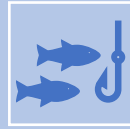
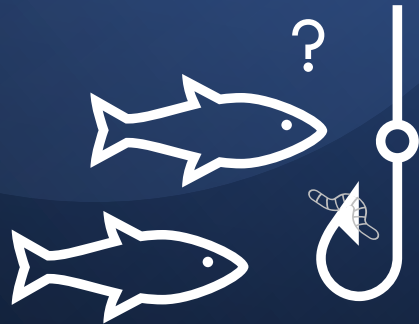


So what is phishing anyway?



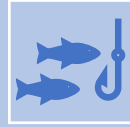
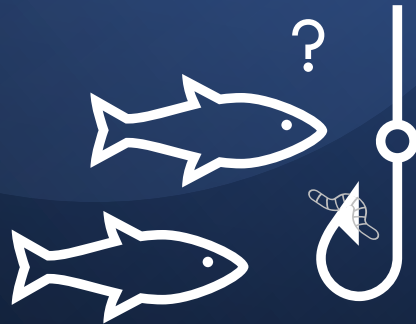
It is the **malicious** use of information technology to target another



The target may be any person or organisation



So what is phishing anyway?



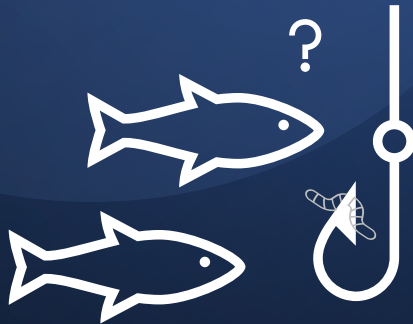
The **bait** is anything which gets your attention: e-mail, text, phone call etc



The **hook** is persuading you that the source appears trustworthy



Who may be phished?



Anyone who uses information technology **or** has others carry these activities out for or about them

This could be:

- You or me
- Family, friends & neighbours
- Colleagues
- Vendors
- Clients & customers
- Other stakeholders such as banks, pension holders, insurers
- Universities, colleges, schools
- Emergency services
- Hospitals, clinics & medical facilities
- Local, regional & national authorities

But... why?

1 of 2

The purpose is generally to **exploit** you in some way to find out information and data:

- Names, titles, job roles & descriptions
- User ID's, passwords
- Network or financial account details
- Physical & Internet Protocol (IP) addresses
- Project or file names
- Folder structures & documentation
- Links to websites or webpages
- Data about the network itself

This data might be used to support further exploitation which may be malicious and / or illegal

But... why?

2 of 2

Malicious & illegal acts may include, but are not limited to:

- Stealing by redirecting funds / assets
- Disrupting a digital device or network
- Accessing proprietary or confidential data
- Impersonating others
- Blackmail or extortion
- Spreading disinformation
- Deleting or changing data

You may not be the final target, merely a means to an end to gain access to another

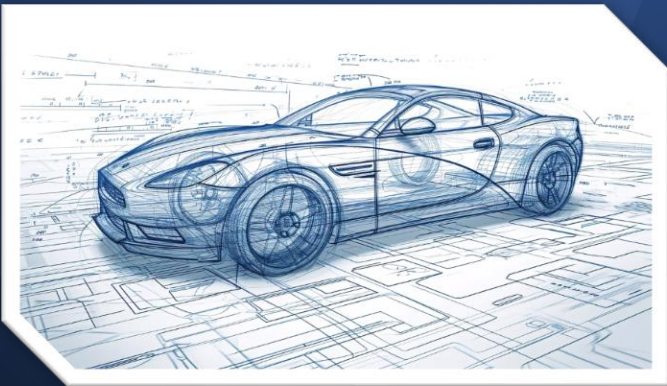
No really... why me?

1 of 2

If you value something chances are others may want to see what you have, take it for themselves or cause harm or annoyance

This may be any resource which can be used, shared, sold, changed or deleted:

- Confidential or personal information
- Intellectual property
- Banking & finance details
- Market analysis, reports, plans, goals & objectives etc
- Vendor & client details
- Websites or webpages



No really... why me?

2 of 2

For some it's about the money, others consider it to be a technical challenge

E.g. *"Can this be done?"*

Some people just find it funny



Social engineering



Social
engineering is
nothing new



At its core is the
principal of
changing
behaviour



Social
engineering may
be positively &
legally used



It is the *intent* &
effects which
matter

Social engineering

Question: have you experienced social engineering?

Answer: probably



Social engineering



Phishing is **malicious** social engineering

It attempts to trick you into trusting others

Attempts may be sophisticated, subtle & persistent

Social engineering



The digital world is a highly connected place

Don't think you are not at risk

You may be a stepping stone towards others

We're all in IT together...



Phishing remains an ongoing concern

Reasonable precautions should be taken

Consider the risks of not doing so

You don't
have to take
my word for
it...

The National Cyber Security Centre is a UK government resource for, in its own words:

“Helping to make the UK the safest place to live and work online”

NCSC, 2024

Much of their advice is globally relevant

Take the time to verify your sources

NCSC, 2024, *Phishing: Spot and report scam emails, texts, websites and calls*, Available at <https://www.ncsc.gov.uk/collection/phishing-scams> (accessed: 04 Mar 2024)

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like to know
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