5 ways to avoid a phishing attack

Did you know that 90% of modern data breaches now involve a phishing attack?[1]

These attacks usually consist of fake emails designed to look like they're coming from a brand or institution you trust.

Clicking the wrong link can allow bad actors to install malware, steal login credentials, or gain a foothold into your company's systems.

The best defense? Know what to look for before you click.

Here are five quick ways to spot a hoax:

1 Inspect the sender with care

Phishing emails often spoof familiar names but use suspicious domains. Watch for extra characters, misspellings, or odd addresses (like alerts@amaz0n-support.io).

2 Generic greeting? Be suspicious.

If a company you use refers to you as "Customer" or "Sir/Madam," treat the message with caution. Legitimate brands usually address you by name.

3 Hover but don't click

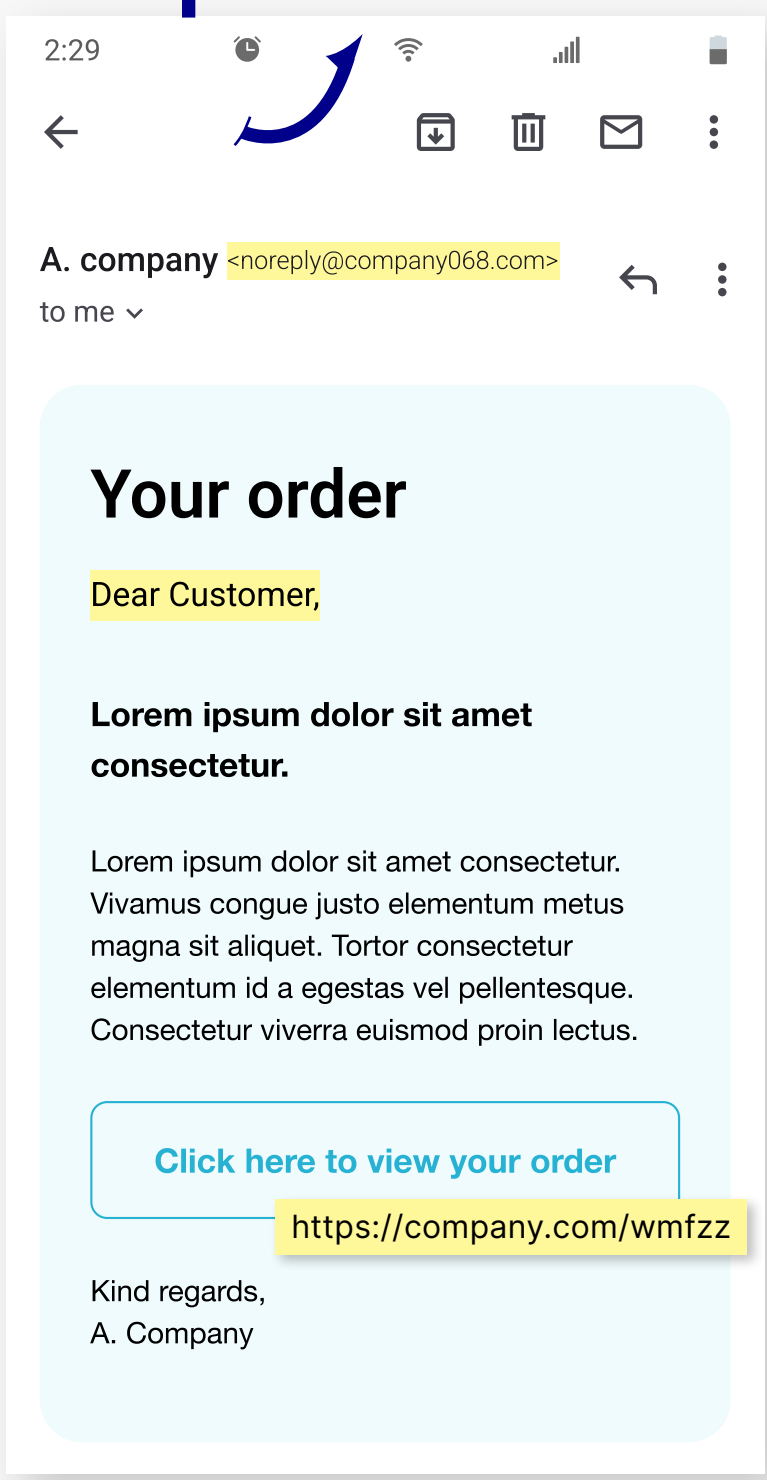
Before you click on a link, hover over it to preview the real URL. If it redirects somewhere sketchy or doesn't match the brand, don't click. Even shortened URLs can be deceptive, so use a URL expander tool if needed.

4 What's in the footer?

No physical address? No unsubscribe option? That's a major red flag. All legitimate marketing emails include this information to comply with anti-spam laws.

5 When in doubt, throw it out

Trust your gut. If anything feels off—even just the tone—delete the email. Phishing relies on urgency and emotion to push you into clicking fast.



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1 OpenText, *2025 Threat Report Nearly 50% of AI-driven phishing attacks bypass basic spam filters*