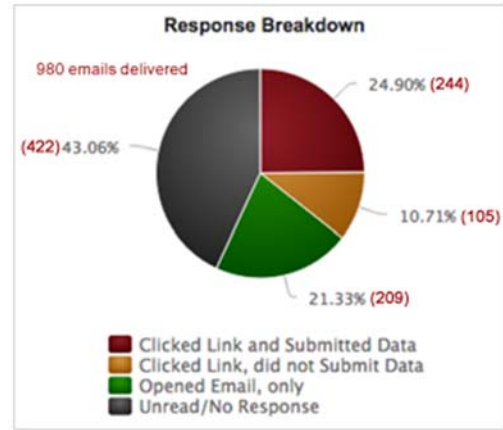


## October 2014 Phishing Report

The ninth PhishMe.com simulation I.T. sent via email began on October 14, 2014 and ran for 5 full days with delivery to 980 user's emich.edu mailboxes. As can be seen by the chart below, at least 244 individuals were tricked into entering their password.

Statistics also revealed that:

- 130 were repeat victims
- 37 were third time victims
- 18 were fourth time victims
- 6 were fifth time victims
- 77 flagged the email as spam
- 70 min. of education delivered for this Phish
- 505 min. of education delivered since 6/2013
- 143 victims responded in the first ½ hour
- 303 victims responded in the first 8 hours
- 309 victims responded on the first day



## How it Worked

When the EMU recipient opened the email (see **Phishing Email** below) they were instructed to click on a link if they wanted to carry over 40 additional hours of paid time off into the next fiscal year. This link actually brought them to a fake landing page that looked like an EMU login page (see **Landing Page** below). If they entered their username and password and clicked the "Log in" button or pressed the return key on their keyboard, they were redirected to the education page to view a video.

If after critically reviewing a message, you still cannot tell if a message is a phishing attack, ask peers or the department that supposedly sent the message. In addition to all other options, the I.T. team is always willing to help you sort out such issues. Contact the Help Desk at 734.487.2120.

## Phish Email

**Unreliable Information - The "From" address can NOT be relied on for safe information as anything can be entered there.**

**The "Carrot" - Your reward if you act upon this email.**

**Fraudulent Link - You would have seen two warning signs if you rolled over this link that went to "http://emich.parking.negative-report.com/a6be88":**

1. EMU will only ask you to log into a secure site that begins with "https://." The "s" stands for secure.
2. This is a ".com" address not an "emich.edu" address. Before the first forward slash (/) in an address, the last word, period, and domain is the address where the link will go (in this case ...negative-report.com/...).

**To EMU faculty and staff:**

Over the past year EMU has been making strides to improve parking on our main campus. We would love to get feedback from the members of our community. Below is a link to a short **5 minute survey** where you can tell us how we're doing and suggest future changes.

As a way of thanking you for your time, we will randomly select fifteen people from those who filled out our short survey to **receive a free \$50 prepaid gas card.**

**Survey Link**

Thank you for your feedback,  
Parking Department  
Eastern Michigan University

Landing Page



**EASTERN**  
MICHIGAN UNIVERSITY  
*Education First*

Please sign in to complete our short 5 minute survey and be entered to win a \$50 prepaid gas card.

Username:

Password:

**Verify**

