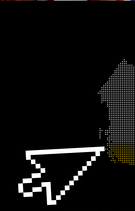
# WHY DO CYBER SCAMS TRICK US?

It can seem impossible to believe that cyber criminals can get information just by asking for it – but if it were impossible, we wouldn't be here. Cyber threat actors have many scams to get people to give them what they want. Knowing about how they work can help you protect your information online.



## 41% OF CANADIANS[i]

BELIEVE IT IS UNLIKELY THAT THEIR PERSONAL INFORMATION COULD BE COMPROMISED ONLINE

**62%**[i]

SAY THEY "TAKE STEPS TO PROTECT THEMSELVES ONLINE"

**58%**[i]

SAY THEY "DON'T DO ANYTHING RISKY ONLINE"

**BUT MANY CYBER THREAT ACTORS TRY TO TRICK PEOPLE INTO GIVING UP INFORMATION INSTEAD OF TRYING TO ATTACK THEIR DEVICES.**

# AND THAT'S CALLED SOCIAL ENGINEERING

## SO, HOW DOES SOCIAL ENGINEERING WORK?

**1** A CYBER CRIMINAL DOES RESEARCH ON

- SEARCH ENGINES
- SOCIAL MEDIA

to learn more about you or your company.

**2** THEY SEND YOU A MESSAGE THAT LOOKS LIKE IT'S FROM

- A FRIEND
- YOUR BOSS
- A FAMILIAR COMPANY

or another trusted source.

**3** THEY TRICK YOU INTO SENDING SENSITIVE INFORMATION, LIKE

- PASSWORDS
- FINANCIAL DATA
- CREDIT CARD NUMBERS

**22%** OF DATA BREACHES INVOLVE SOCIAL ENGINEERING[ii]

SOCIAL ENGINEERING IS

**TARGETED AND SOPHISTICATED**

AND **ANYONE** CAN FALL FOR IT.


## KEEP YOUR INFORMATION SAFE

- LIMIT WHAT YOU SHARE ON SOCIAL MEDIA
- USE DIFFERENT PASSWORDS FOR EACH ACCOUNT
- ALWAYS LOOK OUT FOR SIGNS OF PHISHING

**GET MORE TIPS TO PROTECT YOURSELF AND YOUR DEVICES AT**

GETCYBERSAFE.CA

Communications Security Establishment | Centre de la sécurité des télécommunications

Canada

[i] Get Cyber Safe Awareness Tracking Survey, 2020

[ii] Data Breach Investigations Report, Verizon, 2020