

## What Is Phishing?

Phishing is a cyber crime that uses tactics like deceptive emails, websites, and text messages to steal confidential information from individuals or organizations. Cyber criminals use stolen information like addresses, names, and social insurance numbers to apply for credit cards or loans, open bank accounts, and commit other fraudulent activity.



### EMAIL

By far the most common tactic on this list, a phishing email may arrive when least expected, to either your personal or professional email address. This email can include instructions to follow, a web link to click, or an attachment to open.

### MAN-IN-THE-MIDDLE

Man-in-the-middle phishing attacks occur when a cyber criminal tricks two people into sending information to each other. The phisher may send fake requests or alter the data being sent and received by each party.

### CONTENT INJECTION

This type of phishing attack injects a familiar website, such as an email login page or an online banking portal, with malicious content. This can include a link, form, or pop-up that directs users to a secondary website where they're asked to input confidential information.

## Examples of Different Phishing Attacks

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### SPEAR PHISHING

A more advanced type of email phishing, spear phishing targets a specific individual or organization and uses personalized messages to convince its recipient to follow any instructions. Banks, hospitals, and universities are common spear phishing targets.

### LINK MANIPULATION

A phishing scam can sometimes come in the form of a malicious link that appears to come from a trusted source, like Amazon or Apple. If the link is clicked, it takes users to a spoofed website made to look like the official website, where they are prompted to enter account information.

## Who Could Be a Phishing Target?

**Any type of business, government, organization, or individual can be the target of a phishing attack.** Anyone can be deceived by a phishing tactic and tricked into exposing sensitive data to a cyber criminal. Because of this, it's vital that all your employees can successfully detect and report any phishing attempts.

