The Guide to Email Phishing Indicators

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THREAT or WARNING

PUSH to TAKE ACTION

SUSPICIOUS or HIDDEN LINKS

SUSPICIOUS SENDER ADDRESS

Phishing Co
Cybercime Ave

GENERIC GREETINGS

Hi there!

MESSAGES MARKED [EXTERNAL]

Phishing Co
Cybercrime Ave

[EXTERNAL]

URGENCY & SHORT DEADLINES

- ASAP
- only 24 hours
- by the end of the day

POOR EMAIL LANGUAGE

- incorrect spelling
- bad grammar
- awkward or non-native phrasing
- overly formal or robotic language
- inconsistent capitalization & punctuation

UNEXPECTED ATTACHMENTS

.exe
.zip
.pdf