WHAT IS PHISHING?

Phishing is a cybercrime in which bad guys falsely take on the identity of a legitimate sender to lure victims into providing sensitive information such as passwords and banking details. Phishing attacks are most commonly initiated through email spoofing.

**Phishing, Spear Phishing, and Whaling**

- **Phishing** schemes have no specific target and phishing emails often contain spelling errors or other mistakes.
- **Spear Phishing** is more personalized with communications appearing to come from sources known to the target.
- **Whaling** attacks are spear-phishing attacks aimed at high-profile targets within an organization.

Email phishing threats grew 250% in 2018, with attackers switching between URLs, domains, and servers when sending emails and hosting phishing forms during the same campaign.

93% of confirmed data breaches involved phishing by luring users with malicious attachments or email links.

HOO K, LINE, AND SINKER: A TYPICAL PHISHING ATTACK

- An unsecured email containing convincing content and a link from a seemingly familiar address arrives in the target’s inbox.
- The target clicks the link.
- The link opens to a legitimate-looking website that asks the user for their credentials. It is also common for malware to automatically download when the user clicks the email link.
- The target submits sensitive information such as credit card or banking credentials and then gets redirected to the actual website. Meanwhile, the attacker often has full file system access and can begin using it for their next plans.

Hook, Line, and Sinker: A Typical Phishing Attack

At Farsight Security, we help Fortune 500 organizations fight phishing and other cyberattacks every day. Learn more how we can help your organization and contact us at sales@farsightsecurity.com.

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