

# 5 COMMON TYPES OF PHISHING

1



## Spear Phishing

A highly targeted form of phishing, this attack vector is used to send emails to specific and well-researched targets, while purporting to be from a trusted sender.

2



## CEO Fraud

A social engineering technique where an attacker impersonates the CEO/ a senior figure, to trick internal staff into sending payments or sharing sensitive data.

3



## Vishing

Also known as 'Voice Phishing', an attacker will make phone calls while pretending to be from a reputable company, in order to induce individuals to reveal personal information.

4



## Smishing

Also known as 'SMSPhishing', an attacker will send text messages purporting to be from reputable companies, in order to trick people into giving away personal information.

5



## Email Phishing

The fraudulent practice of sending emails purporting to be from reputable companies, often for financial gain or to encourage individual to reveal personal information.