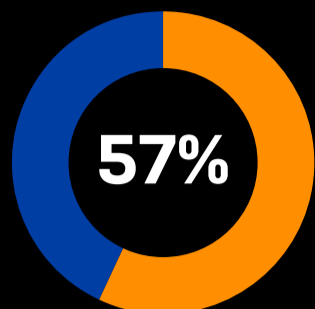


# Phishing Insights 2021

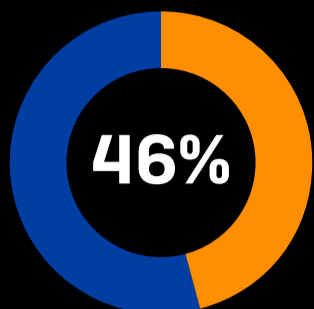


Findings from an independent survey of 5,400 IT professionals across 30 countries

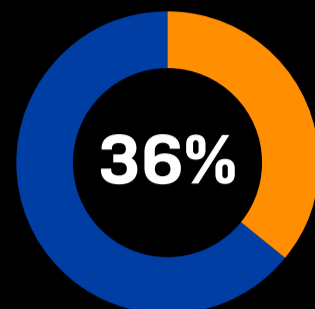
## Phishing means different things to different people



consider emails that falsely claim to be from a legitimate organization, usually combined with a threat or request for information to be phishing



consider Business Email Compromise (BEC) to be phishing



consider threadjacking to be phishing i.e. when attackers insert themselves into a legitimate email thread as part of an attack

TAKEAWAY: BE MINDFUL THAT PEOPLE UNDERSTAND THE TERM 'PHISHING' DIFFERENTLY WHEN PROVIDING USER EDUCATION AND TRAINING. WITHOUT THE CORRECT CONTEXT, THE TRAINING WILL BE LESS EFFECTIVE.

## Phishing has increased considerably since the start of the pandemic

70% of IT professionals have seen an increase in phishing attacks on their organization. The most affected sectors are:



**+77%**

Central government



**+76%**

Business and professional services



**+73%**

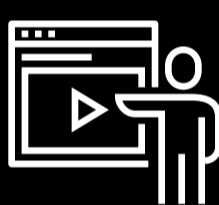
Healthcare

TAKEAWAY: DON'T LET UP IN YOUR ANTI-PHISHING EFFORTS. CYBER CRIMINALS ARE INCREASING THEIR USE OF THIS TECHNIQUE AND NO INDUSTRY OR COUNTRY IS SPARED.

## Most organizations run cybersecurity awareness programs to address phishing

**90%**

Run cybersecurity awareness programs



58% run computer-based training  
53% run human-led training  
43% run phishing simulations

TAKEAWAY: IF YOU'RE IN THE 10% THAT DOESN'T YET HAVE A CYBERSECURITY AWARENESS PROGRAM TO ADDRESS PHISHING, PUT ONE IN PLACE WITHOUT DELAY.

## Phishing awareness programs are well established



**65%**

of programs were implemented **between one and three years ago**

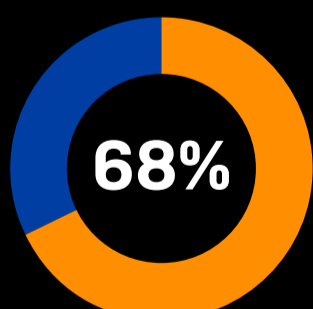


**98%**

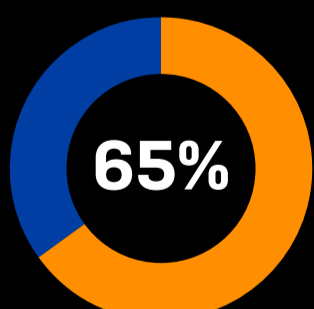
of programs were in place **before COVID-19** hit

TAKEAWAY: BE SURE TO REGULARLY REVIEW AND UPDATE YOUR PHISHING AWARENESS MATERIALS AND ACTIVITIES TO ENSURE THAT THEY ARE STILL RELEVANT AND ENGAGING FOR YOUR USERS.

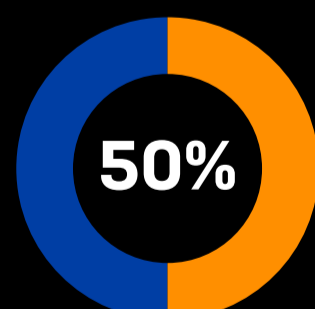
## Positive tracking measures dominate training effectiveness assessment



track number of phishing-related tickets raised with IT



track level of reporting of phishing emails raised by users



track click rate on phishing emails

TAKEAWAY: REGULARLY REVIEW YOUR USER EDUCATION PROGRAMS IN LIGHT OF THE RESULTS OF YOUR ASSESSMENTS AND FOCUS ON RECOGNIZING AND CELEBRATING POSITIVE BEHAVIORS.

## Get AI-powered phishing protection with Sophos Email



Sophos Email

Advanced machine learning **identifies phishing imposters and BEC attacks**

Real-time scanning for key phishing indicators **blocks social engineering techniques**

Pre and post delivery protection **stops malicious links and malware**

**SOPHOS**  
Cybersecurity evolved.

**Bluegrass**  
TechnologySupportInnovation

ask@bluegrass-group.com  
Learn more and try for free at [sophos.com/email](https://sophos.com/email)