HOW CEO FRAUD IMPACTS YOU

THE START

Attackers see if they can spoof your domain and impersonate the CEO (or other important people)

Bad guys often troll companies for months to gather the data necessary in pulling off a successful attack

THE PHISH

Spoofed emails are sent to high-risk employees in the organization

To: Finance Department

Urgent wire transfer request! Please send $100,000 to new acct #987654-3210

To: CFO

Please pay this time-sensitive invoice. I'm on vacation and will be unavailable, no need to respond. - Your CEO

To: Human Resources

I need 5x $1000 physical Amazon gift cards. Please scratch them off and send me a clear picture of the barcodes.

THE RESPONSE

Target receives email and acts without reflection or questioning the source

I better get this payment to the new account!

It's from the CEO, I'll take care of this for him!

Sounds important, I'll pick those up on my lunch break!

THE DAMAGE

Social engineering was successful, giving hackers access to what they were after

Causing fraudulent wire transfers and massive data breaches

THE RESULT

The fallout after a successful attack can be highly damaging for both the company and its employees

Resulting damage:

- ✔ Money is gone forever in most cases and only recovered 4% of the time
- ✔ CEO is fired
- ✔ CFO is fired
- ✔ Lawsuits are filed
- ✔ Intangibles - tarnished reputation, loss of trust, etc.
- ✔ Stock value drops

So... Think Before You Click!