

# The Arkansas Cyber Defense Center

## Business Impersonation

A type of fraud that occurs when an attacker uses someone else's business information for personal gain. They then use this information to scam customers or other businesses.

### Tactics:

- Creating fake websites using your business's information
- Creating fake social media accounts using your business' information
- Sending fake emails pretending to be your business
- Making fake phone calls and pretending to be from your business

### Who can be targeted?:

Business of any size can be the victim of business impersonation. Consumers are also an indirect target because ultimately it is their information that the attacker is after they are just using the business to get to them.

### Why be aware of this attack?

Cybercriminals will take advantage of existing companies to steal customer information. This not only harms the customer who had their credit card stolen but also the reputation of the business.

### What do threat actors want?

The main purpose of business impersonation is to steal sensitive information from customers and use that information for their own benefit.

### Red flags:

- Fake websites or social media accounts using your logo
- Receiving complaints from customers about poor customer service or poor quality products
- A flood of negative reviews simultaneously could be a sign of someone trying to damage your business reputation

