


Cybercriminals want to catch the big phish ...



What is the big phish?

Executives and their assistants are considered the big phish and are especially high-value targets.

Why?

- Executives typically have **greater access** to privileged information, often with less security constraints than other employees.
- They **travel more and often work**, while distracted, from their mobile devices and public WiFi networks.
- They have **valuable reputations to protect**, making it easier for cybercriminals to strong arm them into giving in to their demands.
- Cybercriminals can target **assistants** who may have access to sensitive information.



Executives are targeted 12x more than other employees. Any unexpected communication could be dangerous.

Watch out for messages that:

- Try to evoke feelings.
- Try to pressure you into acting.
- Ask you to take action.

Ask yourself:

- Do you know the sender?
- Were you expecting it?



When in doubt, pick up the phone and verify with the sender!
Executives pose one of the greatest risks to an organisation.

Don't get caught off guard!

Take a **moment** to ensure you do not compromise your **security**.

