

# PHISHING

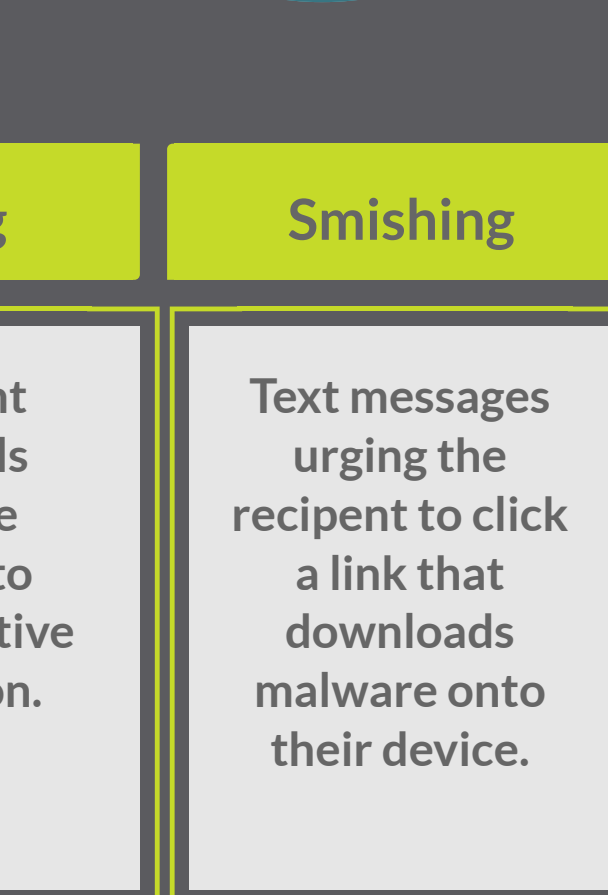
Minimise the risk of phishing attacks by assessing and educating end users.



## What is phishing?

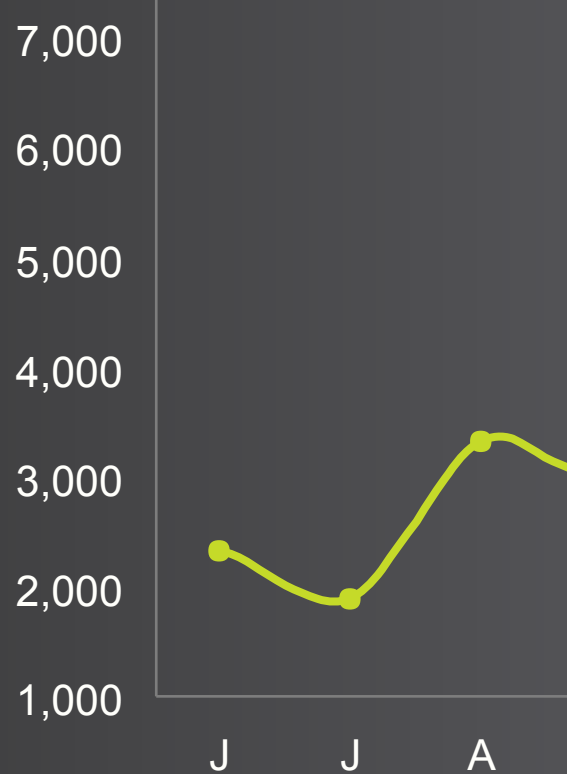
Phishing emails appear to come from someone you trust, such as an online provider, bank, credit card company or popular website. These emails typically try to trick you into giving away sensitive information, such as your username, password or credit card details.

They may also try to install malware onto your computer by getting you to click on a malicious link or open an infected attachment.



Spear phishing	Whaling	Vishing	Smishing
Email-spoofing fraud specifically targeting a company.	Spear-phishing attack targeting C-level execs or spoofing their email addresses to reach lower-level staff.	Fraudulent phone calls urging the recipient to reveal sensitive information.	Text messages urging the recipient to click a link that downloads malware onto their device.

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## The current state of phishing



## Phishing and ransomware work together<sup>4</sup>

The number of phishing emails containing a form of ransomware grew to 97.25% during Q3 2016, up from 92% in Q1 2016.

## Phishing by industry sector

Phishing affects almost every industry. However, the service industry is the worst affected, with 1 phishing email for every 1,903 emails received in May 2017.<sup>2</sup>

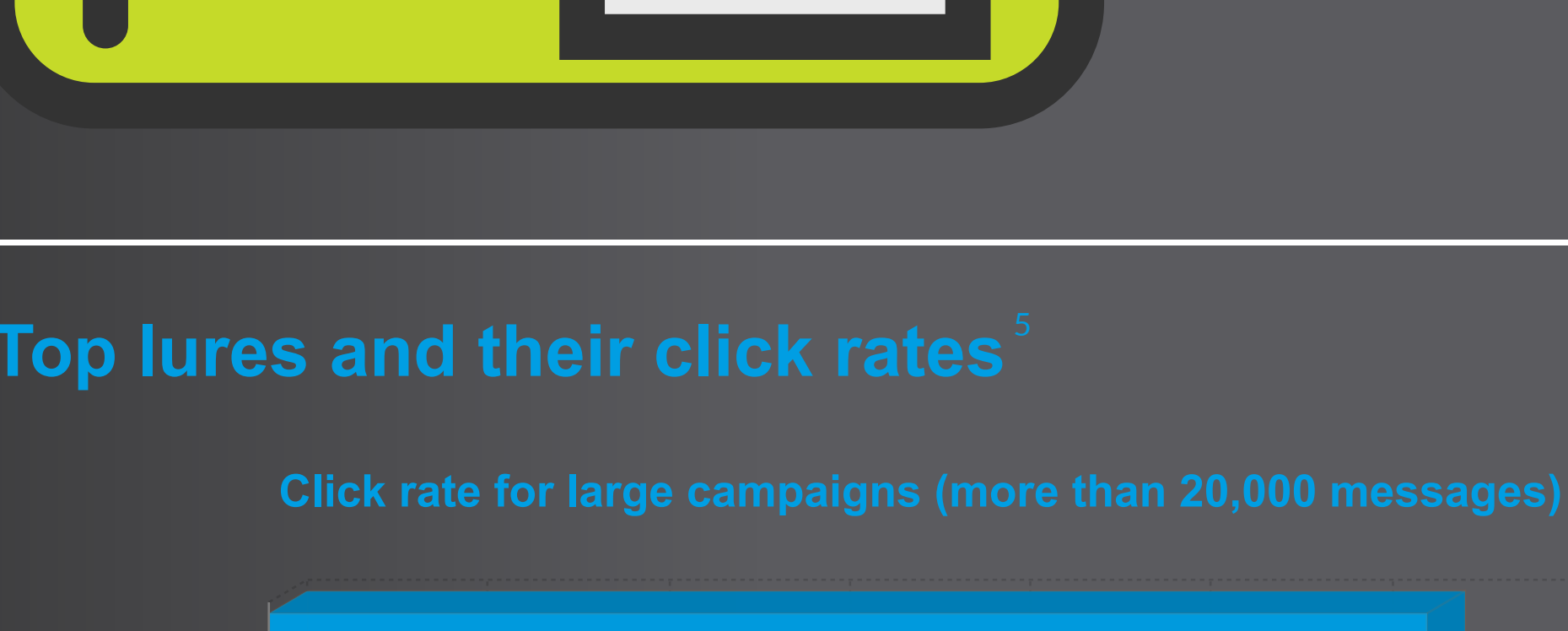
Rank	Industry	May 2017 (1 in)
1	Services	1,903
2	Public administration	1,981
3	Non classified	2,022
4	Agriculture, forestry and fishing	2,127
5	Mining	3,122
6	Manufacturing	3,955
7	Retail trade	4,298
8	Finance, insurance & real estate	4,797
9	Wholesale trade	4,863
10	Construction	5,237

## How to spot a phishing attack

- Emails sent from public email addresses
- Spelling and grammar mistakes
- Unsolicited attachments
- Non-personalised greetings
- Threats or enticements that create a sense of urgency
- Links to unrecognised sites or URLs that misspell a familiar domain
- Contact details that do not match registered details

## Top lures and their click rates<sup>5</sup>

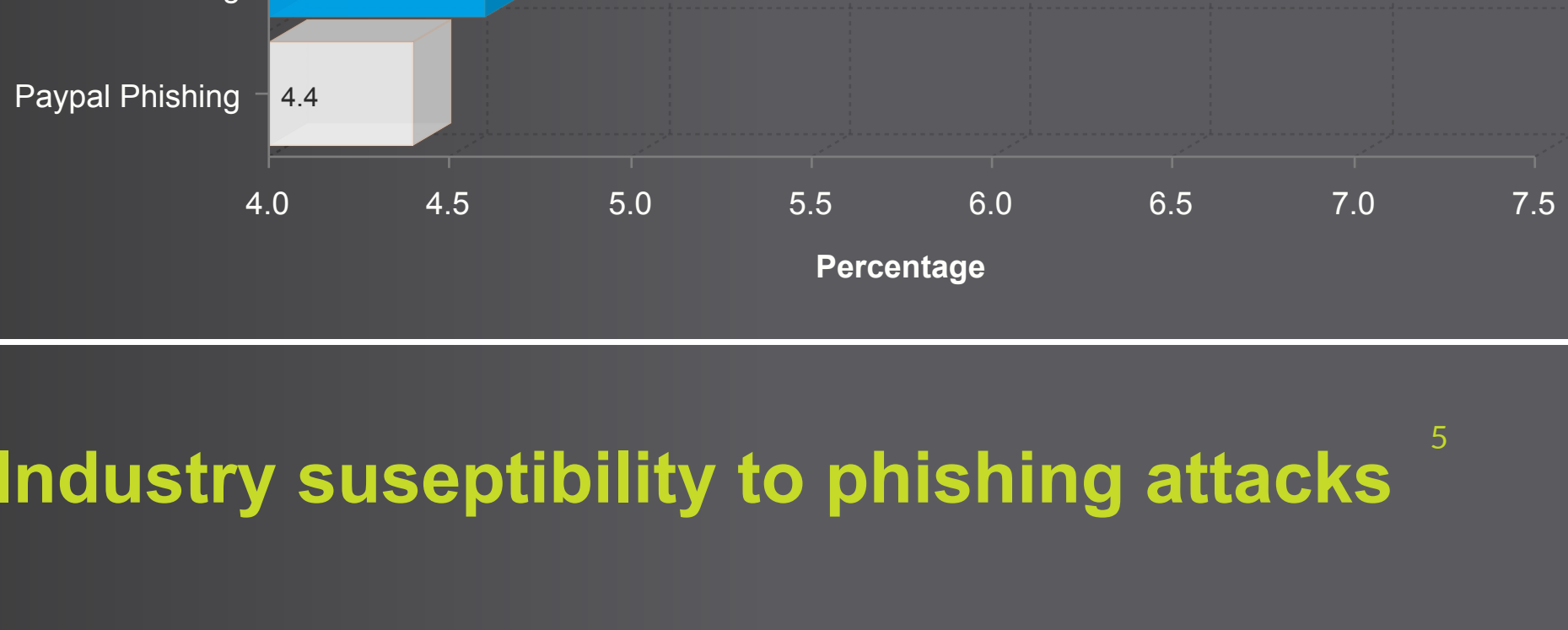
Click rate for large campaigns (more than 20,000 messages)



## Industry susceptibility to phishing attacks

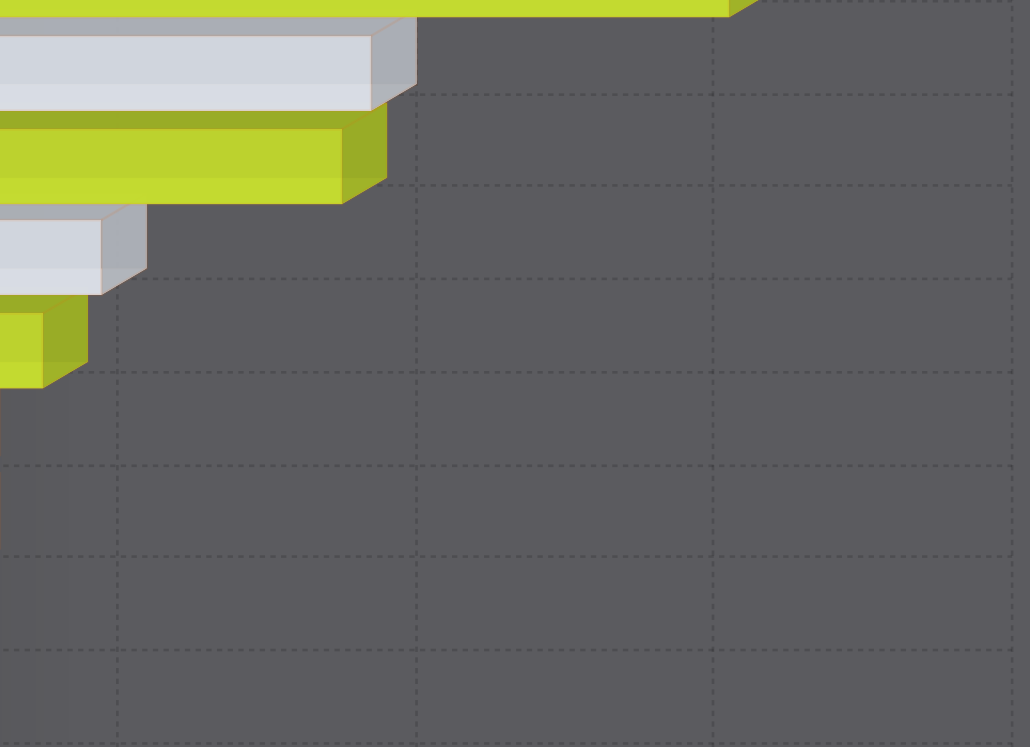
The majority of industries are not significantly different with regard to the percentage of users that click on phishing links or attachments.

Average Click Rate Per Industry, 2016



## The cost of phishing

In 2015, the Ponemon Institute concluded that lost employee productivity is the largest cost associated with phishing (roughly \$1.8M for a 10,000-person company).



## The impact of phishing on organisations

Type of cost	Estimated cost
The cost to contain malware	\$208,174
The cost of malware not contained	\$338,098
Productivity losses from phishing	\$1,819,923
The cost to contain credential compromises	\$381,920
The cost of credential compromises not contained	\$1,020,705

## Examples of breaches

### CEO Sacked After \$56 Million Whaling Attack

FACC Operations GMBH's financial accounting department was targeted by a whaling attack – approx. €50 million was transferred to a fraudulent account.<sup>7</sup>

### Cyberheist Dumps Seagate Technology

An employee from Seagate Technology's data storage facility was targeted by a whaling attack – up to 10,000 W-2 tax documents of current and past employees were revealed.<sup>8</sup>

### An Apology to Our Employees

Snapchat's payroll department was targeted by a whaling email scam – payroll information about some current and former employees was disclosed.<sup>9</sup>

## How to defend your organisation from phishing attacks



The combination of IT Governance's Simulated Phishing Attack and Staff Awareness Course will help you reduce your phishing exposure by testing and assessing your staff's vulnerability to phishing attacks.

### Simulated Phishing Attack

A Simulated Phishing Attack will establish whether your employees are vulnerable to phishing emails, enabling you to take remedial action to improve your cyber security posture.

[Buy online](#)

### Phishing Staff Awareness Course

This e-learning course will help your staff understand how phishing attacks work, the tactics that cyber criminals employ to lure inattentive users, and how to spot and avoid a phishing campaign.

[Buy online](#)

Find out more about how IT Governance can help identify risks in your existing systems and processes, or how to proactively detect and prevent internal and external threats by [clicking here](#) or calling +44 (0) 845 070 1750.

## References

- "Hey Phishing, You Old Foe – Catch This Cognitive Drift?", IBM Security Intelligence (March 2017)
- Monthly Threat Report, Symantec Security Response (May 2017)
- The State of the Phish 2017, Wombat Security Technologies (January 2017)
- 2016 Q3 Malware Review, PhishMe (November 2016)
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- "An apology to our employees", Snap Inc. (February 2016)
- Cyberheist Dumps Seagate Technology, Snapchat Deep In Phishing Hole, www.investors.com