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ATTACKER GATHERS INFO ON TARGET



FACT
Most of this information can be found online in a matter of minutes

95%
OF ALL CYBERATTACKS BEGIN WITH A SPEAR PHISHING ATTEMPT

Attackers use **EMOTIONAL HOOKS** that get you to respond.
WHAT ARE YOURS?



2

ATTACKER FAKES VERY SPECIFIC EMAIL USING INFO GATHERED

JO Jon@alumnirelations.com

Dear Andy,

Soon your son will be walking the same halls as you did when you were a student here just a short time ago. How proud you must be!

While things have changed since then, our commitment to excellence remains strong. By [clicking here](#), you'll find a list of activities the two

ALUMNI SPEAR PHISH

stacey@chezvoulez.com

Hi Brianna,

First, I'd like to apologize on behalf of all of us at Chez Voulez for the experience that prompted you to write a bad review on Yelp!

We are truly sorry that your reservation was lost, and that your dinner party was seated inside the restaurant instead of on the patio as you requested. Please let us make it up to you.

The link below will take you to our gift card fulfillment center where

REVIEW SPEAR PHISH

CW caseywright@accounting.com

Rick,

Need your help executing on the Matrux Materials contract. Please see notes:

- Black line review (I'll handle with Dillmann & Assoc.)
- Authorize 1st installment payment (YOU)

We have until 5 p.m. EST to finalize, so make this a priority. I'll circle

\$ WIRE SPEAR PHISH

shana@customerprofile.com

Carey,

Just dropping you a quick note to let you know that we need your payment method preference before you can shop online with us.

Please [click here](#) to securely provide this information, or call (555) 555-5555 to share it securely with a profile specialist.

Thank you for your cooperation and swift attention to this matter. We look forward to completing your file and serving you as a valued

REQUEST SPEAR PHISH

3

ATTACKER SENDS EMAIL TO TARGET

Would you fall for one of these? You may not think so, but no one is immune.

There is digital evidence about everyone online that can provide the basis of a spear phish.

Attackers do their homework to find an approach you'll respond to.

They use trivial information you post online to create spear phishing emails that appear very real.

Whether it's nostalgia, recognition, a desire to help or something else, they'll find it and use it against you.

Spear phishing emails are personal, targeted and often impersonate senders you know and trust.

WOW!
My alma mater really cares!



Finally, some satisfaction.



Anything to help out Casey!



How did I not do this? I'll do it now!

