Quick insights for protecting yourself and your company from online threats

**ATTACKER GATHERS INFO ON TARGET**

- College
- Company reports
- Yelp reviews
- LinkedIn professional networks
- Social posts

**ATTACKER FAKES VERY SPECIFIC EMAIL USING INFO GATHERED**

**FACT**

- Most of the information can be found online in a matter of minutes.

- Attackers use emotional hooks that get you to respond.

**SPEAR PHISHING—BY THE NUMBERS**

- 95% of all cyberattacks begin with a spear phishing attempt.

**ATTACKER SENDS EMAIL TO TARGET**

- Jo
- Jon@alumnirelations.com

Dear Andy,

Soon your son will be walking the same halls as you did when you were a student here just a short time ago. How proud you must be!

While things have changed since then, our commitment to excellence remains strong. By [clicking here](#), you'll find a list of activities the two

- Stacey
- stacey@chezvoulez.com

Hi Brianna,

First, I’d like to apologize on behalf of all of us at Chez Voulez for the experience that prompted you to write a bad review on Yelp!

We are truly sorry that your reservation was lost, and that your dinner party was seated inside the restaurant instead of on the patio as you requested. Please let us make it up to you.

The link below will take you to our gift card fulfillment center where

- CW
- caseywright@accounting.com

Rick,

Need your help executing on the Matrux Materials contract. Please see notes:

- Black line review (I’ll handle with Dillmann & Assoc.)
- Authorize 1st installment payment (YOU)

We have until 5 p.m. EST to finalize, so make this a priority. I’ll circle

- Carey
- shana@customerprofile.com

Carey,

Just dropping you a quick note to let you know that we need your payment method preference before you can shop online with us.

Please [click here](#) to securely provide this information, or call (555) 555-5555 to share it securely with a profile specialist.

Thank you for your cooperation and swift attention to this matter. We look forward to completing your file and serving you as a valued