

# Phishing, Vishing & Smishing

## Phishing

is the fraudulent practice of sending emails that pose as a company/brand/person you recognise, asking for personal information. (1)

It's called **phishing** because fraudsters

# 'fish'

for potential victims in the hope of getting sensitive information. (2)

## Vishing

(voice + fishing)

is done over the phone, often posing as your bank. (3)

## Spear Phishing

is highly targeted to particular individuals. It utilises tactics like sender impersonation, email personalisation and inside information to succeed. (11)

# 76%

of organisations reported being a victim of a phishing attack in 2016. (5)

## Smishing

(SMS + fishing) is a text that asks for personal info or to call a premium rate number. (4)

Email is still the

# #1

delivery vehicle for most malware. (6)

More than

# 400

businesses are targeted by phishing scams every day. (8)

# Don't

assume anyone on email or phone is who they say they are. (9)

Fake invoice messages are the #1 type of

# phishing

# bait.

 (7)

## Whaling

is more **focussed** and targets high-profile end-users, such as corporate executives, politicians and celebrities. Whaling emails are highly **customised** and personalised, often using the target's name, job title or other specific information to **appear** more genuine. (10)

## Spot the signs

# Real banks NEVER

email you for passwords or other sensitive information.

If you get a call from someone who claims to be from your bank,

# don't

give away any personal details.

Check the

# sp3lling grAmmar

and graphic design of emails – they may use odd

# spelttings

in the subject header to fool your spam filter.

Businesses don't use

# Gmail or Yahoo

accounts – always check the sender's email address!

Dear *jane@projectfive.co.uk*

they are more likely to be genuine if they **know your name**.

# NEVER

open an attachment you're not expecting from an untrustworthy source.

Never call numbers or follow links provided in

# suspicious emails

– find the official website or customer support number using a separate browser and search engine.