



# URGENT:

## Your password was successfully reset (JK, it's an infographic about phishing)



If you have an email address or cellphone number, chances are you've received a phishing message. And you're not alone: phishing is the third most common scam affecting Canadians today.

**Phishing** is a cyber criminal's attempt to get sensitive information by pretending to be a legitimate sender like



**GOVERNMENT ORGANIZATIONS**



**BANKS**



**PHONE PROVIDERS**



**STREAMING SERVICES**

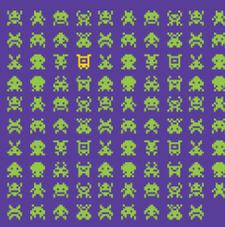


**ONLINE STORES**



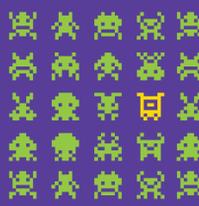
**PEOPLE YOU KNOW**

# PHISHING IS VERY COMMON



**1 IN 99**

EMAILS ARE A PHISHING EMAIL<sup>1</sup>



**1 IN 25**

BRANDED EMAILS ARE PHISHING<sup>1</sup>

# AND VERY EASY TO FALL FOR



**1 IN 10**

CANADIANS SAY THEY'VE REPLIED TO PHISHING MESSAGES UNKNOWINGLY<sup>2</sup>

Phishing comes in all shapes and sizes



**SMISHING**  
SMS OR TEXT MESSAGES



**SPEAR-PHISHING**  
PERSONALIZED, TARGETED MESSAGES



**WHALING**  
MESSAGES TARGETED AT EXECUTIVES



**SPOOFING**  
FORGED WEBSITES OR PHONE NUMBERS



# 6.4 BILLION PHISHING EMAILS ARE SENT EACH DAY<sup>3</sup>



# DON'T TAKE THE BAIT



**READ AND RE-READ**  
Double-check the message and sender for anything strange.



**DON'T CLICK SUSPICIOUS LINKS**  
Don't download unknown files either.



**NEVER SHARE YOUR PASSWORD**  
Never, ever, but especially over email or text.

It doesn't hurt to be cautious. If you're suspicious of a message, call the person or organization using their trusted number to double-check if the message is legit.

GET MORE TIPS TO PROTECT YOURSELF AND YOUR DEVICES AT

[GETCYBERSAFE.CA](https://getcybersafe.ca)



Communications Security Establishment Centre de la sécurité des télécommunications



1 Anavan Global Phish Report, 2019

2 Public Safety Canada, Survey of Internet Users Regarding Cyber Security, 2018

3 Valimail, 2018 Email Fraud Landscape, 2018