

IT E-BOOKS | FALL 2022

EMPLOYEE TIPS AND TRICKS TO
AVOID GETTING CAUGHT BY
EMAIL PHISHING ATTEMPTS

DON'T FEED THE PHISH



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UNDERSTANDING THE **BASSICS**

Did you know? Email phishing is the most common form of cyber-attack that businesses and their employees may have to address. Why is this the case? To answer this question, we have to look at it from the cybercriminals point of view. Email phishing is simple, effective, and brings a high return on investment compared to other tactics in the world of cybercrime.

Wow. Email phishing sure does sound like the perfect cybercrime doesn't it? **Have no fear, AlphaKOR is here.** The strategy of email phishing is a double-edged sword. The simplicity of this cyberattack that makes it effective also makes it easy to thwart.



RULE #1: Double-check the email. Criminals will often try to mimic someone you trust.



TROUTH IS... THEY WILL TARGET YOU

You may be thinking, "email phishing sure does sound scary and all, **but they would never come after me.**" It does not matter the role you play within your company. They will still cast their phishing rod your way. Why? **You have access to your company's network.**

WITH GREAT POWER COMES GREAT RESPONSIBILITY

The dark is only scary until you turn on the light. The unknown is only scary until you know. Email phishing is no different! You already have the best form of defense whether you realize it or not... **you are smart.** Now let's direct those smarts in the right direction.



RULE #2: Beware the attachments. Bad links and viruses will often be hidden within attachments.

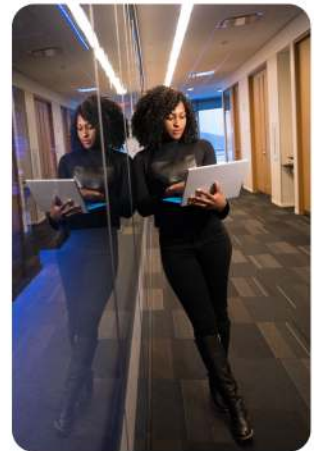


SOPHISTICATED EMAIL DEFENSE

Your company should be utilizing a variety of email security measures through technology. Filters, anti-virus, encryption, and firewalls just to name a few. However, **you are the sophisticated line of defense** at the end of the chain. To activate your inner cybersecurity self, you just need to know what motivates the cybercriminals in the first place. If you understand what they are trying to obtain you will understand how to stop it from happening.

WHAT DO CYBERCRIMINALS WANT?

- **Money and Payments:** Is this email asking me to complete a payment process?
- **Intellectual Property:** Is this email asking me to run a program or download a file onto my computer?
- **Personal Information:** Is this email asking me to provide information about myself or coworkers?



RULE #3: *Hover before you click. Did you know if you hover over a link, you will see a preview?*



SWIMMING PAST THE CATFISH

One of the most devious methods used in email phishing today is the use of catfishing. We are not talking about the hit MTV tv show either. Cybercriminals will often disguise themselves as an individual or company that you trust in order to coerce you into taking the desired action. They have no qualms about stealing logos, branding, or anything that will make them appear authentic.

- Always review the email address for subtle changes.
- Always review the corporate branding for inaccuracies.
- Always ask yourself if this email is justifiable from the individual.
- Consider getting a second opinion if you are unsure.

RULE #4: *Consult before you click. It never hurts to get a second opinion if you are unsure.*





YOU'VE REACHED THE **FINALE**

Congratulations! You now have all the foundations to be an email security pro. You may have noticed the four little rules we sprinkled throughout this e-book. We have compiled them here to create your very own **Email Phishing Checklist**.

EMAIL PHISHING CHECKLIST

- ☐ **RULE #1:** Double-check the email. Criminals will often try to mimic an address you trust.
- ☐ **RULE #2:** Beware the attachments. Bad links and viruses will often be hidden within attachments.
- ☐ **RULE #3:** Hover before you click. Did you know if you hover over a link, you will see a preview?
- ☐ **RULE #4:** Consult before you click. It never hurts to get a second opinion if you are unsure.



CARP-BLANCHE IT CONSULTANTS

If you are unsure about how to take the first step into the world of business technology, do not worry. We are here to help. We have been providing professional IT services to businesses for 25+ years!

Visit alphakor.com to learn more or get in contact with an IT expert.

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