What do you have of value?

http://mcsminmywords.wordpress.com/2014/08/17/money/

http://wecat.org
What does the University have of value?

• Employee Data (SSN, DOB, tax information ...)
• Financial Data (Investments, Credit Cards, ...)
• Patient Data (Medical records, insurance, ...)
• Research Data (IP, ITAR/Export Controlled,..)
• Student Data (SSN, DOB, Grades, ...)

Who wants your valuable stuff?

- WE ARE ANONYMOUS
- Ex-BOYFRIEND
- ?
How are they going to get it?

Phishing: What is it?

Phishing is a fraudulent activity that attempts to acquire sensitive information such as usernames, passwords, and credit card numbers by masquerading as a trustworthy and legitimate entity.
### Triple Check!

- **Rule 1:** Check the web address (URL)
- **Rule 2:** Watch for red flags / trust your gut
- **Rule 3:** When in doubt, *stop and ask!!*

### What cannot be faked in an email?

<table>
<thead>
<tr>
<th>From Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Address</td>
</tr>
<tr>
<td>Date / Time</td>
</tr>
<tr>
<td>Message</td>
</tr>
<tr>
<td>Links</td>
</tr>
</tbody>
</table>
Phishing

Dear Client,

You are required to verify your "University of Virginia" integrated system login details to avoid suspension of use. Verification must be completed within 48 Hours to avoid deactivation.

Verify ID

Thank you.
University of Virginia

http://www.virginia-edu1.com/integrated-system...

Dissect the URL – 3rd Slash

https://netbadge.virginia.edu/
https://netbadge.virginia.edu/
https://netbadge.virginia.edu/
https://netbadge.virginia.edu/
https://netbadge.virginia.edu
Phishing

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http://www.virginia-edu1.com/integrated-system...

Desktop/Laptop: Verify the Link

Hover your mouse over the link until the real link pops up.
Mobile: Verify the Link

Hold the link with your thumb until the real link pops up.

Browser: Verify the Link

WARNING: DO NOT ATTEMPT, YET
iTunes Phishing

http://account.verification.ituns.com

UPS Phishing

http://ups.packagetracking.trackyourpkg.com
Red Flags

Note: Red flags would *indicate* a possible problem. The lack of red flags does not validate a message.

- Email required action on your part (i.e. click link)
- Email appeals to human greed, fear, or curiosity
- Email contains misspellings / improper grammar
- Email has link / attachment you were not expecting

Questions?

He who knows best knows how little he knows. —Thomas Jefferson