

Don't Get Hooked: Understanding Phishing Attacks

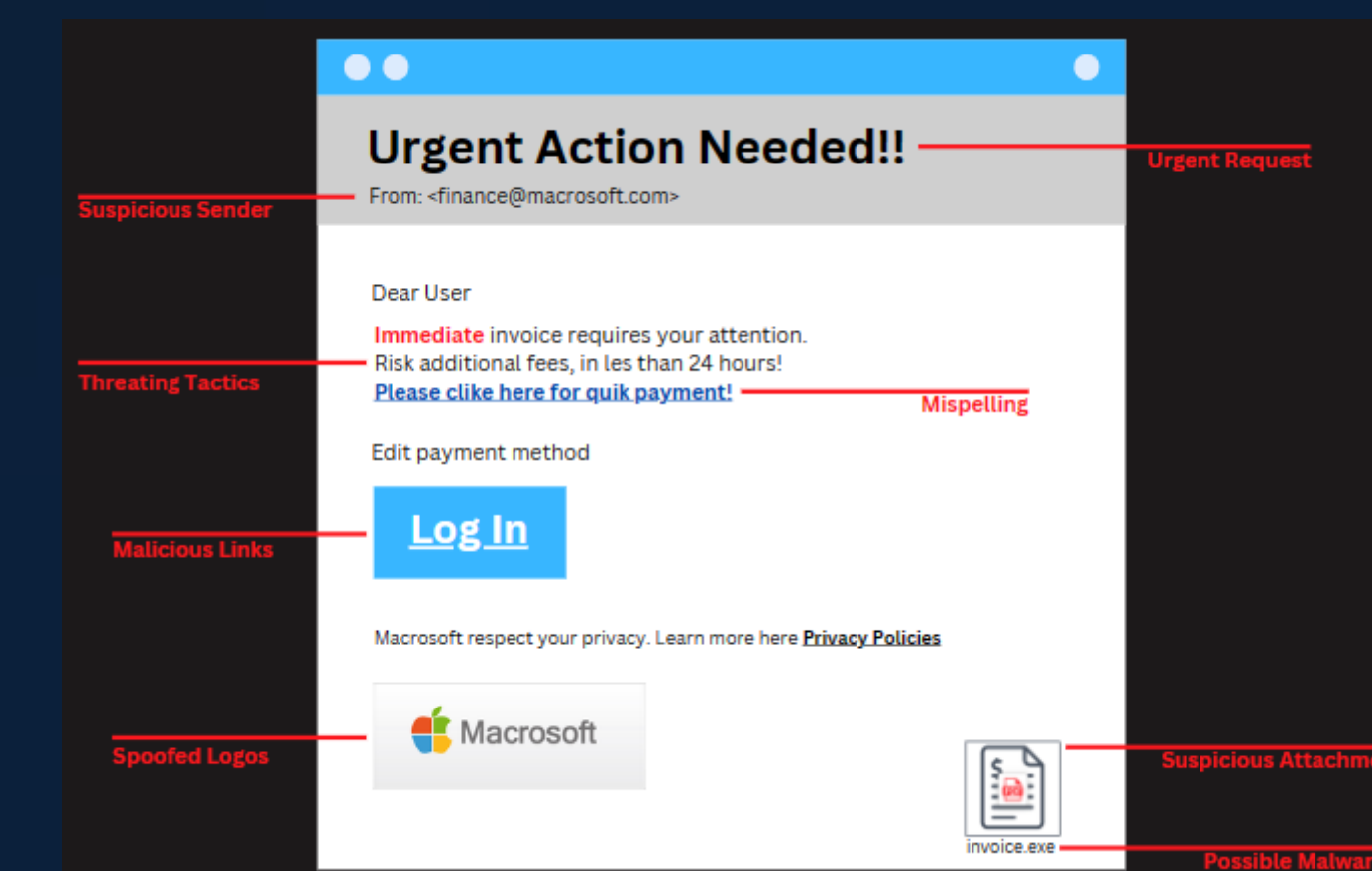
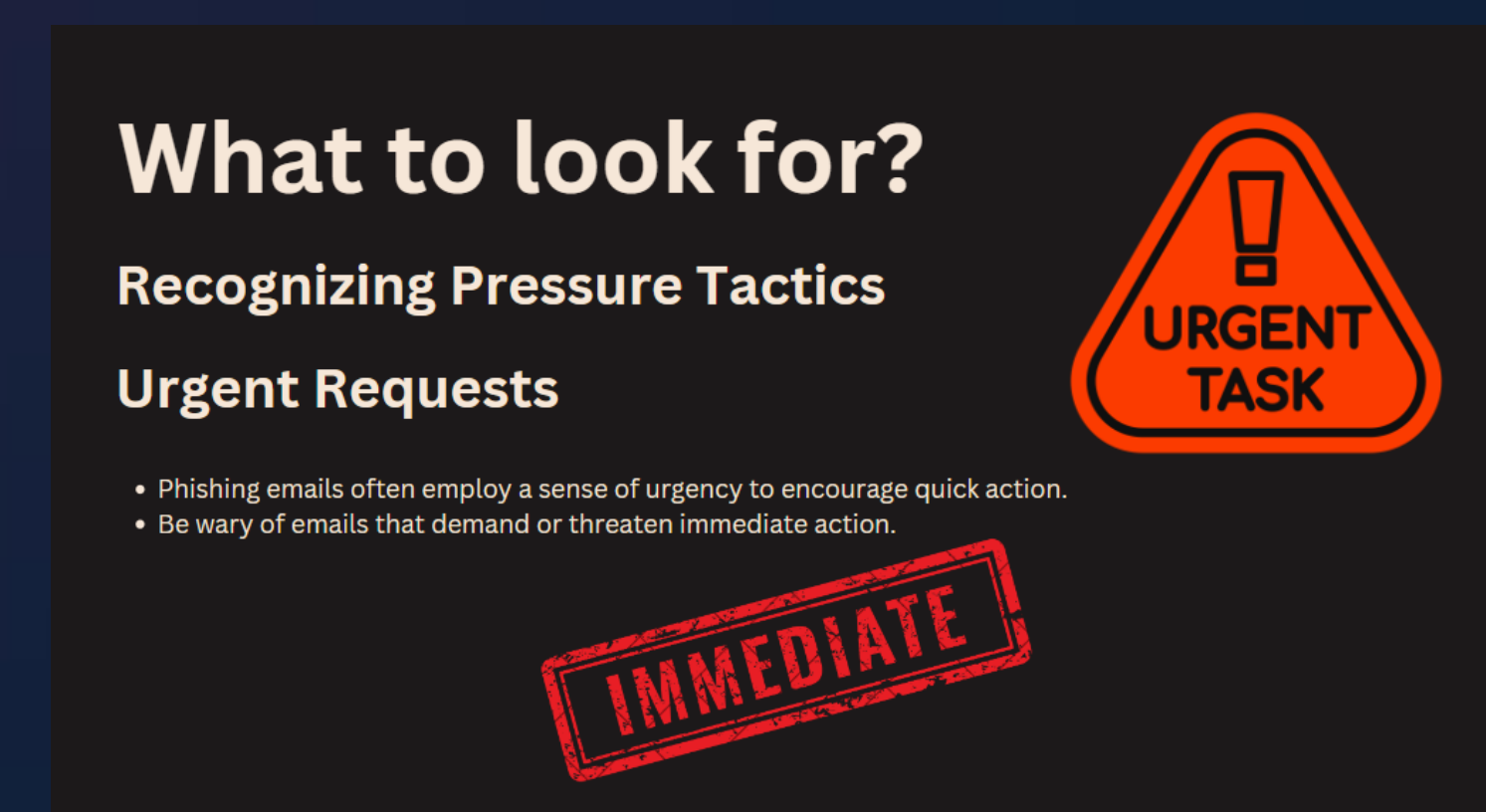
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Objectives

We began our implementation by setting our goals:

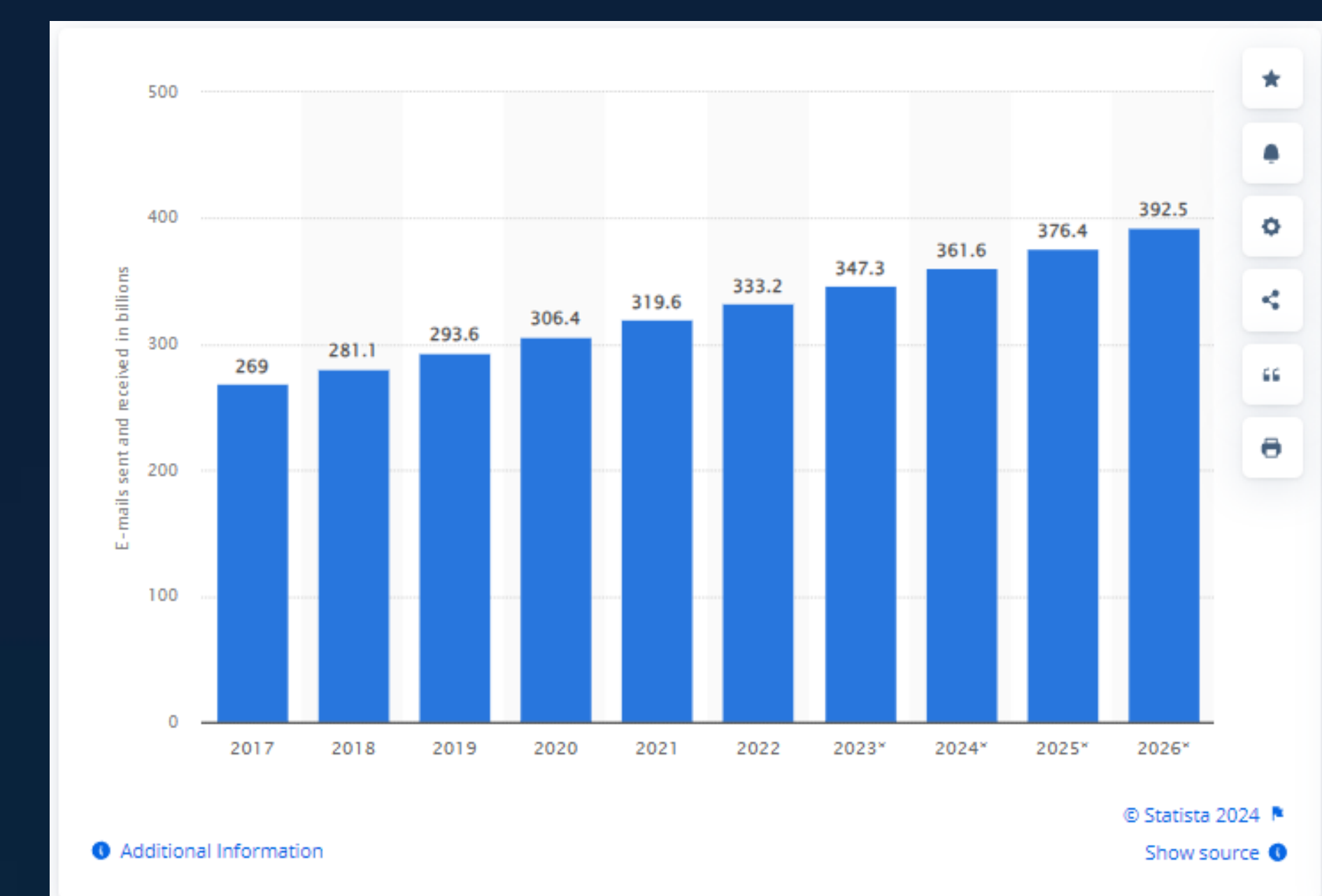
- Provide effective and up to date information.
- Provide a thorough and engaging training.
- Provide examples and practice examples.

Spotting Phishing Emails



The Statistics

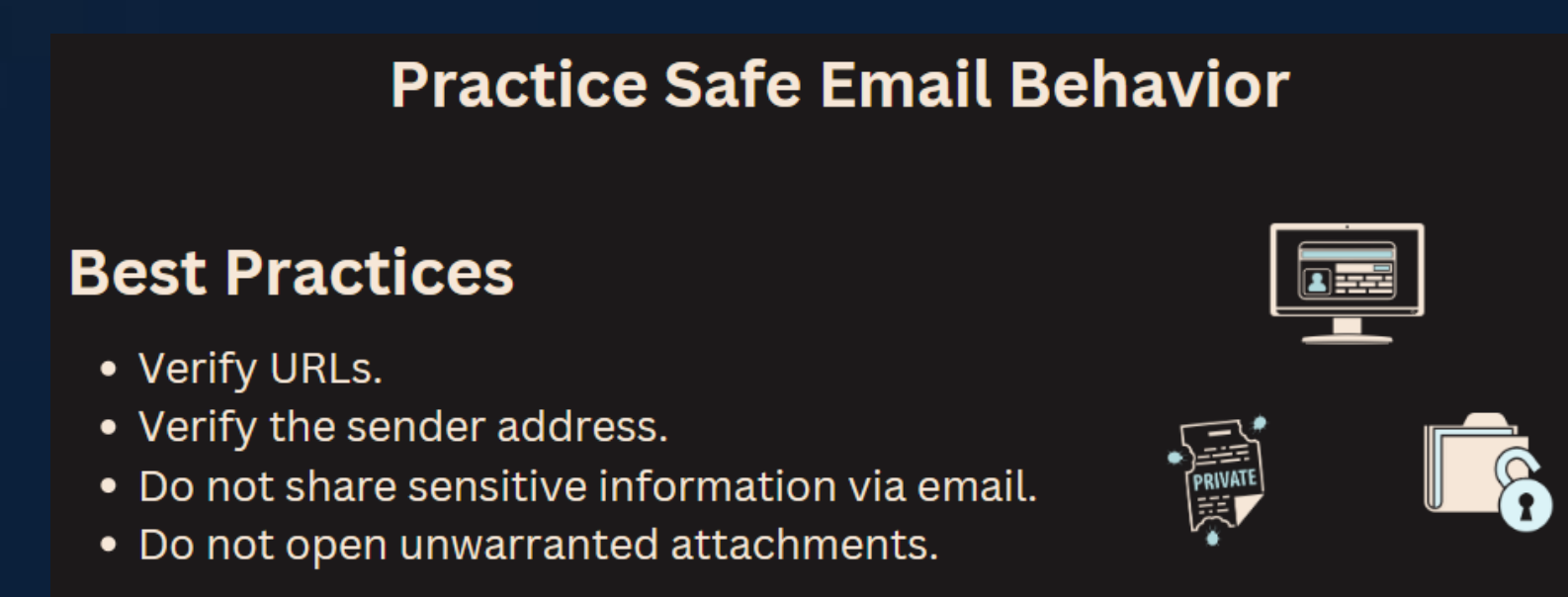
Number of sent and received e-mails per day worldwide from 2017 to 2026



Where to start?

Our search for training resources began with Google, YouTube, and LinkedIn Learning. We reviewed various types of materials, including articles and training courses.

Avoiding Becoming a Victim



Summary

Due to the increasing sophistication and prevalence of phishing attacks, a phishing awareness campaign is necessary in the modern world. These attacks target individuals and organizations with the aim of stealing sensitive information, compromising systems, and causing financial or reputational harm. Raising awareness about cybercriminal tactics, educating users on how to recognize and report phishing attempts, and implementing best practices for email security can help mitigate the risk of falling victim to phishing schemes. This proactive approach is critical to protecting personal and organizational data, preserving trust, and reducing the probability of successful phishing attacks.

REFERENCES: <https://www.statista.com/statistics/456500/daily-number-of-e-mails-worldwide/>, <https://www.linkedin.com/learning/cybersecurity-awareness-phishing-attacks/>, <https://www.terranovasecurity.com/blog/successful-phishing-simulation-campaign>

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