

# **CYBERGP** BRAND IMPERSONATION



## **Threat:**

Master of disguise

## **Drivers:**

Financial gain,  
data theft

## **Techniques:**

Phishing emails,  
spoofed login pages

This car brilliantly masquerades as popular brands to gain the trust of competitors to trick them into clicking links, opening attachments, or scanning QR codes.

## RACE STRATEGY



Inspect the  
domain and  
sender info



Look out for old  
logos



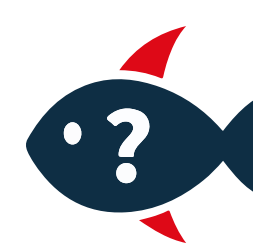
Use  
bookmarks



Look for  
indicators of a  
phish



**YOU ARE THE LAST LINE OF DEFENSE  
AGAINST PHISHING. IF YOU RECEIVE A  
SUSPICIOUS EMAIL, REPORT IT IMMEDIATELY.**



Report  
Phishing