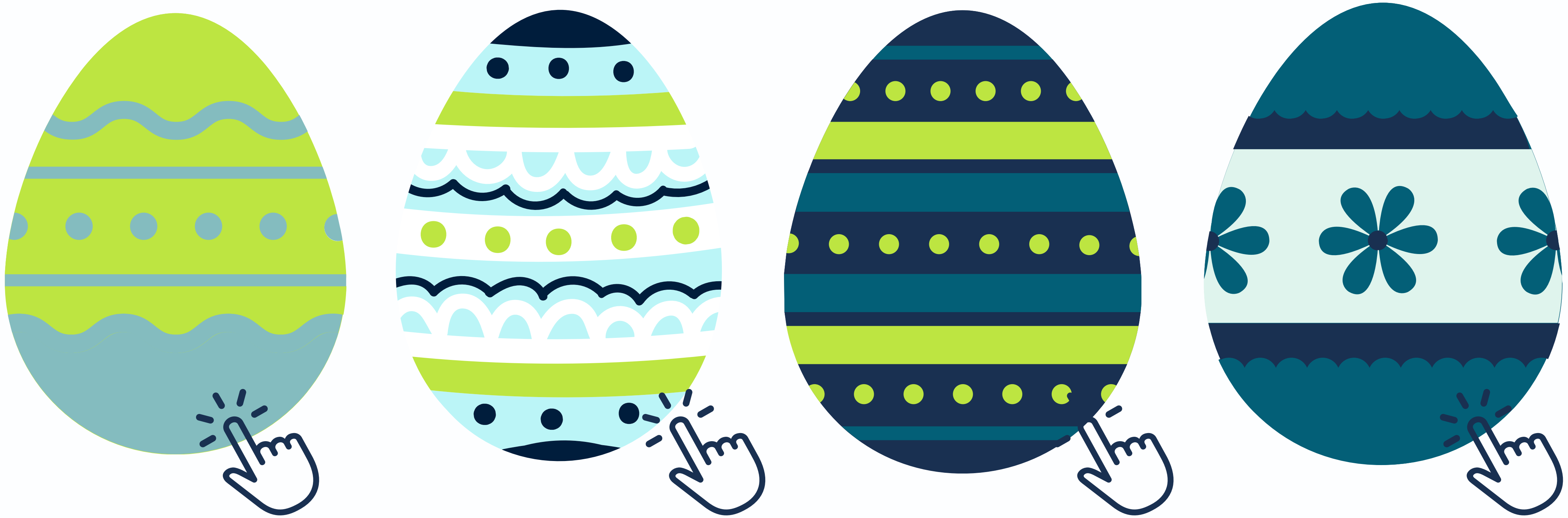
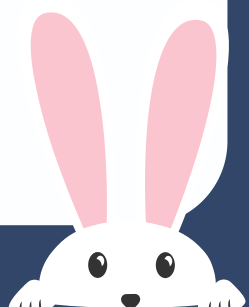
Phriendly
Phishing

Scammers are on the hunt

Hidden inside bunny’s favourite eggs are important cyber security tips.
Click on each egg to learn more!





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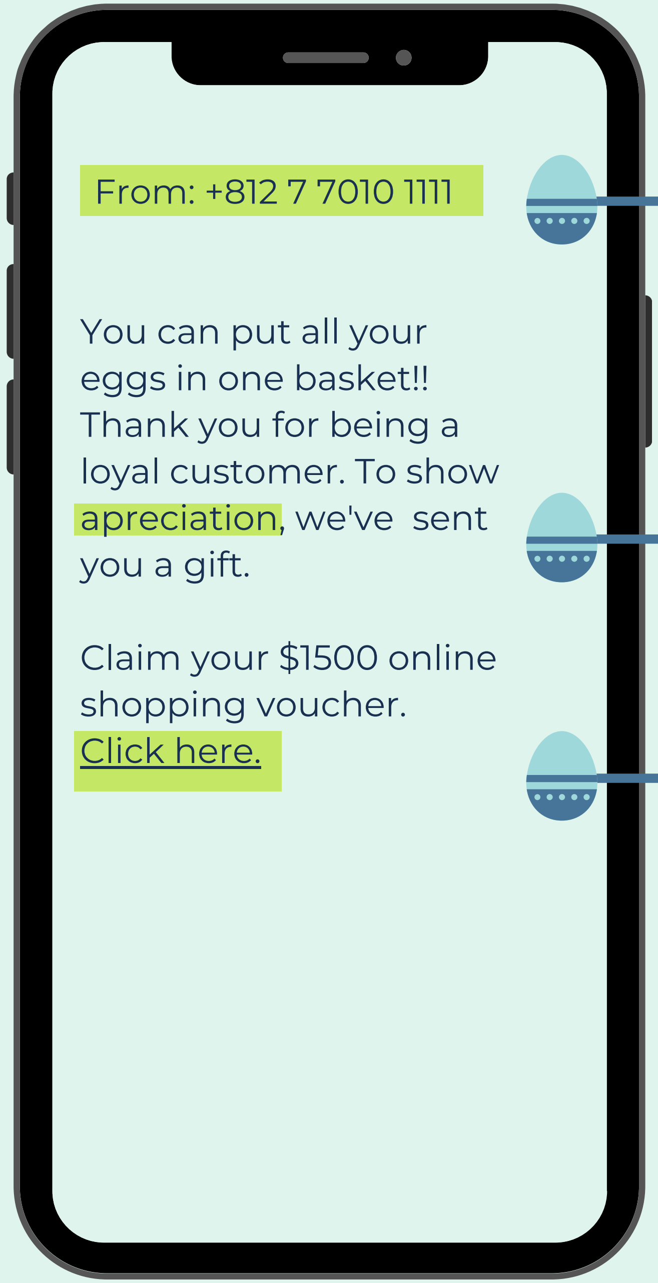


From: +812 7 7010 1111

You can put all your eggs in one basket!! Thank you for being a loyal customer. To show apreciation, we've sent you a gift.

Claim your $1500 online shopping voucher.
Click here.

Be cautious when responding to foreign or unknown numbers.

Spelling and grammar mistakes can be a good indication of a Smishing (SMS Phishing) scam.

Check links before you click! Hover over the link until the real URL displays. If the URL looks strange - do not click!

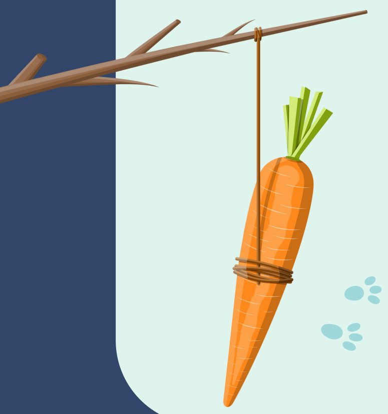
These holidays, be careful of messages that contain clickbait tactics - especially a sense of urgency or curiosity.

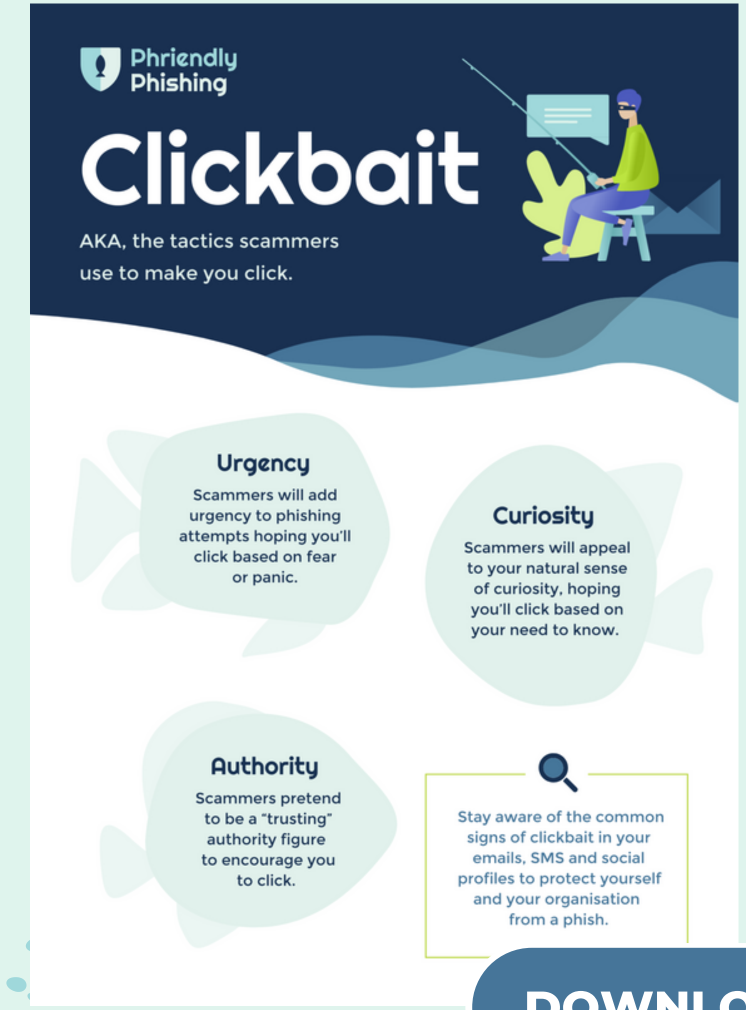
X

Don't fall for the dangling carrot!

Beware of suspicious emails with egg-citing subject lines or hopping deals.

Scammers often use these lures to make you click on malicious links or attachments.





Phriendly Phishing

Clickbait

AKA, the tactics scammers use to make you click.

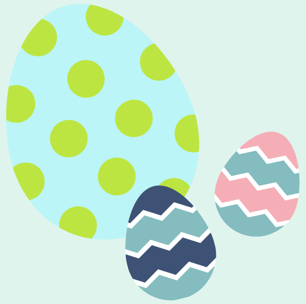
Urgency
Scammers will add urgency to phishing attempts hoping you'll click based on fear or panic.

Curiosity
Scammers will appeal to your natural sense of curiosity, hoping you'll click based on your need to know.

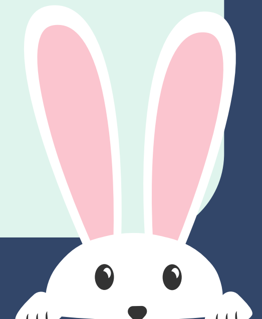
Authority
Scammers pretend to be a "trusting" authority figure to encourage you to click.

Stay aware of the common signs of clickbait in your emails, SMS and social profiles to protect yourself and your organisation from a phish.

DOWNLOAD



Download a copy of our Clickbait poster for a summary of the tactics scammers use to make you click.



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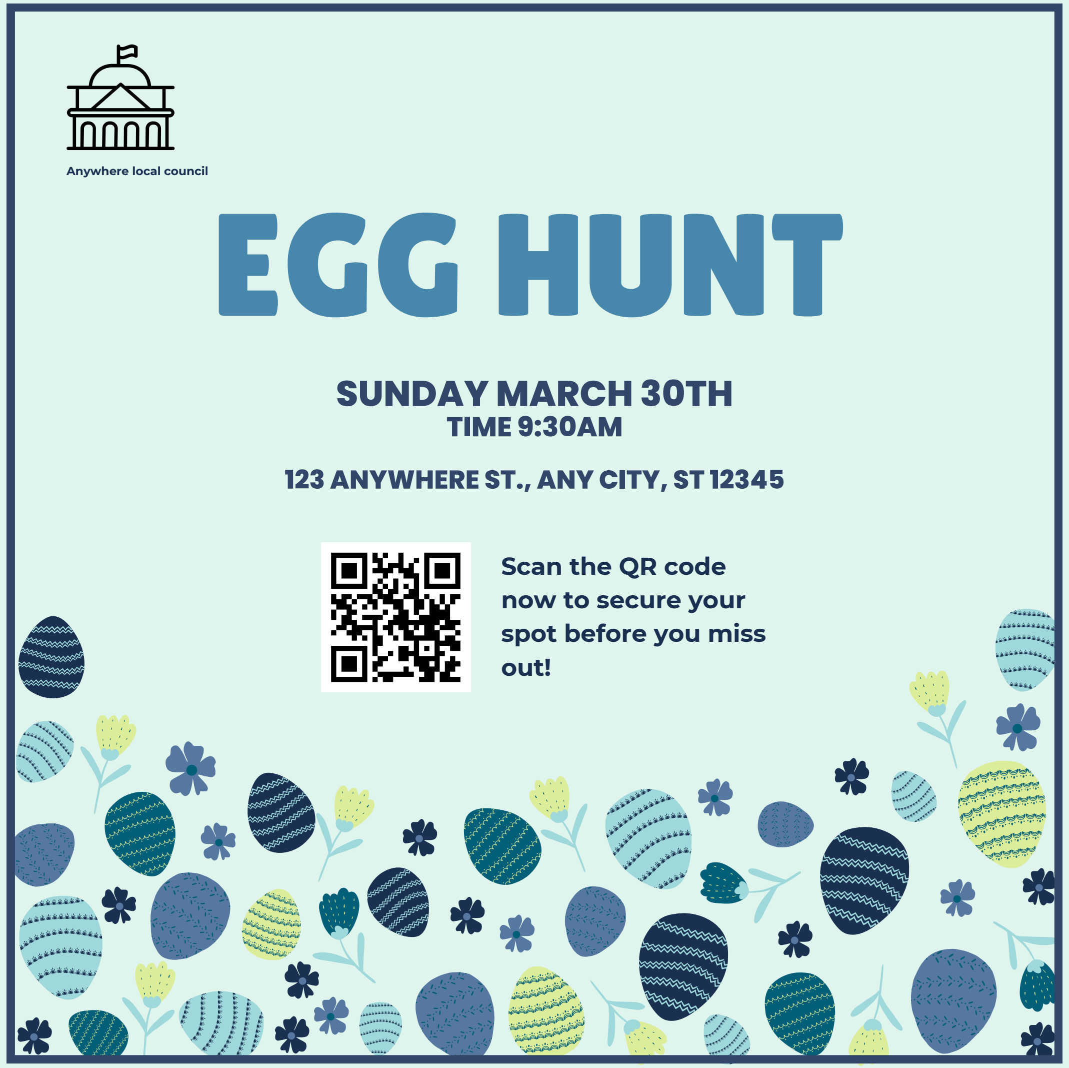
Check the bunny trail before you hop on it...

Scammers can send QR codes digitally using social media, text messages, or emails. They can also be found on flyers, posters, and other public spaces.

QR codes provide a quick and convenient way to access a site instead of typing out a URL or logging into a network, resulting in people paying less attention to the link.

✓ Always check the preview link on the QR code and beware of clickbait tactics such as urgency, curiosity and authority.



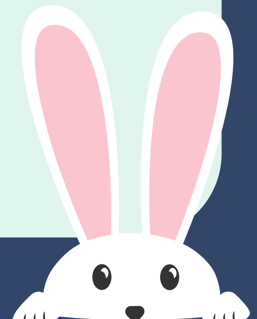
Anywhere local council

EGG HUNT

SUNDAY MARCH 30TH
TIME 9:30AM

123 ANYWHERE ST., ANY CITY, ST 12345

Scan the QR code now to secure your spot before you miss out!



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Keep your basket to yourself:

Scammers might ask you to share personal information, like your passwords or credit card numbers.

Protect your personal information and don't share it anywhere online or over the phone if you can’t verify their identity.

Phriendly Phishing

Protecting Your Online Identity

Your digital identity is valuable. Scammers will try to collect as much information about you, and then use it to steal your identity or blackmail you into paying them.

Keep your passwords, pins and other access codes **private.**

Lock your letterbox at home to prevent access to personal information.

Don’t throw away your bills, bank statements or credit card statements. **Shred them** instead.

DOWNLOAD

Download a copy of our poster for helpful tips on protecting your online identity.