Webb
Bros Group

Protecting Against Spam and Phishing Attacks

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Spam and Phishing What's the Difference?

The Difference Between Spam and Phishing?

Whilst spam and phishing can be confused as the same thing, due to they both being inbox-clogging nuisances, there are a few key differences. Knowing the difference between the two can help you take proper action.

One of them (phishing) is actively aiming to steal login credentials and other sensitve data. However, spam tries to capture business by sending unsolicited emails to bulk lists. Although annoying, spam is not as dangerous as phishing which tricks the user into giving over sensitive information.

Spam in a snapshot

Spam is junkmail, and been around for as long as the internet. It tries to sell to a larger market of buyers for those items that the buyers may have had an interest in, by obtaining email addresses, sending off in bulk messages of goods and services, hundreds of thousands of times. Common types can be chain mail, coupons, adult content and unwanted newsletters as an example.

Phishing in a snapshot

Phishing is created by a malignant actor to harm a company or individual by obtaining sensitive information. It takes on what may seem as a legitimate message from a reputable sender. Usually associated with identity theft, emails target banking credentials, passwords, cash advances and other information of value.

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Top 20 Spam & Phishing Identifiers

1. It just doesn't look right.
2. Generic salutations.
3. Links to official-looking sites asking you to enter sensitive data.
4. Unexpected emails that use specific information about you.
5. Unnerving phrases.
6. Poor grammar or spelling.
7. Sense of urgency.
8. Telling you you've won a prize.
9. Asks you to verify your account.
10. Cybersquatting.
11. The message contains mismatched web addresses (URLs).
12. URLs contain a misleading domain name.
13. The message contains poor spelling and grammar.
14. The message asks for personal information.
15. The offer seems too good to be true.
16. You didn't initiate the action.
17. You're asked to send money to cover expenses.
18. The message makes unrealistic threats.
19. The message appears to be from a government agency.
20. Something just doesn't look right.

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Examples

DropBox

Good Day,

Your contact sent a **Document** named **"Invoice.pdf"**

View Document

Copyright 2018 'DropBox Inc.

DocuSign

Good Day,

A trusted member of your contact sent a Document named **Invoice_2_12_2018.pdf** to you,

According to your mail settings,
We advise that you view and download the file before it expires, thus get deleted.

[redacted]

Click below to view the files before they get deleted,

https://accounts.docusign.com/securemail/web/?s=7576c892-2d5b-46bb-8989-9&er=1

Docusign Receivers Email (andrew.[redacted]

'MICROSOFT BILLING TEAM

Howdy,

We tried renewing your OFFICE LICENSE but could not complete the process

This was caused by an error found in your BILLING details

We therefore advise that you visit

http://billing.microsoftonline.com/?companyProfile=22672uyhy and correct your details to rectify issue

Failure to comply would lead to email termination.

Sincerely,
'Microsoft Billing Team

Disclaimer: This email and its content are confidential and intended solely for the use of the addressee. Please notify the sender if you have received this email in error or simply delete it.
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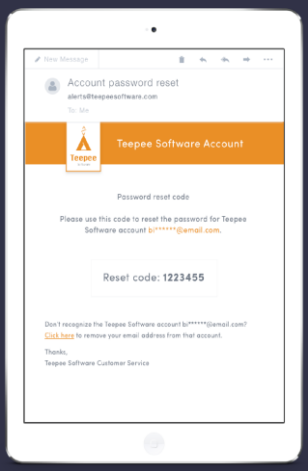
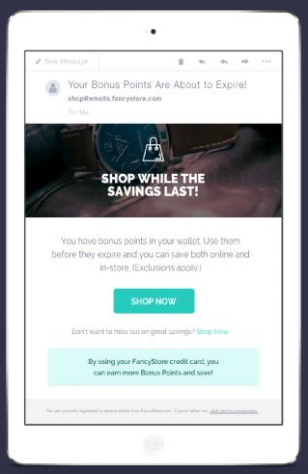
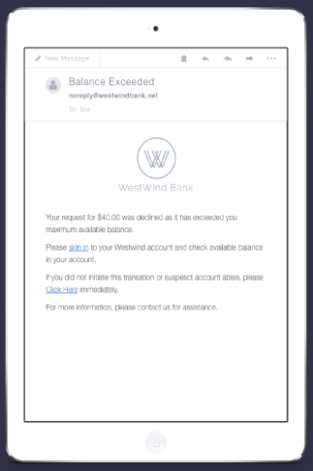
Phishing Examples

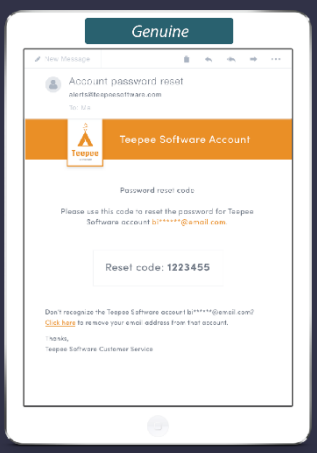
Can You Identify the Phish?

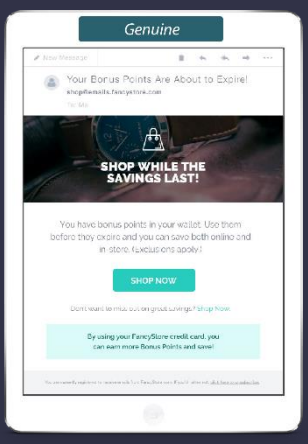


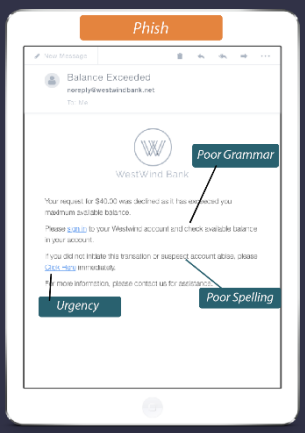




Here's how to tell







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How To Stay Phish Free?

As technology advances, so too will the ways in which you can be exposed to phishing. A great way to get out in front of this, ensuring your individual and business operations are safe guarded, is to get up to date with your cyber security management.

At Webb Bros Group of integrated brands, we can completely manage your cybersecurity, from free obligation audits, to complete health checks that include a roadmap for ongoing support.

A Handy Guide To Remember!

P Promises - Offering unbelievable?

H Harrasment - Pressuring you to act?

I Instinct - Does it feel wrong?

S Sense of Urgency - Making you rush?

H Hit DELETE - Get rid of it!

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How Can We Help?

Reach out to any of our Webb Bros integrated brands if you need to get your cybersecurity up to date.

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