

PHISHING CAMPAIGN

A CUSTOMIZED PHISHING CAMPAIGN :

- Make your users contributors to the IS protection, and test their reaction to an attack attempt.
- Get your users used to suspicious e-mails. They will learn by example how to detect them and react swiftly. It will help you protect your organisation from attacks.
- Measure the current level of employee awareness of information system security, and increase their level of alertness.

THE SOC CWATCH ENSURES THE FOLLOWING PHASES :

Preparation of the campaign

- Definition of the target population.
- Technical preparation.
- Creation of the scenario.

Execution of the campaign

- Launch of the campaign following the established schedule.
- Follow-up and support during the campaign.

Restitution of the campaign

- Consolidated results of the campaign.
- Analysis of the results and proposal of areas of improvement.

EXAMPLES OF CUSTOMIZED CAMPAIGNS :

| Internal contest | Internal survey | HRIS software data leak | Internal communication relating to Covid-19 |
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| For team happiness, your Management offers them to win watches produced with a partner (or other object that makes sense for your business). | An internal survey aims to identify the problems and difficulties related to employees' remote working conditions. | Communication to the users about an incident that led to the leak of employee data from HRIS software. | Internal communication to inform about the new measures adopted by your company to ensure the continuity of the group and limit the economic impact of the crisis. |

| Credibility of the campaign | Campaign mechanics |
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| <ul style="list-style-type: none"> → Adjustment of the scenario to your activity → Use or mention of relevant contacts → Use of a custom domain name → Personalisation of the home page (logo, etc.) | <ol style="list-style-type: none"> 1. Receipt of a customised phishing email inviting you to connect to a website 2. Opening of the link to a home page with an authentication form 1st indicator: link opening rate 3. Entering connection information 2nd indicator: login data entry rate 4. If the victim fills in and submits the form, an error page is displayed The information entered is not retained |

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OUR APPROACH IN DETAILS:

Preparation

→ Objectives

Kick-off meeting (remote).

Process explanation.

Validation of the objectives, target populations, messages and associated scenarios.

Organisation definition.

Configurations implementation.

Definition of the summary content.

Agreement on the elements to share and the communication channels.

Project schedule establishment.

→ Works planned

The message and its content.

A sending address and the domain name dedicated to campaigns.

The attack scenario.

→ Deliverables

Report of the scoping meeting.

Technical information to whitelist our systems.

Execution

→ Objectives

Trigger the phishing campaign according to the scenario and schedule established in the preparation phase, from the Almond phishing platform.

The sending rate is limited to approximately 2000 recipients at the same time to avoid interference from operators / hosts.

→ Works planned

Ensure the smooth running of the campaign.

Make any necessary adjustments in the messages as soon as possible.

Track the evolution of statistics.

Alert the customer in the event of an unexpected event.

Monitor the behavior of (registered) recipients, in order to form the basis of the final dashboards.

→ Working method

Weekly call to follow up on the campaign.

Restitution

→ Objectives

Restitution meeting (remote).

Evaluate the employees' level of awareness of phishing attacks.

Advise the client on the definition of his own objectives to be reached.

→ Works planned

Analyze the results of the campaign and establish a comparison with the values generally observed.

Produce recommendations to the client for the definition of the objectives to be reached.

→ Deliverables

Presentation with the analysis, the recommendations and the dashboard.

Export of raw data.

Restitution of the control of the personalized domains used.