

5 TIPS FOR SPOTTING A PHISHING EMAIL



AUTHORITY/ 'TRUSTED' VOICE

Be cautious if you are being pressured with penalties or time limited rewards. Do not trust those rushing your decisions.

Criminals may impersonate official entities like banks or government departments to gain trust. They use familiar logos and branding to make their messages appear legitimate.



URGENCY

Criminals manipulate emotions to influence behaviour, appealing to fear, hope, curiosity, generosity, or sentimentality to deceive individuals.



EMOTION

Criminals exploit a shortage of availability or exclusive offers to prompt quick responses, such as concert tickets or holiday deals.



SCARCITY

Criminals exploit current news, events, or specific times like tax deadlines to make their schemes appear more relevant and credible.



CURRENT EVENTS