

# CLICK THINKING

Quick insights for protecting yourself and your company from online threats

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monthly  
spotlight

## PHISHING

the fraudulent practice of sending emails intended to trick people into divulging sensitive information

It's a funny word with serious consequences.

But you don't have to become a victim!

These helpful facts will arm you with the information you need to steer clear of phishing efforts.

If you have questions or would like additional information or training, please reach out to your program administrator.

## WHAT YOU NEED TO KNOW TO PROTECT YOURSELF

- Social engineering attacks use various means, the most common being email, also known as phishing.
- Attacks are on the rise and are becoming more sophisticated, making them harder to detect.
- Phishing is a scam that uses fake communication to steal information or install malware.
- Phishers use stolen information to commit identity theft, usually for financial gain, but sometimes for political purposes.
- The annual economic cost of phishing may exceed \$3 billion dollars.
- Phishing employs a technique that is called social engineering, which exploits natural human trust.
- Phishers pretend to be a person or an entity you know, such as your bank, a social media contact or a co-worker.
- Phishing requires human interaction to work, such as clicking a link, downloading and installing software or opening an attachment.
- Even one simple click can have far-reaching negative consequences to yourself and your company.