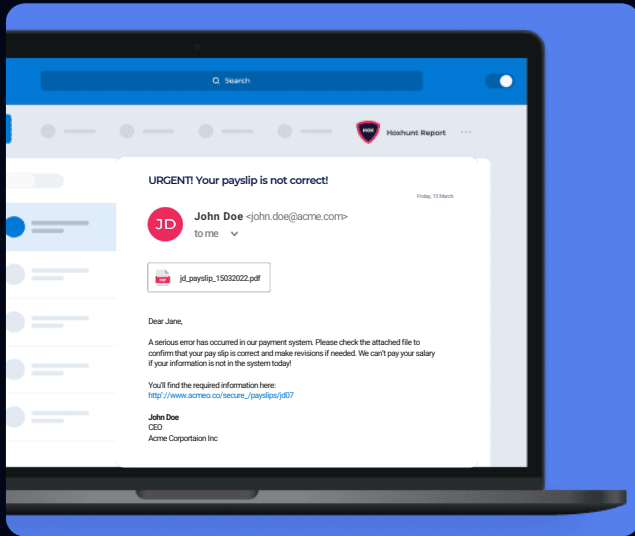


## Identifying Phishing



**1. Subject:** Does it grab your attention? Most fraudulent emails use eye-catching and shocking subject lines to grab our attention

**2. Sender:** Do you know the sender or are they relevant to your company or to yourself? Click on the sender's name to see the email address

**3. Date and time:** Has the email been sent during a workday, at regular office hours. If not, have you received email from the sender at odd times before?

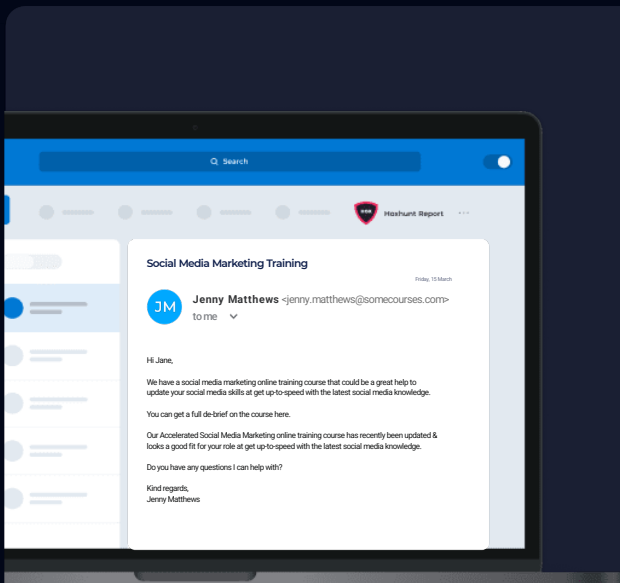
**4. Attachments:** Are you expecting the attached file? Always consider if the attachment is relevant to you

**5. Links:** Hover your mouse over the links to see the original URL. You can also copy the link URL with right-click and paste it somewhere you can read it

**6. Email body**

**Purpose of the message:** What is the purpose of the email? If you receive messages about free gifts, discounts and sweepstakes... be wary. If something is free, the product is you.

**Wording:** Do they have spelling mistakes, or does it look like a bad translation? Typos and mistakes of expression are common in phishing emails



## Identifying Spam

As a rule of thumb, you can take the red flags we highlighted about phishing above, and if none of them are present, but it is still unwanted or suspicious messaging or asking you to click on links, you are likely looking at spam.

In today's world, a lot of spam messages are advertising, which may include, but is not limited to:

- Event invitations
- User list marketing
- Unwanted marketing (adult content, services, products, discounts)
- Unwanted messages that do not ask you to take immediate action or give out personal details

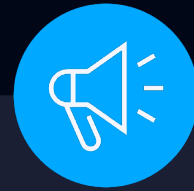
Want to learn more? [Phishing or Spam - What is the difference?](#)

# Phishing attack or spam email?



Phishing is a form of fraud and an attack that tries to get you to provide sensitive information click a link or open an attachment.

1. Want your information: passwords, banks accounts, credit card number, etc.
2. Often targeted: Sent to a specific individual or group and contains relevant information like your name
3. May contain malicious attachments or links
4. Has a sense of urgency, or causes an emotional reaction



Spam is mainly considered unwanted, noisy, obnoxious messaging, sent without malicious intent.

1. Unwanted advertisement for products or services
2. Always broad: sent to millions of recipients
3. Include links to mostly legitimate websites offering products or services
4. Does not require immediate action



Some spam emails are also phishing attacks!

When you see a suspicious email, report it with the Hoxhunt button!

Want to learn more?  
[Phishing or Spam - What is the difference?](#)

