# Don’t Get Hooked

## Avoid Phishing Scams

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**We Keep You Safe, Secure, & Productive!**

Good Afternoon, This is Cleatus Davis from Ultimate IT Guys

Welcome to today’s webinar: Don’t Get Hooked – Avoid Phishing Scams

## What is Phishing

**Phishing** – Tricking you into giving up important information.

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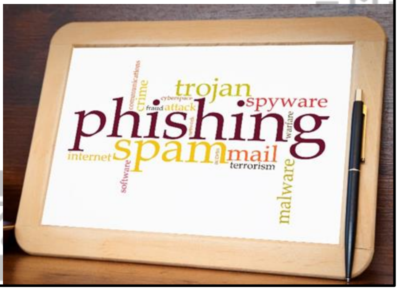
A scam is when someone tries to trick you into giving up money, information or something else of value.

# What is Phishing

## Phishing Types–

- Phone (vishing)
- In person (social engineering)
- Paper Mail (mail fraud)
- Most commonly uses Email.



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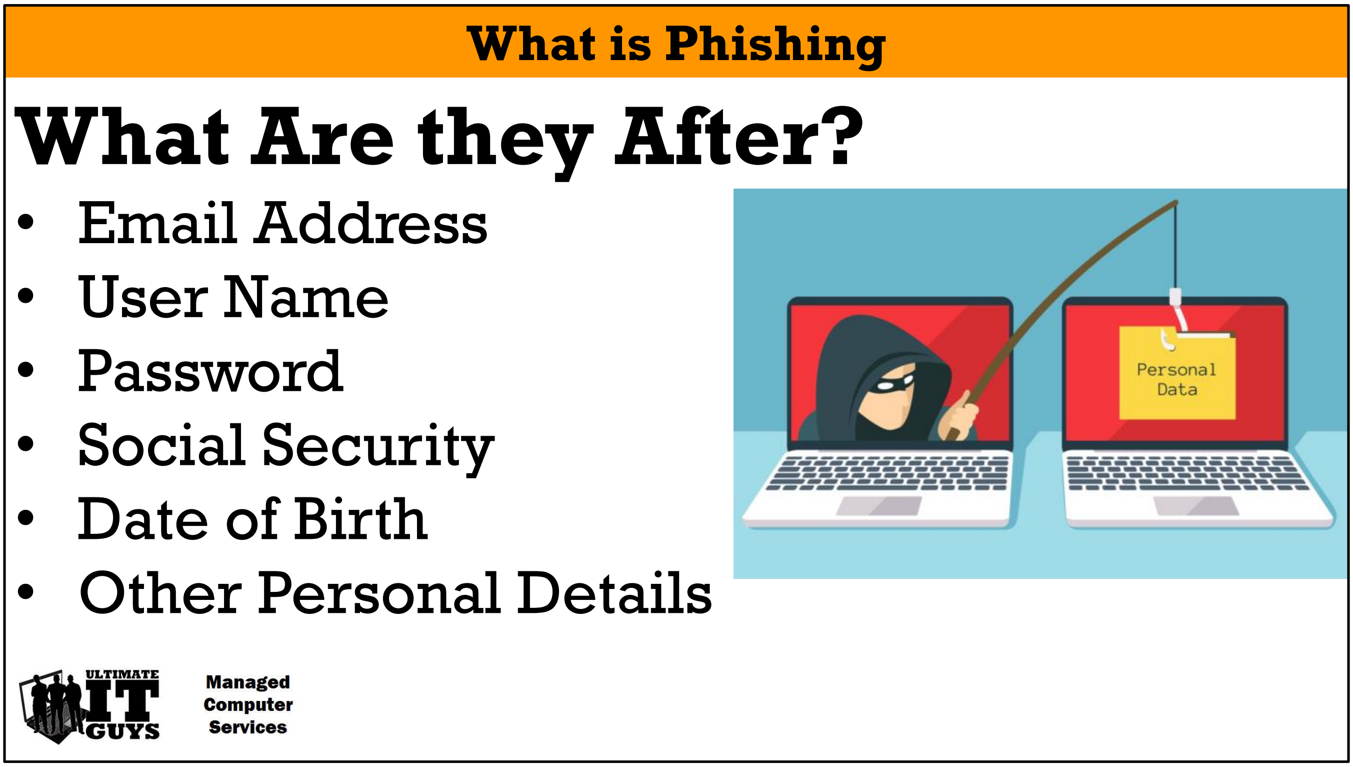

## What is Phishing

# What Are they After?

- Email Address
- User Name
- Password
- Social Security
- Date of Birth
- Other Personal Details

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Many times can start with seemingly innocent questions and move into asking more personal information.

In our digital world, your email address is often the thing that identifies you on most websites.

Many times they already know your email address and are trying to get your password or enough information to get your password reset.

Now they can gain access to your accounts or sell your information to other criminals.

# Falling for a Phishing Scam is liking giving a burglar the key to your house

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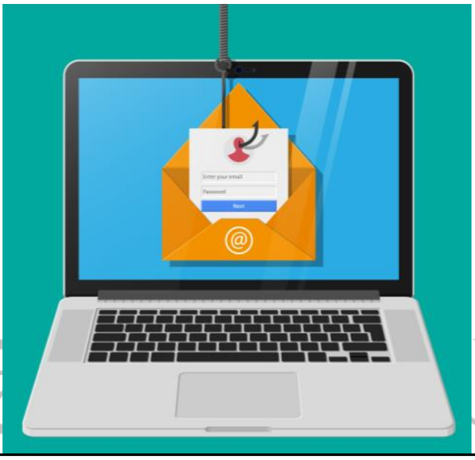
Now they can walk right in without breaking a window, picking a lock or kicking down the door.

You made it easy for them!

They now have the information that they need to log into your email, bank or other accounts.

# Reading Email is the most dangerous thing that you do.



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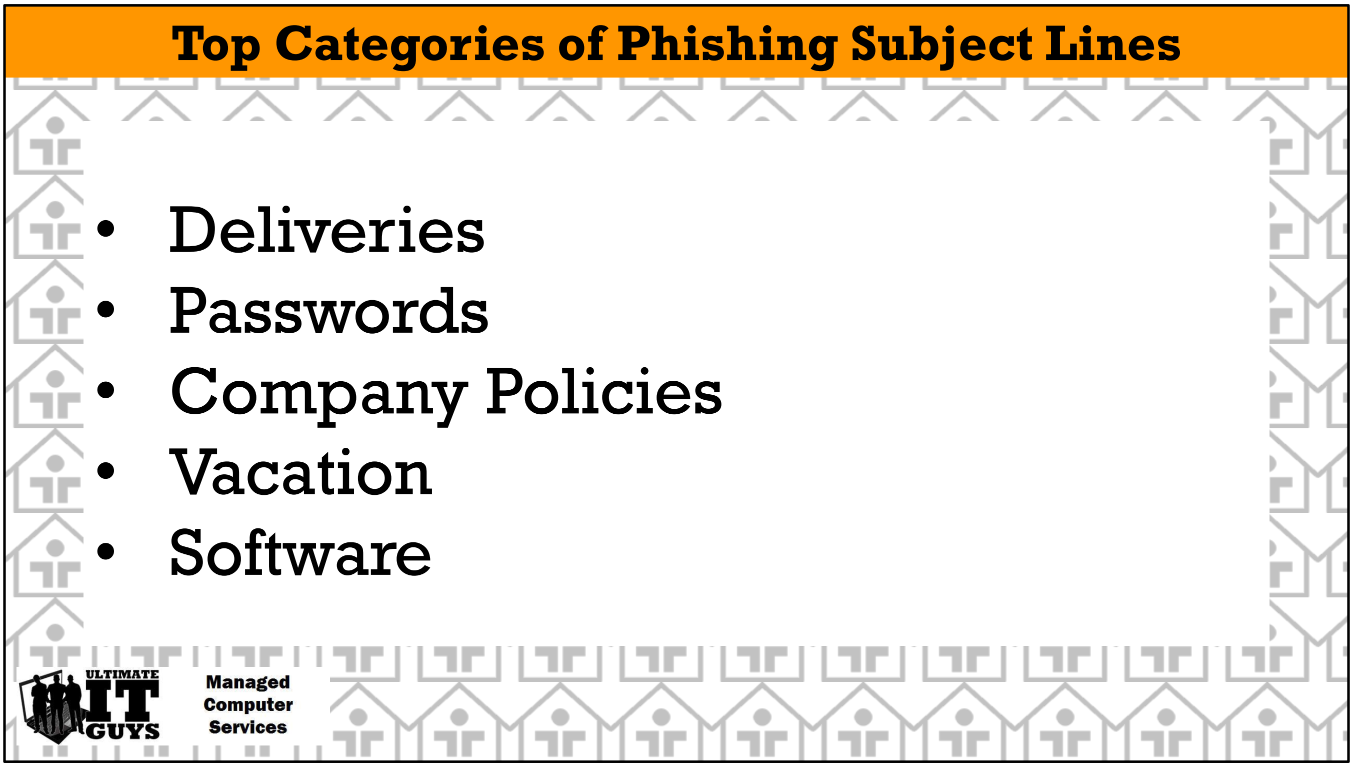
Reading email is dangerous

Email is the most often used way of trying to trick you into giving up your information

Email is the most often used delivery method for viruses and malware that can steal your information.



## Top Categories of Phishing Subject Lines

- Deliveries
- Passwords
- Company Policies
- Vacation
- Software

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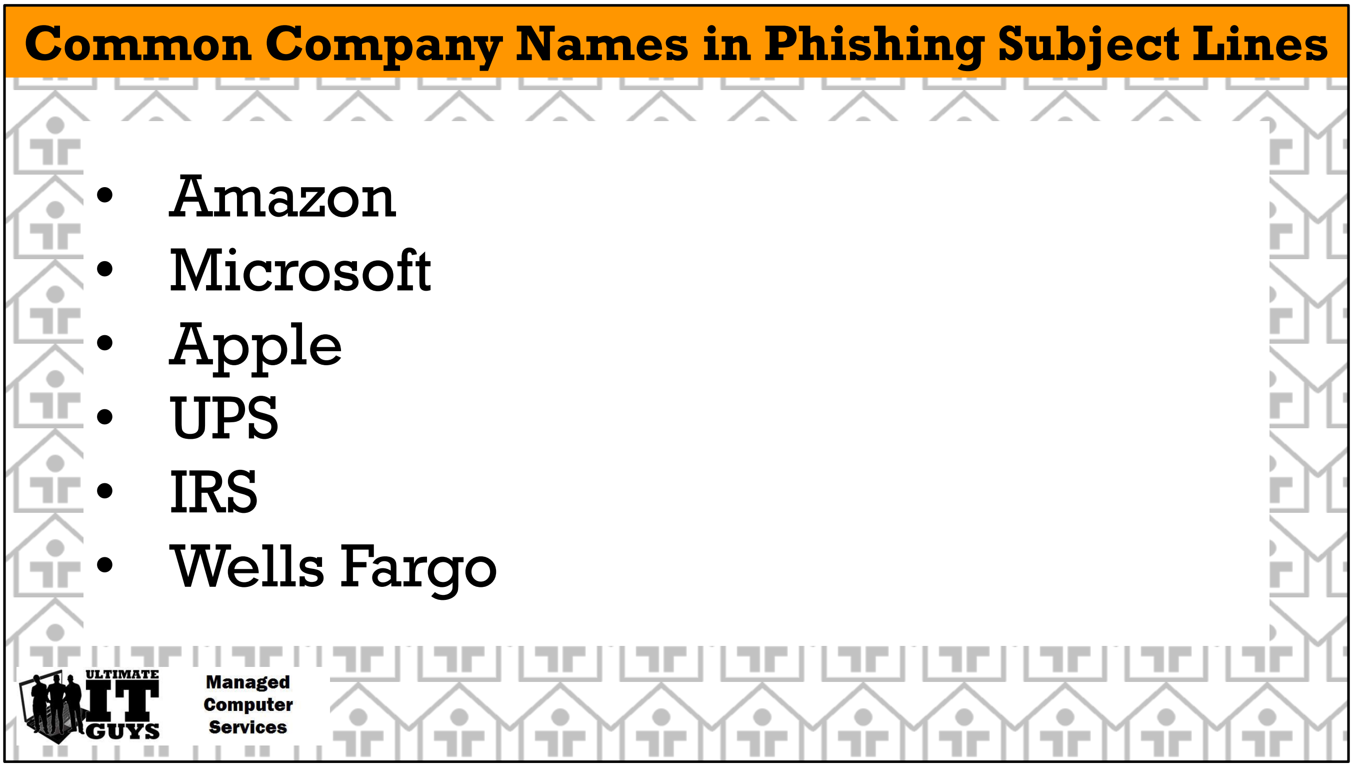
We are going to look at some findings from a recent study about phishing.

Hopefully this information will help you be a more informed user and keep you from being a victim.



## Common Company Names in Phishing Subject Lines

- Amazon
- Microsoft
- Apple
- UPS
- IRS
- Wells Fargo

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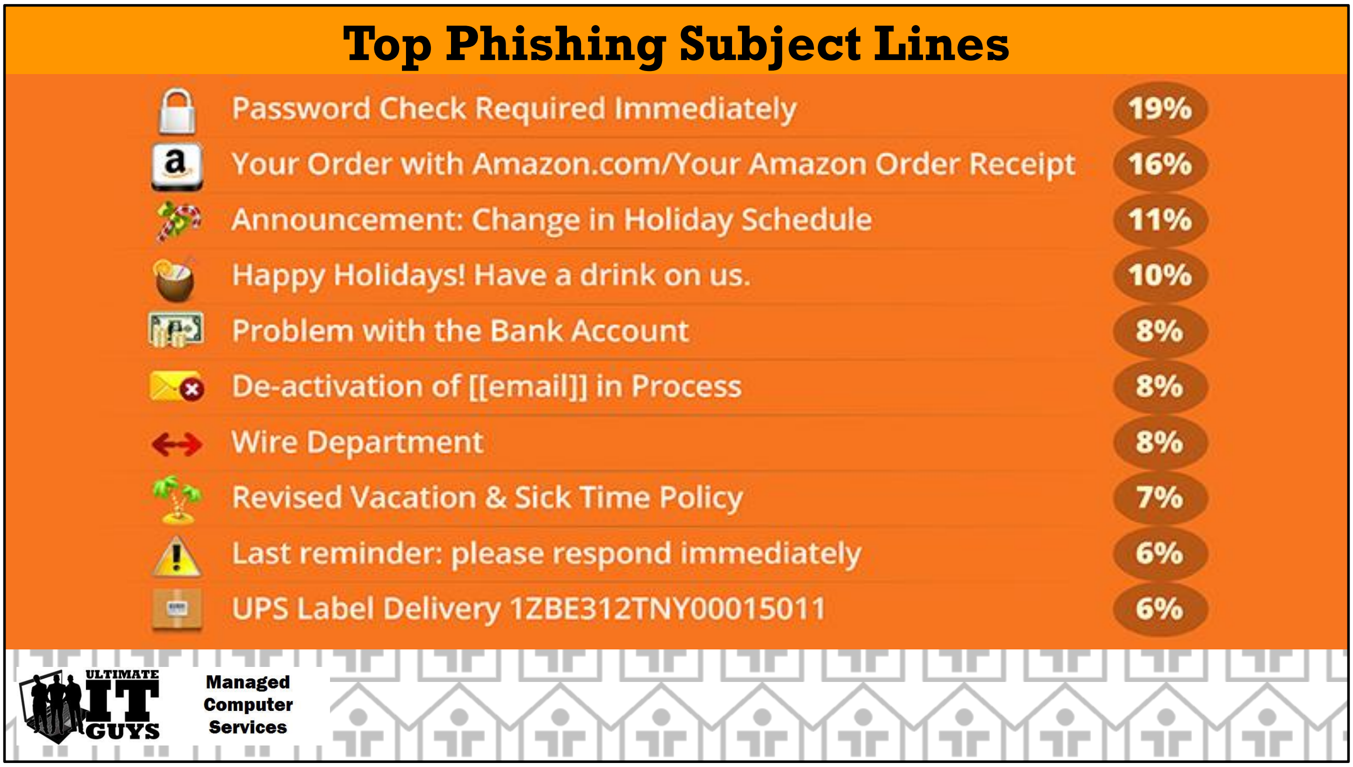
Email that is addressed to you personally makes you want to open it even more. Advertisers have used this technique for years, but now hackers and criminals are using these same psychological triggers to trick you into opening a phishing email.  These types of attacks are effective because many people will react to the message without thinking logically about if the email is valid.



## Top Phishing Subject Lines

| | |
|---|---|
| Password Check Required Immediately | 19% |
| Your Order with Amazon.com/Your Amazon Order Receipt | 16% |
| Announcement: Change in Holiday Schedule | 11% |
| Happy Holidays! Have a drink on us. | 10% |
| Problem with the Bank Account | 8% |
| De-activation of [[email]] in Process | 8% |
| Wire Department | 8% |
| Revised Vacation & Sick Time Policy | 7% |
| Last reminder: please respond immediately | 6% |
| UPS Label Delivery 1ZBE312TNY00015011 | 6% |

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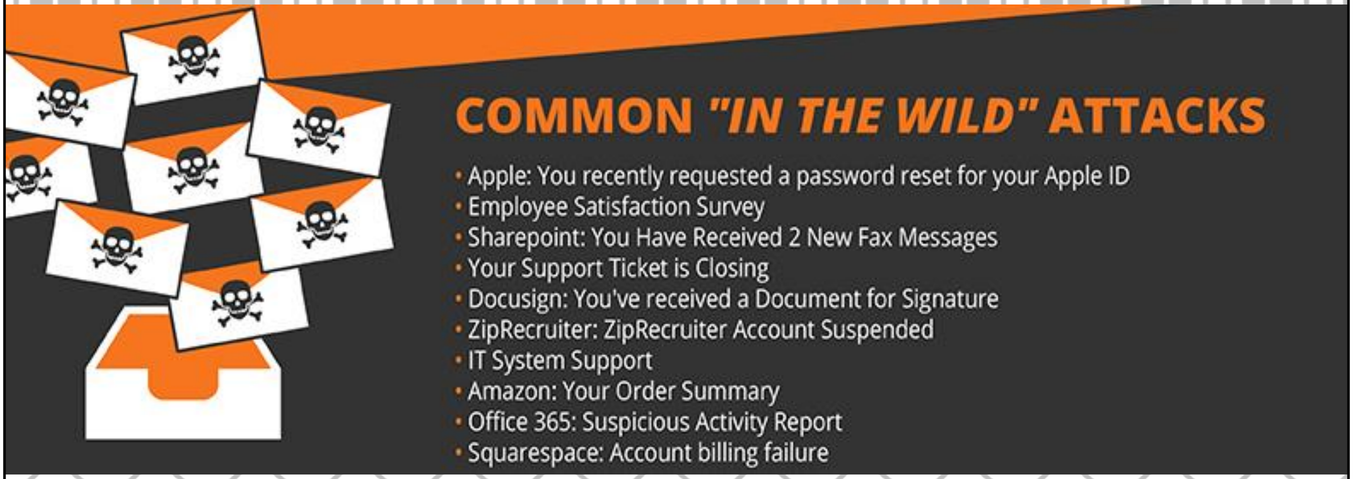
Often phishing attacks play on our emotions or our desire to take care of a problem.  Many times there is an added sense of urgency in the subject line.

# Top Phishing Subject Lines



COMMON *"IN THE WILD"* ATTACKS

- Apple: You recently requested a password reset for your Apple ID
- Employee Satisfaction Survey
- Sharepoint: You Have Received 2 New Fax Messages
- Your Support Ticket is Closing
- Docusign: You've received a Document for Signature
- ZipRecruiter: ZipRecruiter Account Suspended
- IT System Support
- Amazon: Your Order Summary
- Office 365: Suspicious Activity Report
- Squarespace: Account billing failure

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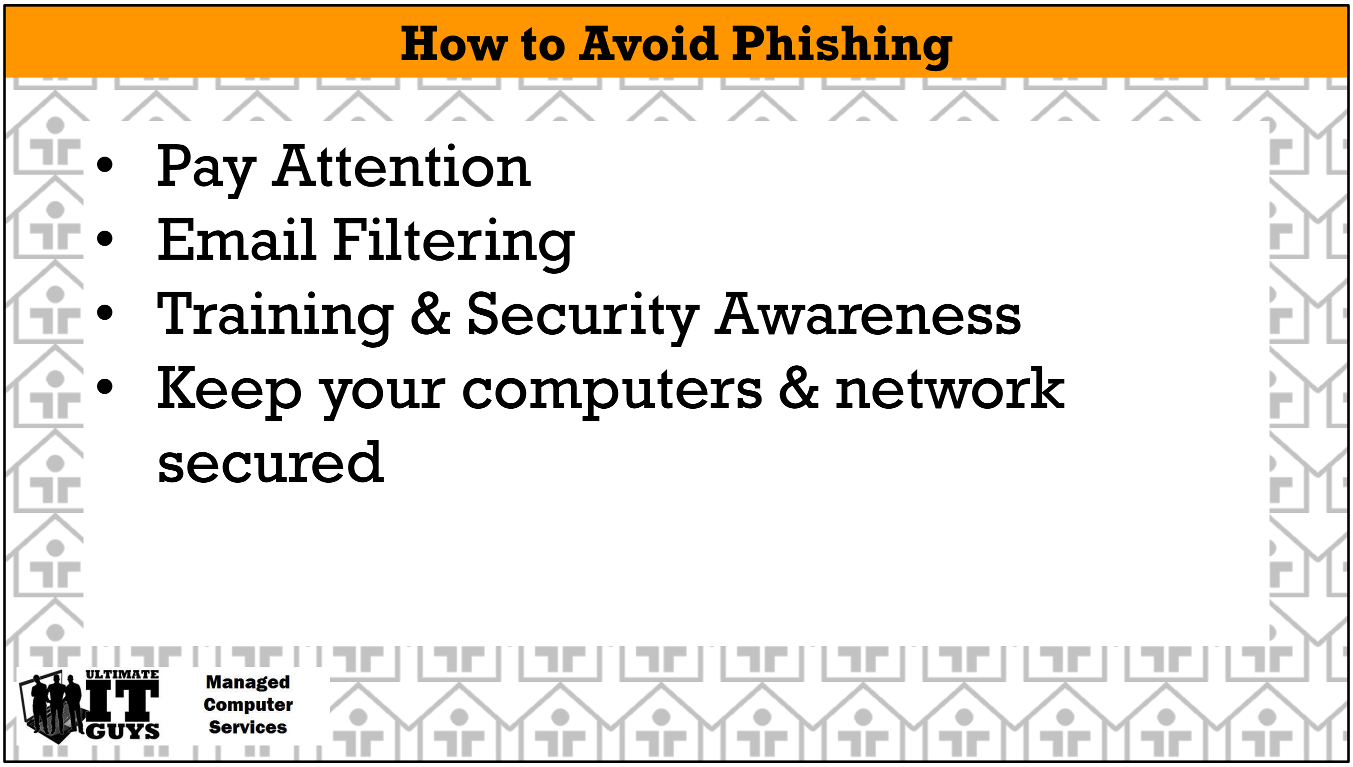

## How to Avoid Phishing

- Pay Attention
- Email Filtering
- Training & Security Awareness
- Keep your computers & network secured

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Pay attention and think before you click on websites or emails

Email filtering can help cut down on the junk that makes it to your inbox. If it isn't in your inbox, you can't accidentally click on it.

Train your employees about security threats and how to be aware of the latest scams

Keep your computers and network secure so that you are less vulnerable to attacks

Think you can hide from cyber criminals?
*Think again...*

Don’t bury your head in the sand!
Find out if your credentials
are for sale on the Dark Web.

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Most people are either completely oblivious to the very real threats around them or they just chose to ignore them. You can’t continue to bury your head in the sand.

The hackers, scammers and other criminals are not going away. You have to pay attention when you are reading your email to not give away your information. It truly is time to get serious about security!

## Stay Safe

# Let us Help You!

**Our Base Service Plan**

- Preventative Maintenance
- Managed Anti-Virus Service
- Off-Site Backup
- Remote Support
- Business Email Service (w/Phishing, Virus & Spam Protection)

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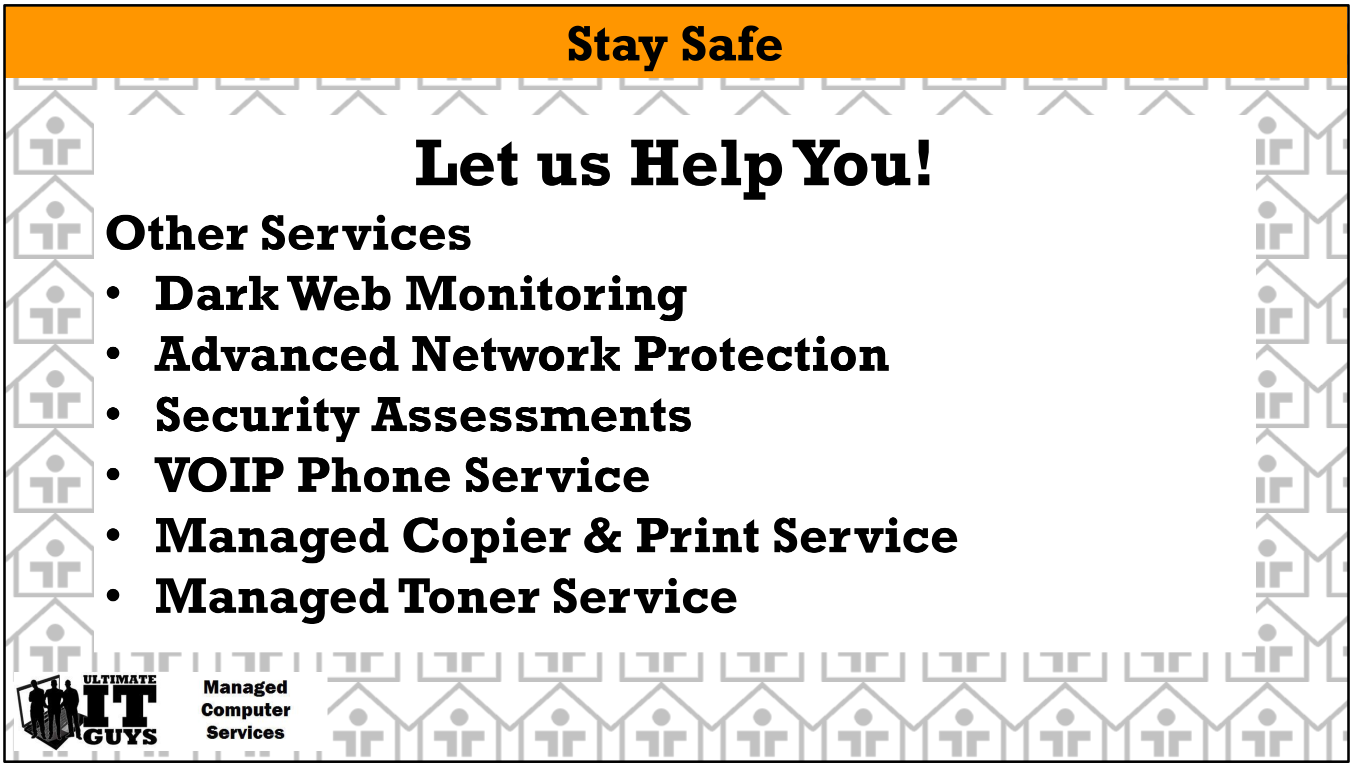

## Stay Safe

# Let us Help You!

**Other Services**

- Dark Web Monitoring
- Advanced Network Protection
- Security Assessments
- VOIP Phone Service
- Managed Copier & Print Service
- Managed Toner Service

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Give us a call or email

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# Questions?

580-782-2266
cdavis@ultimateitguys.com

Give us a call 580-782-2266 or send an email to cdavis@ultimateitguys.com
We will check to see if you have information on the Dark Web and help you clean up the mess.
We can run a security assessment at your business to help you understand your level of risk and what needs to be done to make it better.