

# Phishing and Digital Footprints

## Phishing

### EMAILS

Phishing Emails are designed to appear to come from a trusted source, like Amazon customer support, but Cybercriminals hide their presence in little details like the sender's URL.

## Smishing

### TEXT MESSAGES / SMS

Smishing is when someone tries to trick you into giving them your private information via text or SMS message.

## Whaling and Spearing

### BUSINESS PHISHING

Spearing is a customised attack on the employee or worker of a company. Whereas a Whaling attack is where the attack is aimed at senior executives.

## Digital Footprint

### WHAT IS IT?

A digital footprint is a trail that you leave behind on the internet. There are two types of digital footprints passive and active. A passive digital footprint is a trail that you unintentionally leave online. An active digital footprint is a data trail that you intentionally leave online.

## Digital Footprint

### HOW DO YOU LEAVE ONE?

Cookies are small files that websites store on your computer that can track user's activity. Retailers and product review sites leave cookies that allow targeted advertisements. Retweets, Facebook comments and Instagram likes.