

Think Before You Click



30%
30% of phishing messages get opened by targeted users¹.

78%
of people claim to be aware of the risks of unknown links in emails. And yet they click anyway².

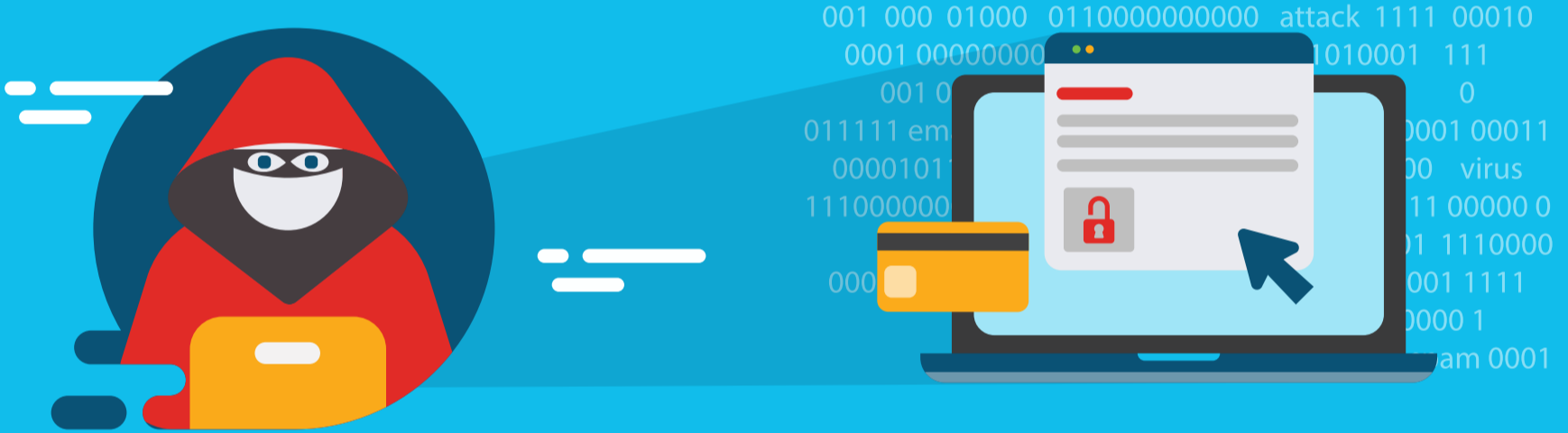


95%
of all attacks on enterprise networks are the result of successful spear phishing³.

¹ According to the [Verizon Data Breach Investigations Report](#).
² According to Stat research done by the Friedrich-Alexander University (FAU), Germany.
³ According to the [SANS Institute](#).



Security begins with you



It only takes **one wrong click** for cyber-criminals to access your company's data



Cisco phishing program

Addresses the #1 source of endpoint compromise

- Centralized “phishpond” site, offers support resources
- Monthly enterprise wide phishing campaigns
- Spear phishing campaigns for high-risk users
- Gradual complexity, starts with ‘easy phish’
- Immediate education with each click
- Ongoing awareness activities to maintain best practices

Phishing tips

Protect you and your family

- Avoid strangers, check name and email address
- Don't rush, be suspicious of emails marked “urgent”
- Notice mistakes in spelling and grammar
- Beware of generic greetings, “dear sir/ma'am”
- Don't be lured by incredible “deals”
- Hover over the link before you click to ensure it has a secure URL (https://)
- Never give out personal or financial information based on an email request
- Don't trust links or attachments in unsolicited emails