

# CLICK THINKING

Quick insights for protecting yourself and your company from online threats

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## spotlight **SPEAR PHISHING**

Spear phishing relies on targeted, personalized emails designed to trick you into clicking a malicious link or giving up sensitive information.

95% of all cyber-attacks start with a spear phishing attempt.

You may think you're immune to spear phishing attacks, but easy access to information online makes everyone a potential target.

Cyberattackers can learn everything they need to target you in an afternoon.

Avoid becoming a spear phishing victim by knowing what to watch for and how to protect yourself.

## WHAT YOU NEED TO KNOW TO PROTECT YOURSELF

- There is digital evidence about everyone online that can provide the basis for a spear phish.
- Cyberattackers can turn social media posts and online reviews that seem trivial into targeted spear phishing attempts that appear legitimate.
- Even if you don't post on social media, being tagged by friends makes information about you visible to cyberattackers and vulnerable to spear phishing.
- The most powerful tool cyberattackers use to develop successful spear phishing emails is an emotional hook.
- Emotional hooks can include your interest in a college sports team, your desire to learn more about your ancestry, your willingness to help victims of natural disasters—you name it.
- Any email that attempts to hook you with an emotional appeal can be a spear phishing attempt.
- Protect yourself from spear phishers by always thinking twice about emails like these. Never click on a link or reply to a suspicious email. Verify its source by contacting the supposed sender with the information you have on file or alert information security.

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