



Phishing

KB-AK001

1. Reduce discoverable personal context before an adversary can weaponize it. Audit public profiles, family posts, data-broker listings, school/activity rosters, old breach exposure, and household routines; remove or limit unnecessary details and teach family members to treat unexpected personalized contact as a verification trigger.
2. Audit what can be learned about you from search results, people-search sites, social profiles, breach notices, and public records. Remove or restrict what you can, use opt-out processes where available, and avoid answering casual questions that reveal recovery answers, routines, assets, or family structure. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.
3. Control the first contact instead of accepting the adversary's chosen channel. Use known phone numbers, official apps, bookmarked sites, and trusted intermediaries; do not click supplied links, scan unexpected codes, or continue a sensitive conversation inside a new channel chosen by the sender.
4. End the call and restart through a trusted number from a bill, card, portal, school directory, or official website. Do not provide codes, payment, remote access, or personal details to anyone who reached you first. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.
5. Use a password manager, passkeys or MFA, and official account recovery pages only. Never share one-time codes, recovery links, passwords, session tokens, or screen access with someone who initiated contact. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.
6. Separate claims from evidence. Verify identities, emergencies, brands, documents, and stories through independent sources before acting, and preserve screenshots or message headers when something seems staged or inconsistent.
7. Confirm identity through an independent contact path and ask for a detail the real person or organization can verify outside the suspicious conversation. Treat refusal, urgency, or channel switching as a stop signal. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.
8. Name the emotional lever before responding. If a message creates flattery, confusion, obligation, sympathy, or urgency, pause the interaction, slow the decision, and ask a trusted person to review the request out loud.
9. Create a pause-and-verify rule for Confusion and Cognitive Load. Before acting, confirm the claim through an independent source, involve a trusted reviewer, preserve evidence, and refuse secrecy, payment, credentials, data, or device access until the request is verified. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.





10. Treat pressure as evidence that verification is needed. Refuse secrecy, deadlines, threats, and fear-based demands until the claim is checked through official channels and a trusted supporter has reviewed it.
11. Use a pre-agreed family verification phrase, call the person directly, and contact local emergency or institutional channels yourself. Do not send money, codes, travel details, or documents while panic is driving the decision. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.
12. Protect accounts, devices, and finances with layered safeguards. Use password managers, passkeys or MFA, device updates, account alerts, transaction limits, and a rule that no one receives codes, remote access, or payment instructions through an unsolicited conversation.
13. Do not tap the supplied link or code. Open the known app or bookmarked site yourself, inspect the sender and domain, and report suspicious messages before deleting them. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.
14. Do not install tools or grant screen sharing during an unsolicited support interaction. Disconnect, update the device, run trusted security checks, and seek help from a known provider or family tech contact.
15. End recurring access and repeated pressure systematically. Block, report, rotate credentials, revoke sessions and app permissions, preserve evidence, and tell trusted contacts what happened so recontact attempts are easier to recognize.
16. Escalate when safety, dignity, identity, reputation, devices, or family stability are at risk. Preserve evidence, involve trusted supporters, contact platforms, schools, banks, legal aid, or emergency services as appropriate, and prioritize the victim's physical and emotional safety over embarrassment.
17. Pause all payment movements and use a second reviewer before sending funds. Never use gift cards, crypto, wire transfers, payment apps, or overpayment refunds for unexpected requests; call the bank or merchant through verified channels. Apply this rule consistently across channels so the decision is governed by verification, documented evidence, and trusted review instead of the adversary's framing.
18. Verify the sender domain, hover links before opening, and use a separate official channel for any request involving money, credentials, forms, files, benefits, school accounts, or account recovery.

