

Positive Incentives for Phishing Identification and Avoidance

By Brian Ventura
Information Security Architect
City of Portland, OR

What is Phishing?

- ▶ A request for internal users to help the attacker break into an organization
- ▶ Indirect attack
- ▶ Social Engineering
- ▶ Spear Phishing, Whaling, CEO Fraud, Business Email Compromise



Does
phishing
work?

Atlanta - down for weeks (2018)

Baltimore - down for over a month
(5/2019)

3 Cities in Florida hit with
ransomware and paid (6/2019)

Costs in the millions!!

Just block phishing!



STOP USING EMAIL!



**REMOVE ALL
ATTACHMENTS**



REMOVE ALL LINKS



**MARK EXTERNAL
EMAILS AS
DANGEROUS**



It is the user's fault, fire them!

- ▶ Loss of knowledge
- ▶ Cost of recruitment
- ▶ Lowered morale
- ▶ Fear of reporting
- ▶ Loss of phishing visibility

Some users
must click on
emails



Human resources - resumes,
recruitment plans



Revenue - interact with customers, tax
records?!?



Development Services - building plans



Other users?



Ladder are dangerous

- ▶ Overcome danger with:
 - ▶ Training
 - ▶ Security gear: ropes/straps
 - ▶ Team member holds ladder
 - ▶ Lock out/tag out



PHISHING ALERT



What can we do then?

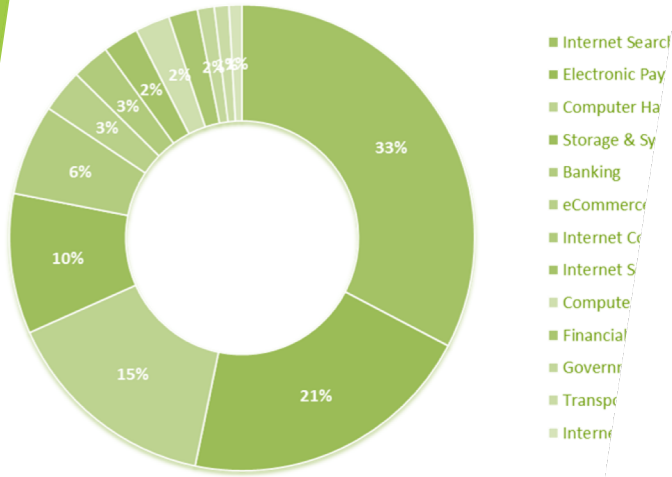
- ▶ Technical controls
 - ▶ Mark messages
 - ▶ Remove/block attachments
 - ▶ Remove/block links
 - ▶ Phish bowl/reporting
- ▶ Train users
- ▶ Regular phishing testing
- ▶ Outreach!
 - ▶ Incentives
 - ▶ Branding
 - ▶ Monthly engagement



DON'T GET HOOKED

How to Recognize and Avoid
**PHISHING
ATTACKS**

Top 20 Phishing Targets



Users are intrusion detection systems

- ▶ Fast reporting
- ▶ Easy check
- ▶ No repercussions
- ▶ Friendly



Beware Of Phishing



Positive feedback

- ▶ Reporting leader board
- ▶ Phishing leader parking space
- ▶ Gift cards/candy
- ▶ Extra time off
- ▶ Gamification
- ▶ Escape rooms



What if it is really bad?

After training, more training, awareness, incentives, technical tools fail:

- ▶ Change duties - no longer interact with email
- ▶ Written reprimand
- ▶ Timeout
- ▶ Termination

Questions?

Brian Ventura

City of Portland, Oregon

Information Security Architect

brian.ventura@portlandoregon.gov