

Phishing

What You Need to Know

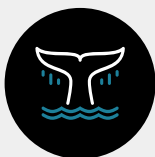
Phishing is a form of digital fraud by which the attacker tries to trick victims into giving sensitive information, such as account credentials, customer data or financial information.

Types of Phishing



Spear Phishing

Targeted attack leveraging known information (i.e. from CDK to Accounts Payable)

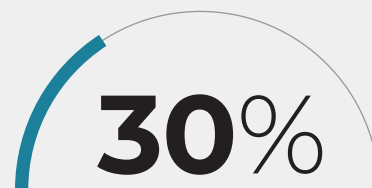


Whaling

Targets Executive Leadership Team (i.e. fraudulent message from GM to Controller to send money for auction car, or direct payment to CFO to get gift)



Data breaches that occur on account of phishing.¹



Amount of trained users less likely to click on a phishing link.²

1/4



employees said they have clicked on a phishing email at work.³

What To Watch Out For:

- ✓ Spelling and grammar errors
- ✓ Sender address
- ✓ Things that sound too good to be true

Fight the phish with CDK Global. To learn more, check out our [Security Awareness training](#) today.

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