SPEAR-PHISHING | DON'T TAKE THE BAIT

Hey, I know you're busy, but I need to warn you about spear-phishing.

OK, what's that?

Well you've seen phishing before, right? When attackers try to trick users to get around security measures. Like this...

YOU'VE WON!!! Inbox x

FROM: randomemail@gmail.com
to me

SIR/MADAM,

CONGRATULATIONS, YOU HAVE WON THE LOTTERY!
TO CLAIM YOUR PRIZE CLICK THIS LINK

Pretty easy to spot, right?

Sure, I've had a few of those in my inbox. But what's spear-phishing?

It's more sophisticated and harder to spot.

The attacker has done their homework

THEY TAILOR THEIR MESSAGES TO YOUR INTERESTS

THEY'VE DISCOVERED DETAILS ABOUT YOU

THEY'VE RESEARCHED YOU OR YOUR COMPANY

Right, so what do I need to look out for?

URGENCY!

You might be sent a message that has a tight deadline on it.

RE: Update your IT login NOW!!

AUTHORITY!

The message might appear to come from a trusted authority, like your boss, colleague or a company you often use.

From: CEO@almost.my.company.com

MIMICRY!

Spear phishers sometimes exploit your daily habits by sending you messages at about the time you'd expect them.

PLEASE REVIEW YOUR CALENDAR ENTRY

CURIOSITY!

Sometimes the attacker will try to entice you in.

BREAKING NEWS FROM HR

What do I do?

1. Think before you click
2. Verify the communication is genuine without replying
3. Seek advice
4. Don't panic if you do click

Just make sure you report anything suspicious to IT