

# 5 WAYS TO HELP CLIENTS AVOID PHISHING ATTACKS



Did you know that 90% of modern data breaches now involve a phishing attack?

These attacks usually consist of fake emails designed to look like they're coming from a brand or institution your clients trust.

Their goal is to entice your clients to click a link or download an attachment, which, in turn, puts malicious files on their computer. This can enable hackers to steal end users' identities, breach your clients' systems, and more.

The best way to defend your clients against phishing attacks is to train them to identify phony emails before they click on them. With Webroot® Security Awareness Training, you can educate your clients' end users and empower them to stay ahead of next-generation threats.



## 5 EASY WAYS FOR CLIENTS TO SPOT A FAKE

### 1 Who's the real sender?

Make sure the organization name in the "From" field matches the address between the brackets. Watch out for addresses that contain typos in the organization name (think amazOn.com).

### 2 Check the salutation

If you do business with an organization, the first line of the email should always contain your name. Don't trust impersonal introductions like "Dear Customer."

### 3 Use your mouse hover

Hover over an email link to see the full URL it will direct you to. Do NOT click the link—just hover. If the address isn't where you'd expect to go, don't click it. Check all the links—if the URLs are all the same, it's likely a phishing email.

### 4 What's in the footer?

The footer of any legitimate email should contain, at minimum:

- A physical address for the brand or institution
- An unsubscribe button

If either of these items are missing, it's probably fake.

### 5 When in doubt, delete

If you don't know the sender, or even if something seems off, delete the email. If it's not fake, the sender will contact you another way or send the message again.

FROM  
John Doe <avnet.secure@malware.com>

TO  
You <your-email@domain.com>

Dear Customer,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea [hyperlink](http://malware.com). Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[ missing footer ]

Trusted Corp ▪ 1st street, City, State

To stop receiving these emails, [unsubscribe](#) now.

Delete