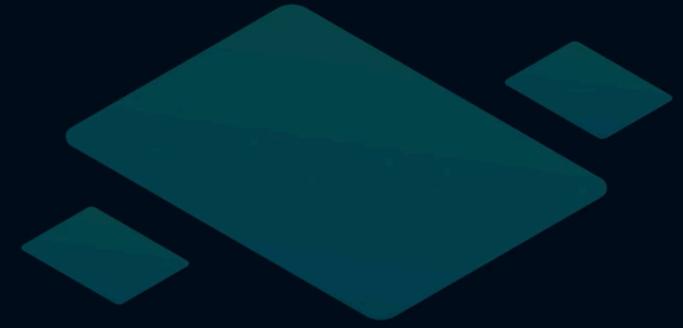


ANCHOR SECURITY



ANCHOR SECURITY

The Little Phish Is The Best Catch

Dan Goodman, Co-Founder @ Anchor Security Team

“Give a man a fish, he will eat for a day...
Teach a man to **phish**, and he will steal every day...”

Phishing



What is Phishing?

The act of attempting to steal information or gain access to systems through impersonation or deception over digital communication.

Unprepared and Unaware
Make the Easiest Target

It's my bosses problem...

It's AT&T's problem...

It's Comcast's Problem...

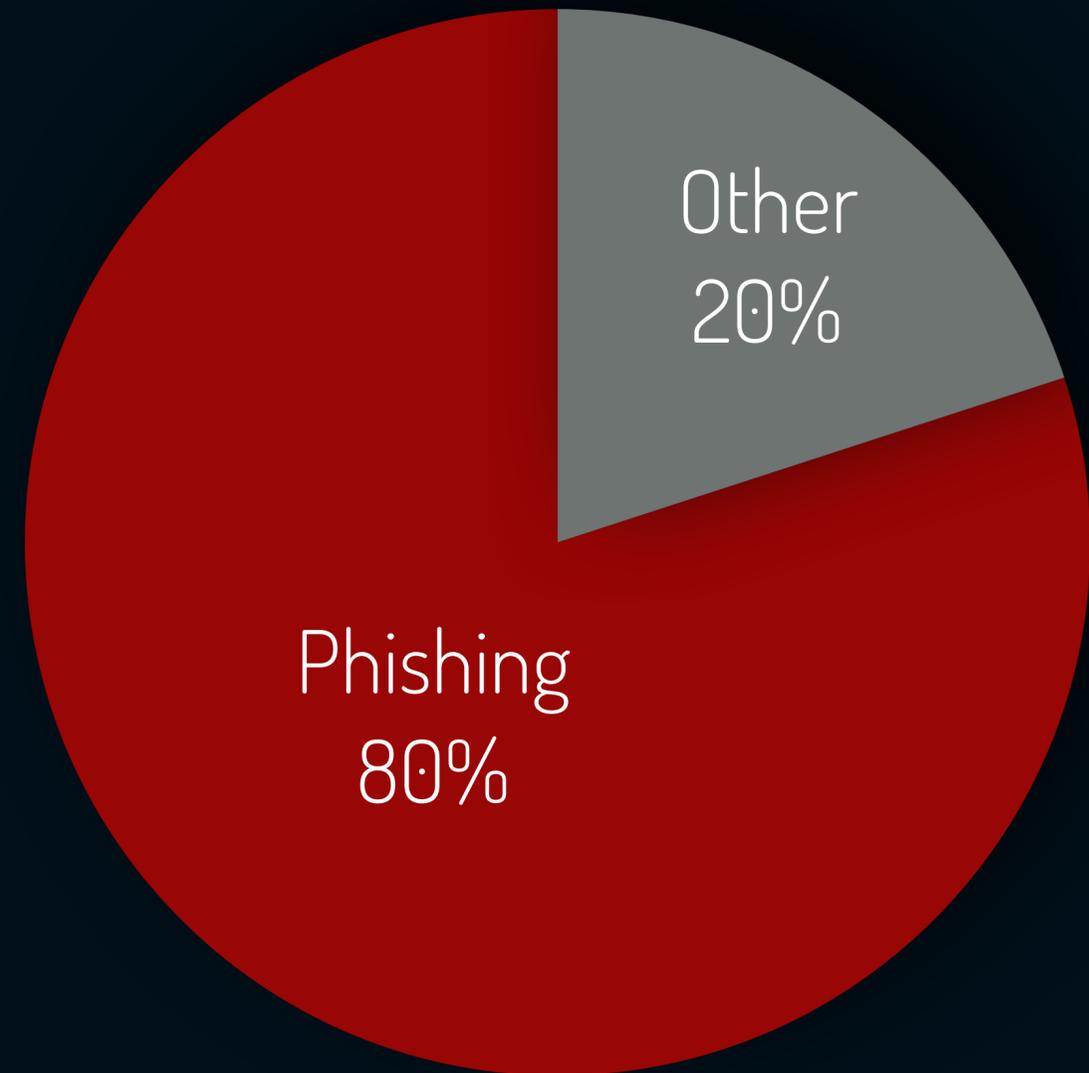
It's IT's problem...

Cyber Crime and You

2018 Cyber Crime



2018 Small Business Hacks



Four Factors of a successful Phish:

Is it Urgent?

Is it Important?

Is it from an Authority?

Is it Limited or Free?

Urgency

Individuals tend to respond quickly, without considering the validity of the requests origin.

Urgent matters require urgent responses.



Hi <customer>,

This is a follow-up regarding your package delivery:

- Tracking Number: [0p2uYq5RIho](#)

The package contained in the above-mentioned shipment was not accepted at the destination address. Please contact your local UPS office and provide the printed delivery sticker, included in this email.

Please note that in case of a failure to contact your local UPS office within 21 days the parcel will be returned to sender.

Thanks so much for shipping with UPS.



[Get the UPS My Choice app for Facebook](#)



[Download the UPS mobile app](#)

This may sometimes happen,
But it's rare for large companies

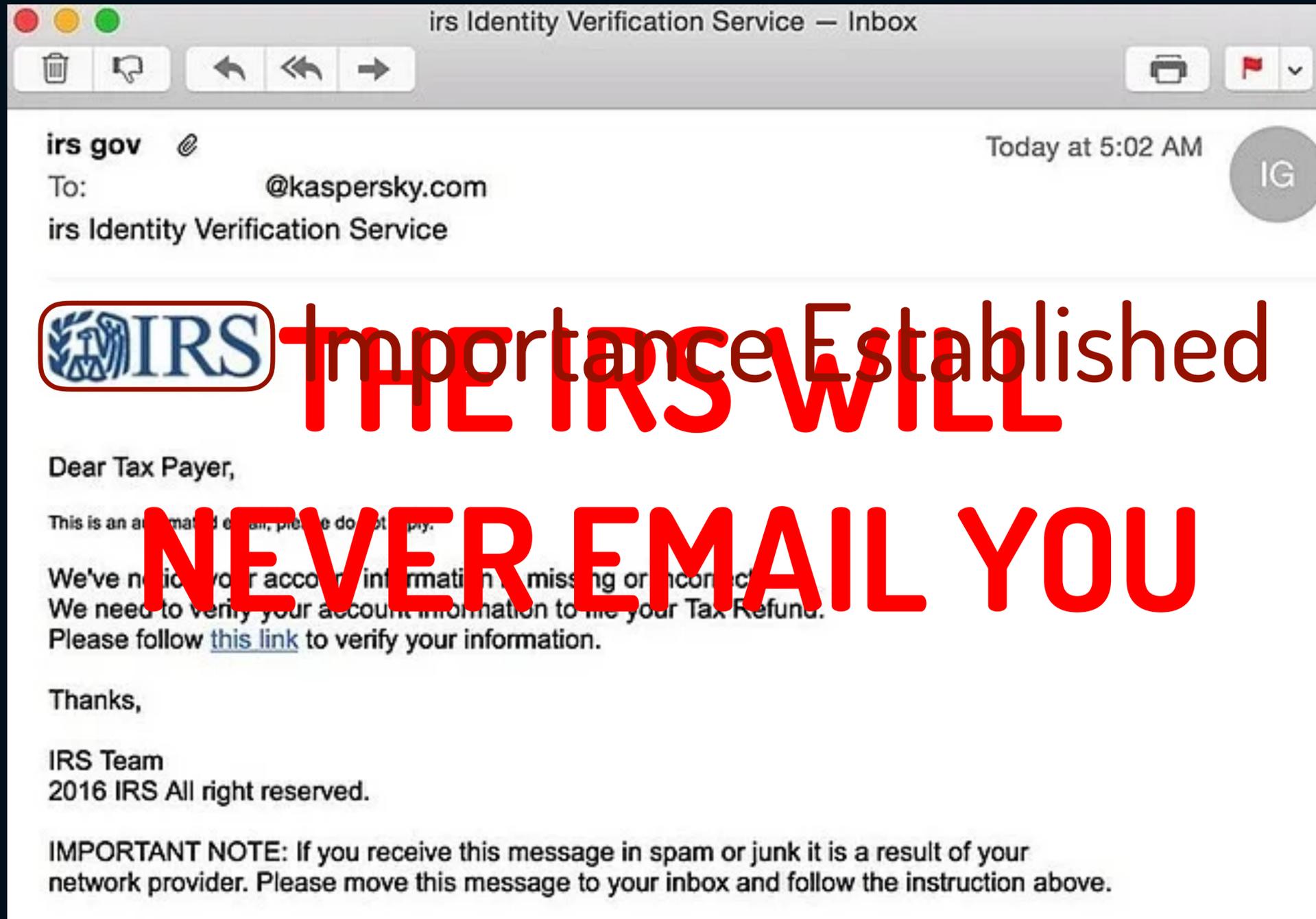
This is not the right length,
Not real UPS website

Urgency Established

Importance

Recipients might be too focused on the importance of the request.

Importance requires focus.



Importance Established
THE IRS WILL

Dear Tax Payer,

This is an automated email, please do not reply.

We've noticed your account information is missing or incorrect.
We need to verify your account information to file your Tax Refund.
Please follow [this link](#) to verify your information.

Thanks,

IRS Team
2016 IRS All right reserved.

IMPORTANT NOTE: If you receive this message in spam or junk it is a result of your network provider. Please move this message to your inbox and follow the instruction above.

NEVER EMAIL YOU

Authority

A request coming from a higher authority requires the individual be dependable in their promptness

Authority demands prompt dependability.

Urgent Request

Inbox x



A Picture of your CEO

7:50 AM (1 hour ago)



Alanna Your name

Authority Established

can send it as an attachment. Kindly prepare the lists and email them to me asap.



Urgency

(Fake CEO Email)

Limited and Free

When something is free in limited quantity, individuals
move fast

Limited and Free blinds the individual.

Attn: **Your-150 Dollar Prime Credit Expires on 12/28.** Shopper: [redacted] Spam x



Amazon Update <AmazonUpdate@efficaiouscrbays.xyz>
to me

Established Limited and Free

Why is this message in Spam? It's similar to messages that were detected by our spam filters [Learn more](#)



**It was in spam for a reason,
not even Amazon**

The Amazon Marketplace

-----SHOPPER/MEMBER:4726
-----DATE-OF-NOTICE: 12/22/2015

Hello [Shopper: \[redacted\]@gmail.com](#)! To show you how much we truly value your years of business with us and to celebrate the continued success of our Prime membership program, we're rewarding you with-\$100 in shopping points that can be used on any item on our online shopping site! (this includes any marketplace vendors)

In order to use **this-\$100 reward,** simply go below to get **your-coupon-card** and then just use it during checkout on your next purchase. That's all there is to it!

[Please visit-here now to get your reward](#)

Weird syntax

*****DON'T WAIT! The Link Above Expires on 12/28!**

If They Distract You with the
Request

They Win.

Email isn't the only Phishing platform

Phones can be even worse



Martin Cooper holding
the world's first mobile phone, 1973



Apple's Steve Jobs introduces the iPhone at MacWorld, 2007

Nobody had security in mind at
the time...

And the cellular system kept
growing without it.

How is the current cellular system
a threat?

Allow me to show you...

Demo Phish:

Spooofing a Phone Number

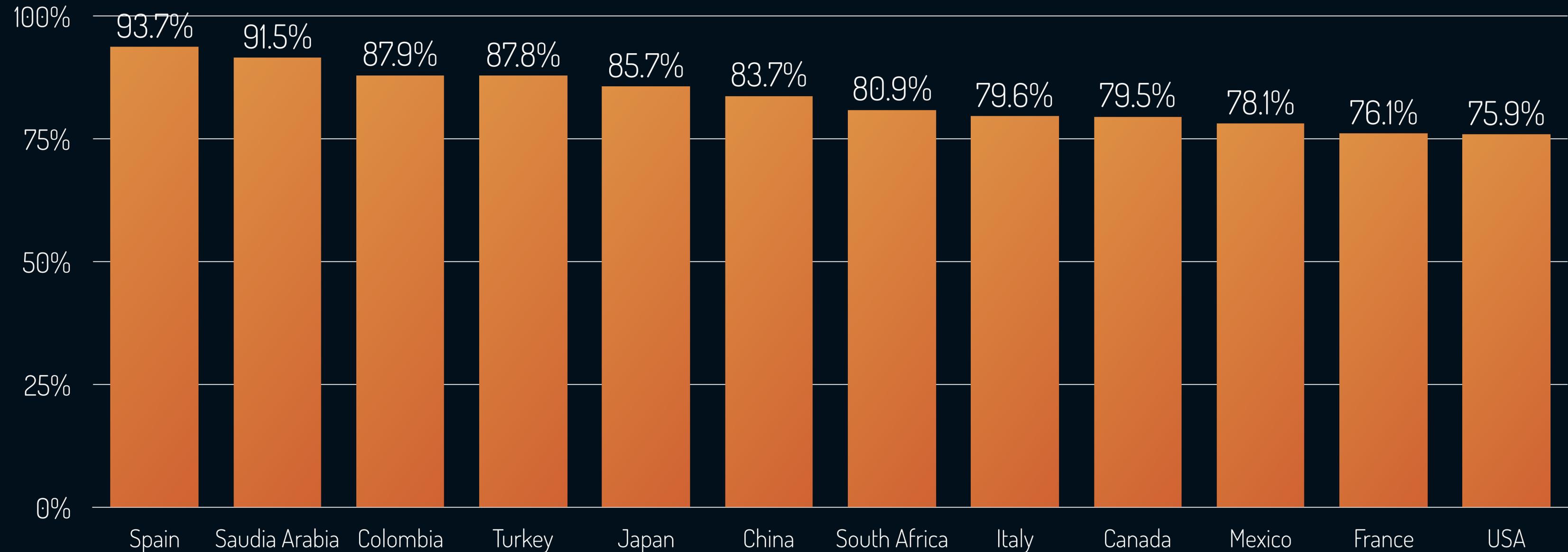
Here's the crazy part:

You don't need to be the one
who gets fooled.

Phishing is the most Dangerous and Widespread Attack

You may never figure out that you just gave away your data

2019's 12 Most Exploited Countries



These are **Small Businesses**

Let's Fix the Problem Together

The best things you can do to prepare:

1) Training

2) More Training

3) And Then Some More Training

Checking for Phishing should
be second nature

More Steps to Take Now

Easy: Always be the one to call someone you don't know,
Always inspect emails carefully

Medium: Use more modern and secure methods of communication
e.g., Slack, Signal, Discord, iMessage

Hard: Use digital signatures for email

Don't forget, you can be
phished in person too

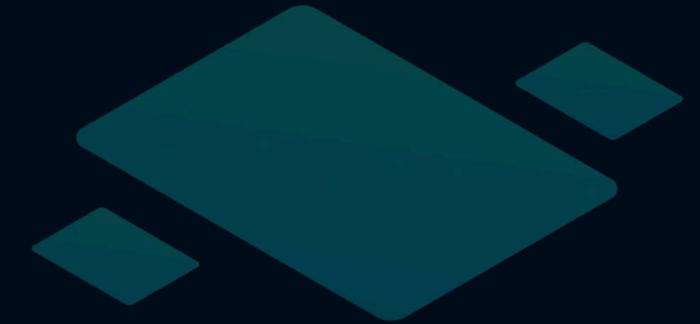
Questions?

Don't be another statistic...

Free Security Audit:

Email "webinar1", your name, company, and phone number
to hello@anchorsecurityteam.com

Until 8/8/19



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