

your personal and financial information. Cyber criminals have been using this scheme since the word **internet** was defined in the 1990s, and their methods have become increasingly sophisticated over time. Here's a brief history of how

Phishing scams are a common tactic that cyber criminals use to steal

into what they are today:

phishing campaigns have evolved

Though it may have existed before this,



America Online Inc. (AOL). Hackers attempt to steal login credentials and personal information from AOL users to resell them online.

the first phishing attempt is recorded on

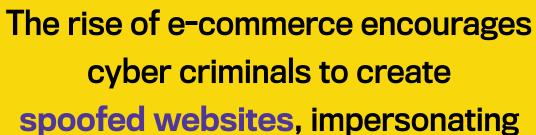
phishing emails are sent worldwide every dayi

billion



The term "phishing" is created by a group called AOHell.





popular domains like eBay and PayPal.

2001





unsuspecting users. Techniques like spear phishing, smishing and keylogging are created.

2004

Hackers start using pop-up windows

to gather sensitive information from

to securely (and anonymously) receive payment from their victims.

Bitcoin and cryptocurrencies are

launched. This increases the creation of

malware as it is easier for cyber criminals

FACT Approximately

2013

Phishing becomes the

primary technique to

deliver ransomware.

Cyber criminals begin hiding

malicious code inside image

files to slip through a user's

anti-virus software.





\$929 million

2004-2005.ⁱⁱ





2019

Gift card phishing campaigns become

more complex, offering victims incentives

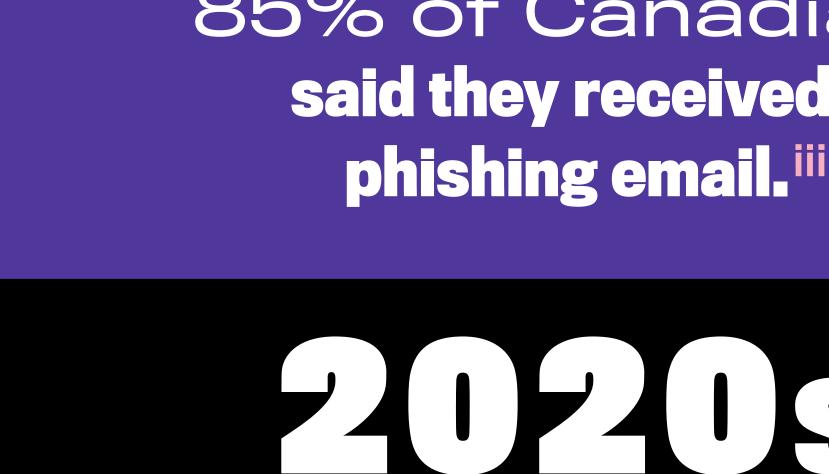
and bribes. Phishing attempts also start

to threaten victims with legal action or

incarceration if gift cards or bitcoin

aren't sent to cyber criminals.

FACT In 2018, 85% of Canadians said they received a



Phishing emails and calls run rampant

3 OUT OF 10 Canadian organizations saw a spike in the number of cyber attacks they received during the pandemic. iv

to identify – especially when cyber criminals have become experts at tricking their victims into giving up their information.

Phishing campaigns can be tough

Check the email address for strange spelling or characters **A PHISHING**

> Watch out for poor formatting Reach out to the sender through a different channel if you're not sure whether the message is real

Take a minute to think

before you take action

Look for spelling or

grammar mistakes

Don't click strange links or

open suspicious attachments

GET MORE TIPS TO SECURE YOUR ACCOUNTS AND DEVICES AT

with hyper-targeted campaigns launched at the public. Topics include COVID-19 and the Canadian Emergency Response Benefit

(CERB). Cyber criminals also target different

user accounts such as those for popular

streaming services and social media.

AVOID BECOMING A VICTIM OF

YOU CAN

SCAM

USING THE FOLLOWING TIPS:

GETC BERSAFE.CA

Communications Centre de la sécurité

Security Establishment des télécommunications



i. Valimail, 2018 Email Fraud Landscape, 2018