Phishing is an attack designed to steal money (both from individuals and from businesses) as well as private data, by getting access to personal information (such as credit card numbers, bank information, or passwords) on websites that pretend to be legitimate. Cybercriminals typically pretend to be reputable companies, friends, or acquaintances in a fake message, which contains a link to a phishing website or some sort of malicious payload.

Phish or SPAM
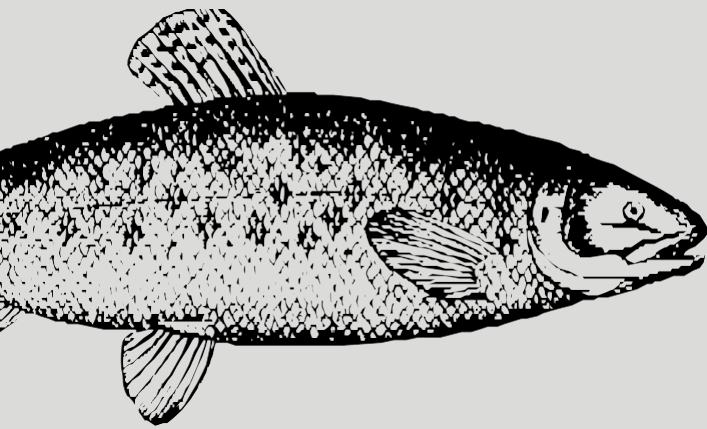
- Want your information: credit card number, password, bank account, etc.

- Often targeted: Sent to a specific individual or group and contains relevant information, e.g., your name

- Include malicious links to fake websites or malware downloads

- May contain malicious attachments

- Has a sense of urgency

- Should be reported then deleted

- Unwanted advertisements for products or services

- Always broad: Sent to millions of recipients

- Include links to mostly legitimate websites offering products or services

- Does not contain attachments

- Does not require immediate action

- Should be marked as spam and deleted