

# BEWARE OF THE (PHISHING) BAIT

Every day,



**156 million** phishing emails are sent

**15.6m** make it through spam filters



**8m** are opened

**800k** click on the phishing links



**80k** people provide their information

*Are you 100% sure your staff are not among them?*

Phishing links are spread via

**87.91%**

Browser

**12.09%**

Email

Every day, there are

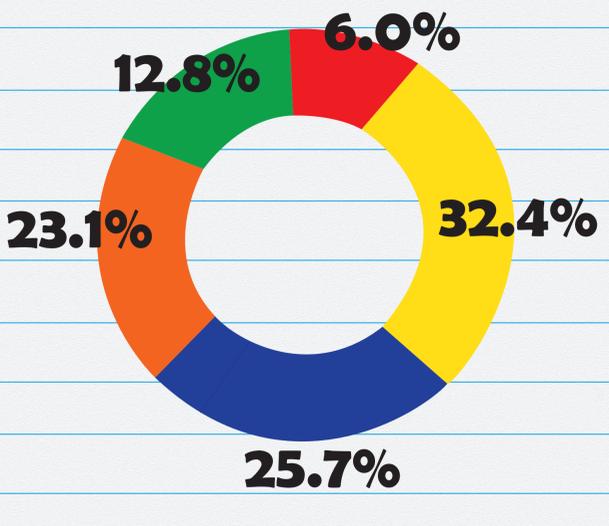
**516**

unique phishing attacks worldwide.<sup>3</sup>

*Do you know if your staff have been attacked? What about you?*

The most attacked industries

- Bank
- E-commerce
- Money transfer
- Social networking & email
- Other



**70%**

of IT Professionals experience a phishing attack at least once a week.<sup>4</sup>

*Are you part of that 70% of IT Professionals?*

Large companies can often be attacked via the small companies that supply them.



November 2013

Target had 110 million customers' credit card data and personal information stolen through an email malware attack on one of its suppliers.

*Do you take your customers into consideration?*

And it's still recovering.

The breach has cost the company **\$148 million** so far.<sup>5</sup>

Top targets:



Apple is now the "world's most phished brand".

WHAT CYBER CRIMINALS LOOK FOR:

**CUSTOMER DATA**

Steal identities

**COMPANY FINANCIAL INFO**

Steal money and information

**USERNAMES AND PASSWORDS**

Access accounts

*A lot's at risk, isn't it?*

So, what should you do?

**1 Assess your employees' vulnerability to phishing attacks**

How?

**Employee Phishing Vulnerability Assessment**

This service will identify potential vulnerabilities among your employees and provide recommendations to improve your security, giving you a broad understanding of how you are at risk and what you need to do to address these risks.

**2 Invest in cyber security staff awareness**

How?

**Cyber Security and Phishing Staff Awareness Course**

Take action against the increasing threat of targeted phishing attacks by educating your employees to be alert, vigilant and secure with our staff awareness course.

This e-learning course will enable you and your team to understand how cyber criminals operate, how they plan and execute their phishing campaigns, and how to spot and avoid phishing tactics.

Safeguard your organisation and your employees from cyber threats with this comprehensive course.

**Don't swallow the phishing bait!**

**Act NOW!**

Sources:

1. Lireo Designs - The State of Phishing
2. Kaspersky Lab - The Evolution of Phishing Attacks: 2011-2013
3. APWG - Global Phishing Survey: Trends and Domain Names Use in 1H2014
4. HP - State of Network Security, August 2014
5. IT Governance USA Blog - How to avoid becoming the next Target



IT Governance Ltd  
Unit 3, Clive Court  
Bartholomew's Walk  
Cambridgeshire Business Park  
Ely, Cambs  
CB7 4EA  
United Kingdom

www.itgovernance.co.uk  
© IT Governance Ltd