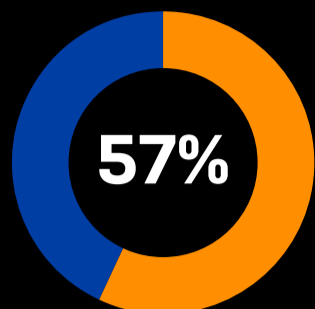


Phishing Insights

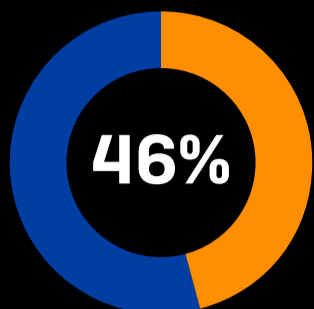


Findings from an independent survey of 5,400 IT professionals across 30 countries

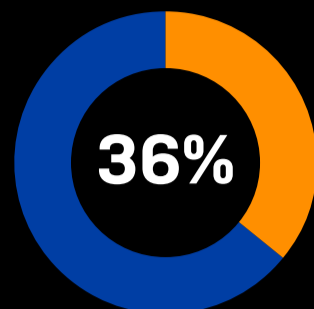
Phishing means different things to different people



consider emails that falsely claim to be from a legitimate organization, usually combined with a threat or request for information to be phishing



consider Business Email Compromise (BEC) to be phishing



consider threadjacking to be phishing i.e. when attackers insert themselves into a legitimate email thread as part of an attack

TAKEAWAY: BE MINDFUL THAT PEOPLE UNDERSTAND THE TERM 'PHISHING' DIFFERENTLY WHEN PROVIDING USER EDUCATION AND TRAINING. WITHOUT THE CORRECT CONTEXT, THE TRAINING WILL BE LESS EFFECTIVE.

Phishing has increased considerably since the start of the pandemic

70% of IT professionals have seen an increase in phishing attacks on their organization. The most affected sectors are:



+77%

Central government



+76%

Business and professional services



+73%

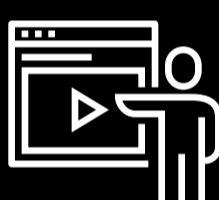
Healthcare

TAKEAWAY: DON'T LET UP IN YOUR ANTI-PHISHING EFFORTS. CYBER CRIMINALS ARE INCREASING THEIR USE OF THIS TECHNIQUE AND NO INDUSTRY OR COUNTRY IS SPARED.

Most organizations run cybersecurity awareness programs to address phishing

90%

Run cybersecurity awareness programs



58% run computer-based training
53% run human-led training
43% run phishing simulations

TAKEAWAY: IF YOU'RE IN THE 10% THAT DOESN'T YET HAVE A CYBERSECURITY AWARENESS PROGRAM TO ADDRESS PHISHING, PUT ONE IN PLACE WITHOUT DELAY.

Phishing awareness programs are well established



65%

of programs were implemented **between one and three years ago**

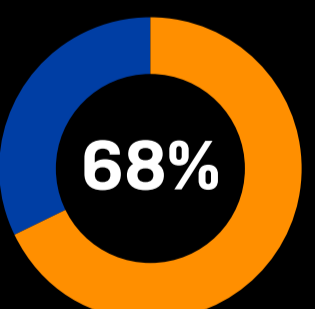


98%

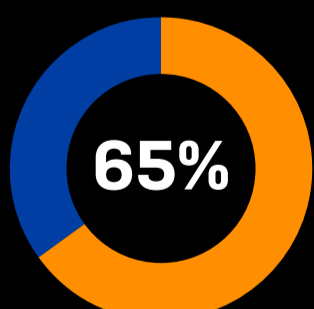
of programs were in place **before COVID-19** hit

TAKEAWAY: BE SURE TO REGULARLY REVIEW AND UPDATE YOUR PHISHING AWARENESS MATERIALS AND ACTIVITIES TO ENSURE THAT THEY ARE STILL RELEVANT AND ENGAGING FOR YOUR USERS.

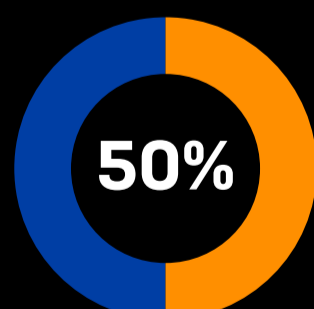
Positive tracking measures dominate training effectiveness assessment



track number of phishing-related tickets raised with IT



track level of reporting of phishing emails raised by users



track click rate on phishing emails

TAKEAWAY: REGULARLY REVIEW YOUR USER EDUCATION PROGRAMS IN LIGHT OF THE RESULTS OF YOUR ASSESSMENTS AND FOCUS ON RECOGNIZING AND CELEBRATING POSITIVE BEHAVIORS.

Get AI-powered phishing protection with Sophos Email



Sophos Email

Advanced machine learning **identifies phishing imposters and BEC attacks**

Real-time scanning for key phishing indicators **blocks social engineering techniques**

Pre and post delivery protection **stops malicious links and malware**

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