



# Reasons to protect against Phishing


1

## Phishing is a hackers number 1 weapon

- Placeholder phishing is an easy way in for opportunist hackers because it's cheap, easy, and effective. 
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2

## Employees can be the weakest link

- When we're at work, we're much more likely to feel busy, stressed, and otherwise engaged, and that's what the criminals are counting on. It only takes one click. 


3

## Businesses aren't ready

- You'd be surprised how many businesses don't measure the effectiveness of their cyber-security training. Using a phishing simulator can help you establish whether your business is vulnerable to an attack. 


4

## Cyber-criminals are getting better

- Cyber-criminals are getting smarter – and have bigger and better technology on their side. They now send more scams than ever, and have become harder to detect. 

5

## Cyber-criminals target businesses

- With a decrease in the profitability of selling information, criminals have turned to targeting businesses with ransomware attacks. 

6

## Out the box phishing available

- There's an increasing number of phishing attack kits available. With these, wannabe-hackers need little IT knowledge to do huge damage. 