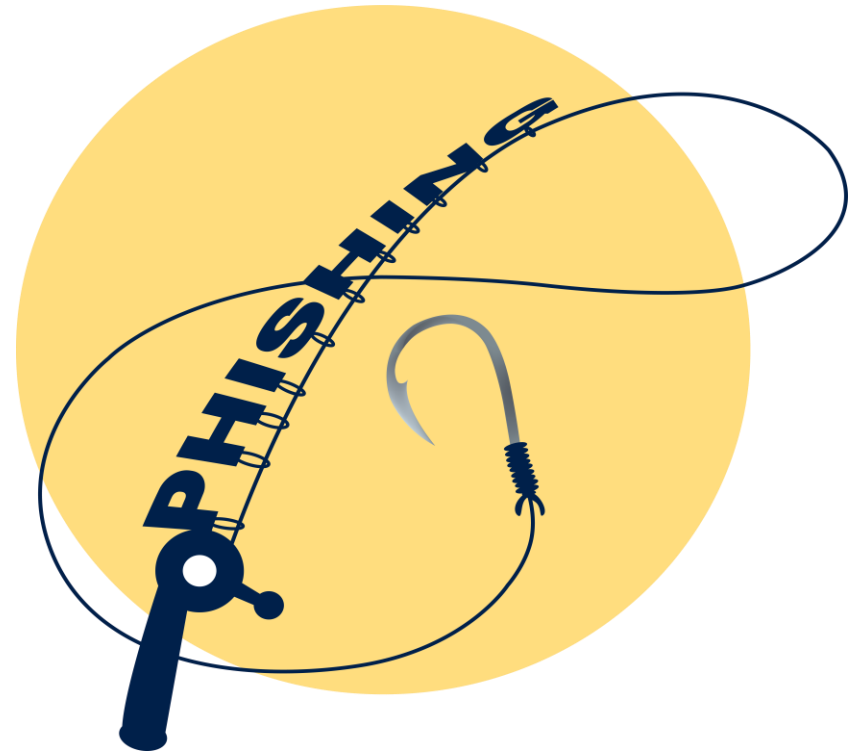


Phishing –
Trying not to
get caught on
the bad guys’
“phishing
hook”!



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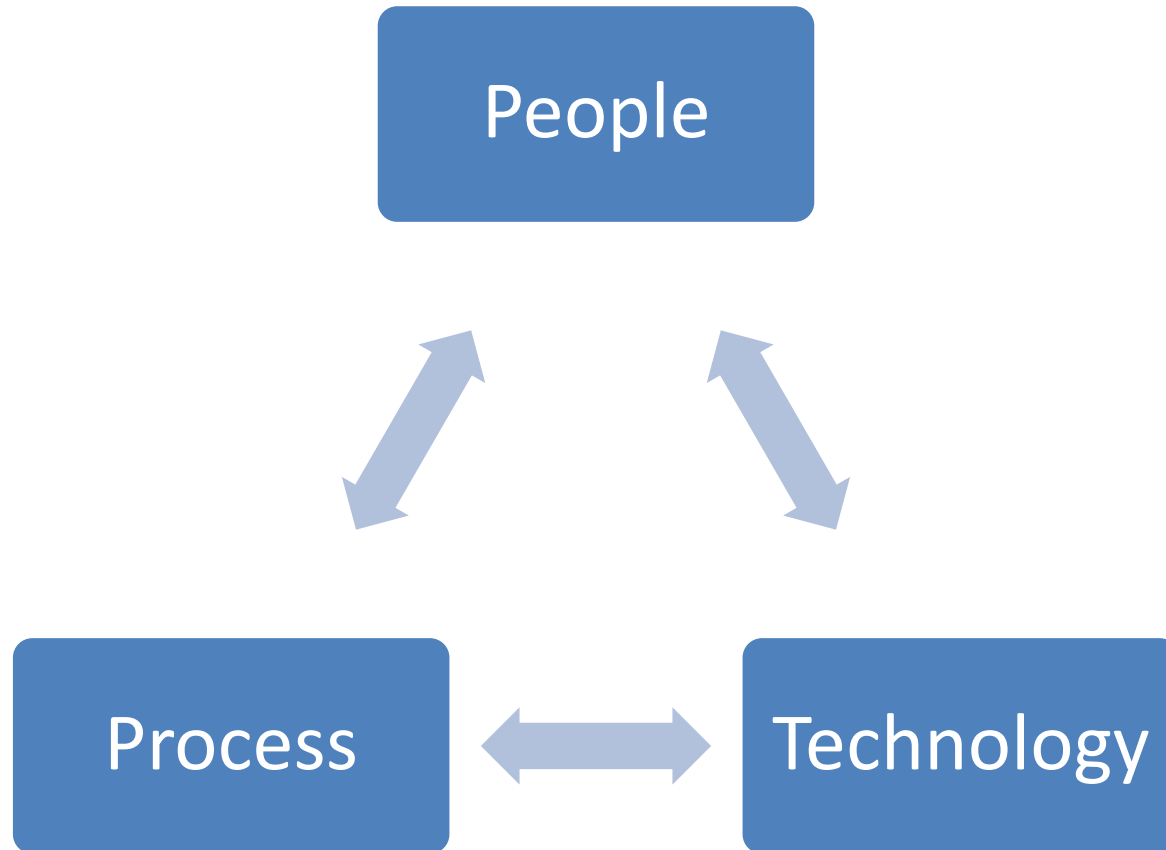
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Phishing continues to be a No. 1 threat and risk!



- The bad guys are focusing on people and their roles within an organization. What can they get from you?
- With 91% of breaches starting with phishing emails, we find ourselves in an arms race against phishing attackers.¹
- Ransomware was the biggest email-borne threat of 2017.²
- Attacks on cloud-based platforms relied on human error, carelessness, and credulity to penetrate systems of value.²
- The average office worker receives 122 emails each day.³
- People are 3x more susceptible to phishing attacks on mobile devices.
- Employee responses to “suspicious emails” (phishing for example) **WILL** result in malware, fraud, transferred funds and disclosure of sensitive information (ex. credentials).
- The bad guys will keep coming. We need to be more diligent than them.

Don't get caught on the phishing hook!



What do employees need in their phishing tackle box?



People

- Inform & educate about “suspicious emails”
- Provide a quick reporting capability
- Provide the ability to practice/test recognition of suspicious emails
- Provide reference materials
- Design the training & awareness program to be frequent & engaging

The 4 - Ps Training & Awareness Program Approach



1 - **Promotions** = activity that supports or provides active encouragement for furtherance of a cause, venture or aim

2 - **Partnerships** = working together with people and departments, internally and externally

3 - **Participation** = the action of taking part in something

4 - **Prevention** = the action of stopping something from happening or arising

| | Activities | Promotions | Partnerships | Participation | Prevention |
|----|--|------------|--------------|---------------|------------|
| 1 | Use a quarterly theme to drive activities | X | | | |
| 2 | Consider "Deputizing Employees" to promote their ownership | X | X | X | X |
| 3 | Perform All Employee Phishing Campaigns | X | | X | X |
| 4 | Change Annual Employee Security Training from 1-hour long sessions to shorter Teachable Moments sessions | X | | X | |
| 5 | Hold Focus Group Meetings | | X | | |
| 6 | Publish posters across the enterprise (walls & bathroom stalls) multiple times through a year | X | | | |
| 7 | Place Message Tents within breakrooms | X | | | |
| 8 | Continue Targeted Phishing Campaigns for high risk areas | X | | X | X |
| 9 | Issue routine email communication alerts | X | | | X |
| 10 | Reiterate with Teachable Moments | X | | X | |
| 11 | Hold Topic Specific Contests & Rewards | X | | X | |

What happens when your employee gets hooked?



Process

- Ability to quickly report Suspicious Emails”
- Response plans to quickly resolve detected threats and malicious emails
- Ability to remove identified dangerous emails from employee “in-boxes”

How can technology mitigate and support?



Technology

- Implement phishing email simulation tool
- Deploy gateway solutions to prevent “suspicious emails” from being delivered to employee email boxes
- Leverage cloud services to monitor ongoing security and compliance risks
- Make sure patching is current
- Ensure backups are in place and routinely tested

Summary



- To determine the right solution for you, consider people, process and technology.
 - Make a concentrated effort to be **people focused** and then explore how process and technology integrate to provide support and mitigate risks.
- Constantly provide training and awareness all year long to your employees.
 - Make your training interactive and engaging.
- Social and work environments are constantly evolving; so are the bad guys!
- The bad guys are:
 - Persistent
 - Looking for Opportunities
 - Adaptable; Like a chameleon – quick to change
 - Constantly relying on people
- The bad guys will keep coming. We need to be more diligent than them. Our employees are our first line of defense.

Citations –

- 1 – Dark Reading, “91% of Cyberattacks Start with a Phishing Email”, 2016
- 2 – proofpoint.com, “The Human Factor 2018 People-Centered Threats Define the Landscape”, 2018
- 3 – Verizon, “2017 Data Breach Investigation Report 10th Edition”, 2017