

CYBER SECURITY AND YOU

June 2019

QUICK TIP

Be mindful when you throw away any media (either paper or electronic).

LASERS media will very often contain customer Personally Identifiable Information (PII).

Anytime you dispose of anything that could possibly contain a PII, please use the shred bins that are available throughout our building.

The data you protect may be your own.

WHAT IS THE MOST LIKELY CYBER ATTACK?

With all the highly technical viruses and malware being passed around, what is the most prolific and effective attack an average user will face? The answer is simple: **phishing**. It is cheap, easy, and effective when the target is uninformed.



Phishing is an attack used by computer hacking and fraud communities to lure people to websites that appear to be sites they would normally use. They do this by creating emails that look very much like they are being sent by a

legitimate company. However, when you click on a link in the email, it takes you to a mock-up of the legitimate company's website; where you are asked for your logon credentials, and potentially credit card, or other information. When you supply this information, it is harvested by the hackers/fraudsters. Once they have it, they can re-sell the information or use it to commit fraud or other illegal acts. This is a significant problem and even large security savvy organizations like RSA have recently been successfully targeted. Phishing is real and will be with us for the foreseeable future. Understanding this threat has never been more important. Consumers need to be able to identify phishing attacks to avoid Internet fraud and identity theft.

HOW DO I PROTECT MYSELF?

The simplest way to protect yourself from phishers is to avoid clicking on any link in an email message. It is always better to go directly to the company's site, but at a minimum, hover over the link and make certain it leads to a trusted website. Misleading links will often be very close to the correct site and hard to spot.

This site gives some great insight describing how to spot phishing sites. Hover over the link and notice how the text is nothing like the link provided.

Do not reply to emails soliciting personal information. Safely ignore the suspicious email and report it to Google. A significant portion of online fraud goes unreported. Some people are too embarrassed to admit they have been a victim. Others simply do not know what to do. **Google makes it easy here.**