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## The Arkansas Cyber Defense Center

### **Business Phishing**

A specific type of phishing targeted at businesses. The threat actor will pose as a trusted contact, such as a team member, manager, financial institution or online service provider. After gaining trust the adversary will attempt to get the victim to log into a spoofed page and steal their credentials.

#### Risks of business phishing:

<u>Financial loss</u>: An attack can lead to direct financial loss. For example, if an employee falls for an invoicing scam they may send funds to the attacker instead of a vendor or contractor.

Loss of sensitive data: If an attacker gains access to your network the may steal sensitive information such as consumer personal information or trade secrets.

<u>Productivity loss:</u> An attack can disrupt normal workflow and business operations.

#### What do threat actors want?

Adversaries typically seek login credentials in order to gain access to your system for nefarious purposes.

#### **Red flags:**

- Be very careful when clicking any links in unsolicited emails.
- You are asked to login to a system you are already be logged into.
- Email is from an unrecognized sender
- · Email contains typos or grammatical errors
- Uses clever typing to disguise sender email, such as using ".corn" for .com or "goog1e" for google



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