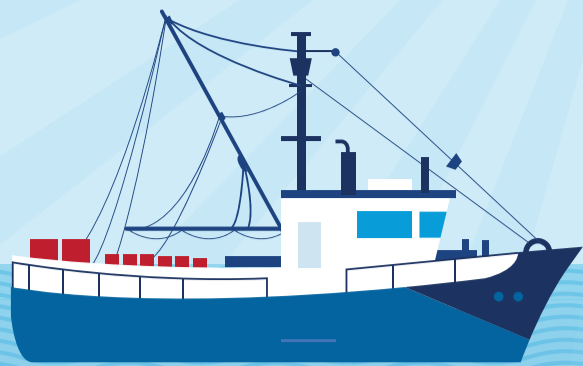


PHISHERS



Target

New Industries for Broader Reach

Phishing attacks that hijack trusted brands have been a longtime challenge for financial services companies, but more recently, fraudsters are focusing their efforts on new industries such as SaaS or cloud based companies, telecommunications, retail and Internet brands.

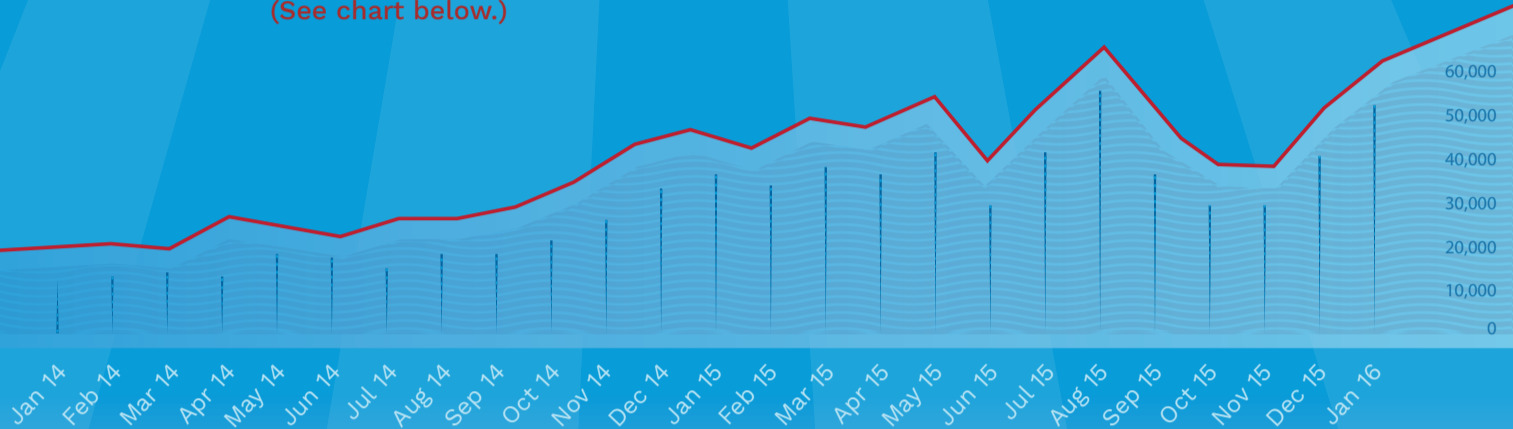
400%

Increase in phishing attacks on non-financial industries since Jan. 2014.

(See chart below.)

156m

Number of phishing emails cybercriminals send out every day¹.



Top Phishing Targets by Industry



	38%	Financial
	27%	Communications and Hosting
	21%	Retail
	8%	Other
	2%	Government
	2%	Social Network
	2%	Gaming

The Danger of Phishing to Your Brand

Phishing is a strategic business problem that can damage your company's digital channels, weaken customer relationships, and increase marketing and security costs. Phishers send look-alike emails impersonating your brand and direct customers to fraudulent sites and steal their credentials. The social engineering tactics used by today's fraudsters are becoming more and more sophisticated, and even savvy Internet users can fall victim to these scams.



Best Practices

To Combat Phishing Attacks Targeting Your Brand

1 Prevent Attacks in Advance

Set up an early warning system alerting you of new domain registrations that misleadingly read like your brand name and may target your brand to host malicious content – before they can impact your customers.

2 Detect Fraudulent Activity Using the Right Intelligence

Proactively monitor and analyze key intelligence sources to detect phishing and malware activity across email and other digital channels.



3 Mitigate and Shut Down Phishing Sites

Share your phishing alerts with ISPs, browsers, email providers and security vendors, and partner with an anti-fraud vendor to block malicious sites at the Internet gateway and have them shut down quickly.

1. Phishing: How Many Take the Bait? Get Cyber Safe, March 4, 2015. www.getcybersafe.gc.ca/cnt/rsrccs/nfgrphcs/nfgrphcs-2012-10-11-en.aspx