The Fight Against Phishing

Avoiding the Lure Hook, Line and Sinker

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The Fight Against Phishing: Avoiding the Lure Hook, Line and Sinker

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Advisen delivers:

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the *right* time

to *power* performance

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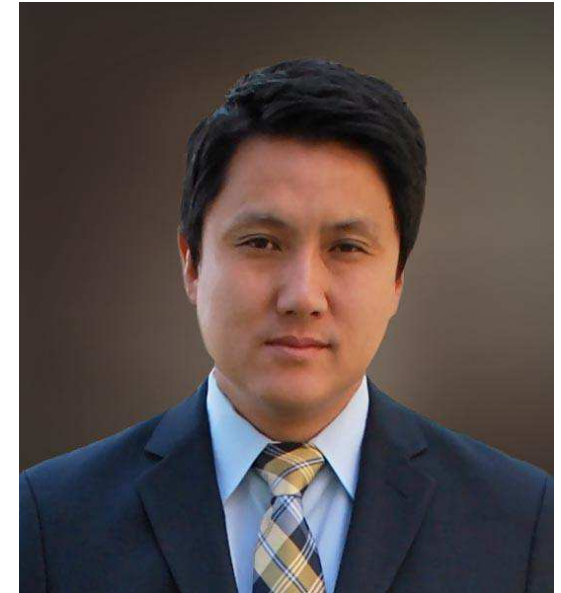# Today's Moderator

Chad Hemenway
Managing Editor
Advisen

Today's Panelists

Kelley Bray
Employee Trust Lead,
Symantec

James Griffin
Senior Manager – Cyber
Security Services,
Symantec

Tom Kang
Cyber Product Manager,
The Hartford

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Cyber Security Services

Phishing Readiness

ISTR 2016 Interesting trends about Phishing

- - Many businesses are a prime target of **phishing attacks**, and an assumption that technology can provide automatic protection is a false one. While leveraging sophisticated controls and technology for protection, organizations still rely on the capability of its employees to detect advanced and targeted phishing campaigns.

- - Symantec has reported a concerning increase in the number and sophistication of *phishing attempts*, targeting specific departments within organizations. While some phishing attempts may seem obvious, such as a fake delivery tracking emails, the Legal and Finance departments at some company were targeted with well-crafted phishing attacks.

- *Spear-phishing attacks* are less likely to arouse suspicion with campaigns that are smaller, shorter, and target fewer recipients. A few years ago, a targeted attack campaign may have been directed to a hundred or more individuals, any one of whom may become suspicious and raise the alarm. With fewer people, this probability is greatly reduced.

- - In 2015, the Finance sector was the most targeted, with 34.9 percent of all *spear-phishing* email directed at an organization in that industry, 15 percentage points higher than the previous year. The likelihood of an organization in this sector being targeted at least once in the year was 8.7 percent (approximately 1 in 11).

- - Typically, such an organization may expect to be targeted at least four times during the year. The attackers only have to succeed once, whereas the businesses must thwart each and every attack to remain secure. Businesses should already be thinking about what to do when (not if) such a breach occurs.

Phishing Ratio in Email by Industry

▶ Retail was the industry sector most heavily exposed to phishing attacks in 2015.

Industry Detail	Phish Email Ratio
Retail Trade	1 in 690
Public Administration	1 in 1,198
Agriculture, Forestry, & Fishing	1 in 1,229
Nonclassifiable Establishments	1 in 1,708
Services	1 in 1,717
Manufacturing	1 in 1,999
Finance, Insurance, & Real Estate	1 in 2,200
Mining	1 in 2,225
Wholesale Trade	1 in 2,226
Construction	1 in 2,349
Transportation & Public Utilities	1 in 2,948

Industry Detail	Distribution	Attacks per Org	% Risk in Group*
Finance, Insurance, & Real Estate	35%	4.1	8.7%
Services	22%	2.1	2.5%
Manufacturing	14%	1.8	8.0%
Transportation & Public Utilities	13%	2.7	10.7%
Wholesale Trade	9%	1.9	6.9%
Retail Trade	3%	2.1	2.4%
Public Administration	2%	4.7	3.2%

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Phishing Readiness

Establishing a Phishing Awareness Program and Use Case for Phishing attempts

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Symantec Phishing Program: Beginning at the End

- Determine the goals before implementing the tools
  - Compliance?
  - Engagement?
  - Risk Reduction?
- Driving with Data
  - Reporting, make it work for you, not the other way around
- Culture
  - Core Values
  - Buckle Up

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24 Hours Later…

Symantec.

Kelley,

As you may have heard from today's announcement, there have been some drastic changes to the new acquisition of Symantec.

We have also been privately negotiating this acquisition and have successfully agreed to closing terms. Due to the rapid nature of this, I will need you to make a few wire transfers as initial deposits for the acquisition. I may not be able to be reached for the next few days so please work alongside the Merger and Acquisition lawyer, Charles Mulany Jr. directly reachable at (720) 326-5932 or Charles.Mulaney@skaden.com

I remind you, until we publically announce the acquisition, it needs to **remain private**.

If you have any questions, relay them directly to Charles and his team, and they will update me on progress.

Thanks,
Thomas Seifert
CFO, Symantec Corporation
(703) 885-3781

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Symantec Phishing Readiness

Assess your organization's comprehension of security fundamentals.

Most organizations find their users are under a constant threat of malware and data breaches through spam, phishing and spear-phishing attacks. Train your users to recognize these attacks more effectively and reduce your organization's risk.

- Send unlimited assessments
- Multiple assessment types
- Easily customized templates
- Detailed reporting features
- Integrated user training

Secure and private access to your Phishing Readiness environment
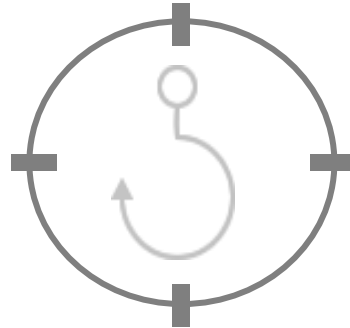
PHISHING READINESS

Simulated emails are delivered via individual, private instances to each customer for enhanced privacy and security

Innovative user reporting functionality allows employees to easily be proactive when they recognize an attack

Phishing Readiness Demonstration

- Creating a new assessment – Easy setup

- User experience

- Using the results to understand and define how to improve your employees cyber awareness
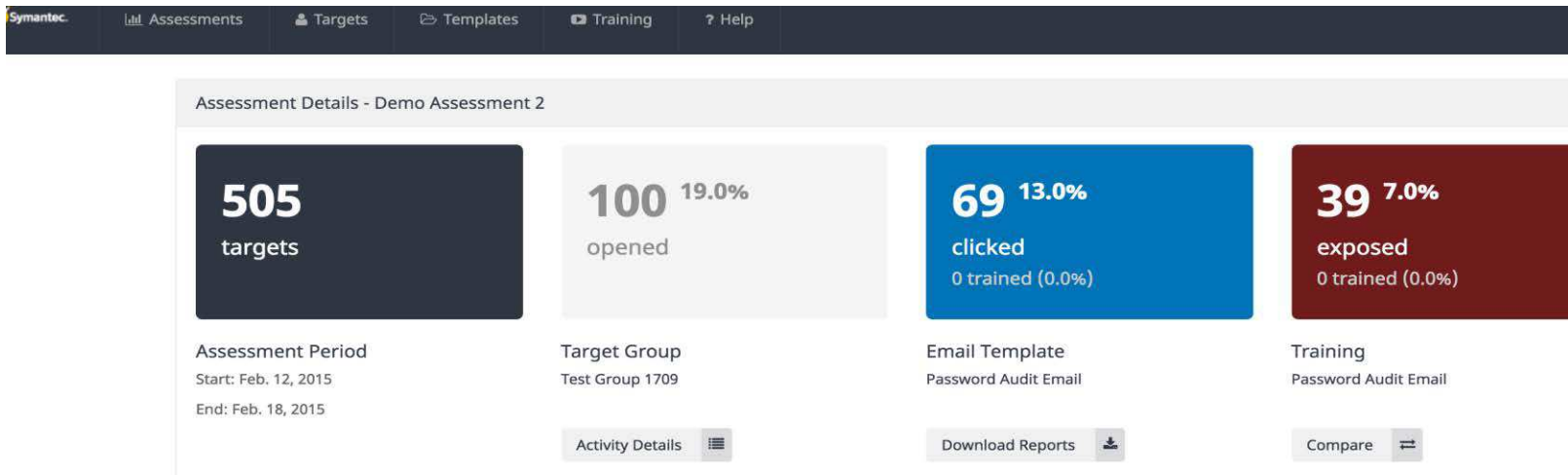
Thank you to our panelists!

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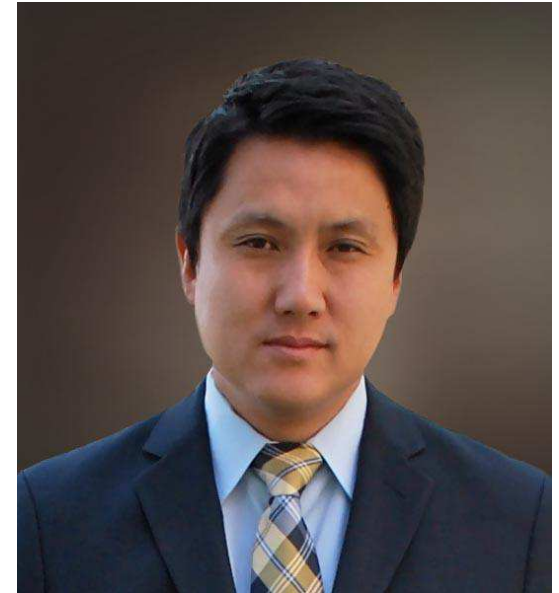
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Cyber Risk Data Methodology for Insurance & Risk Analysis

Advisen's Cyber Risk Data Methodology document describes the

principles and methodology of how cyber

data is organized for Advisen's clients.

Topics Include:

- Overview of the Cyber Database

- Cyber data sources

- How is the cyber data organized?

- Cyber database taxonomy

- Cyber event examples

- Cyber growth & executive strategy

- Cyber frequently asked questions

Visit: http://www.advisenltd.com/2015/04/30/cyber-risk-data-methodology-insurance-risk-analysis/
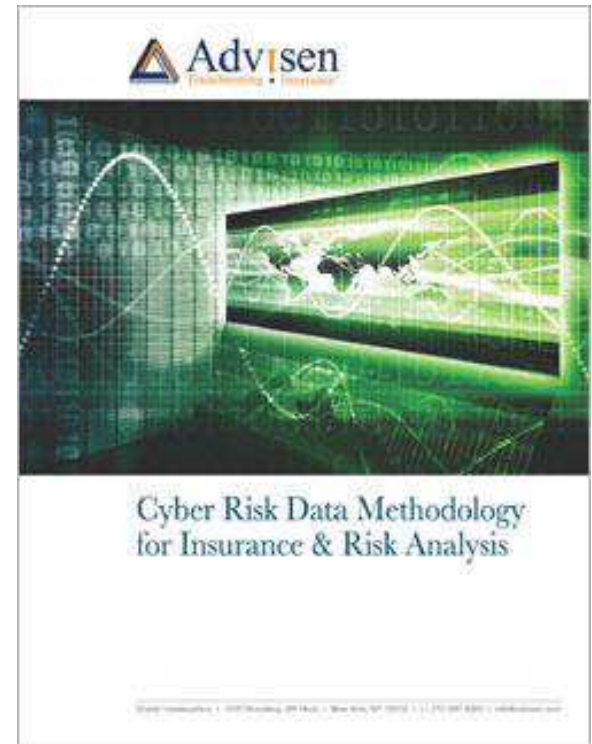
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