businesses or individuals, regardless of the message medium

Don't click on links or attachments
in suspect emails, texts, or social media messages

Directly contact the purported sender
via their official website, phone number, or email address if you are not sure about the legitimacy of a message you have received

Report suspected phishing scams
to your IT and security teams

File a complaint with the FBI
Crime Complaint Center (IC3) to help shut down cybercriminals