

An illustration of an underwater scene. At the top, a fishing hook with a red lure is visible. Below it, the words "DON'T TAKE THE BAIT" are written in large, bold, red letters with a blue shadow. The word "DON'T" is at the top, "TAKE" is in the middle, and "THE BAIT" is at the bottom. Several colorful fish are swimming around the text: a purple fish, a green fish, a brown fish with blue spots, and an orange fish. There are also some green seaweed plants at the bottom. The background is a light blue color with small blue bubbles.

# DON'T TAKE THE BAIT

Spear phishers target employees via fraudulent emails. They do this to gain access to computer systems, sensitive information or organisational funds.

By looking out for a few simple signs you can reduce the likelihood of falling for a spear phishing attack.

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**Know the signs. Don't take the bait.**

**CPNI**

Centre for the Protection  
of National Infrastructure

To find out more about spear phishing, look out for the 'Don't Take the Bait' campaign.