



IDENTITY  
AUTOMATION

## **Spear Phishing**

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How to Protect Yourself  
and Your Organization



# What is Spear Phishing?

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- Targeted form of phishing attack
- Focuses on specific individuals or organizations
- Uses personalized information to deceive victims
- Aims to steal sensitive data or gain unauthorized access



Phishing email sent



Security tools block some, not all, of the emails



Phishing email lands in user inbox



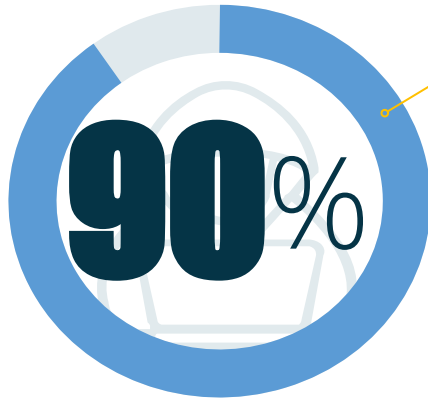
User clicks the link and falls victim



# Spear Phishing vs. Regular Phishing

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- Targets are carefully selected and researched
- Messages appear legitimate and tailored
- Uses social engineering tactics for manipulation
- Higher success rate due to personalization



**90%** of cyber security incidents in schools start with phishing.

*Consortium for School Networking (CoSN)*



# Mitigating Spear Phishing Risks

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- Implement multi-factor authentication
- Train employees on threat awareness
- Regularly update and patch software
- Use email filters and advanced threat intelligence



**Eliminate  
Human Error**



**Prevent Across  
Threat Vectors**



**Stay Ahead  
of Threats**



# Security Controls for Protection

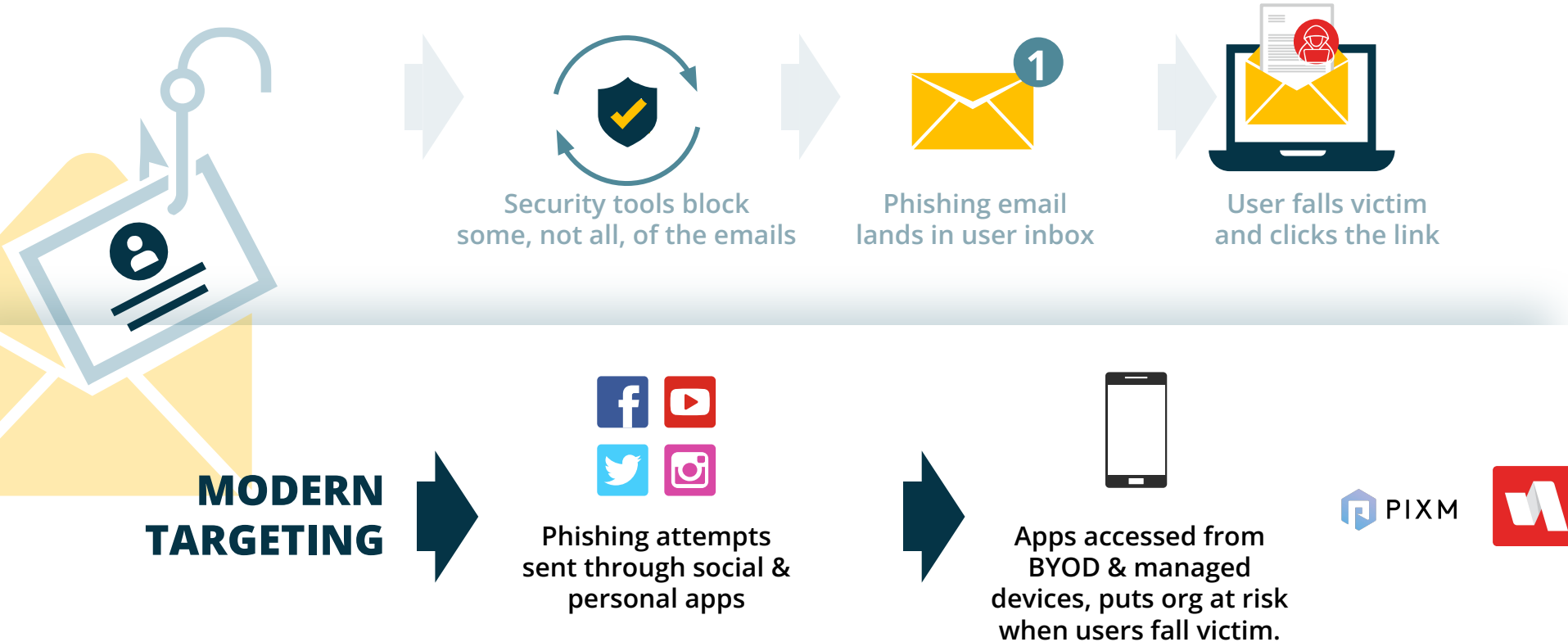
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- Network segmentation to limit lateral movement
- Endpoint protection with robust antivirus software
- Encryption of sensitive data in transit and at rest
- Regular backups to prevent data loss



# The Evolving Phishing Landscape

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# Protection Beyond the Inbox: RapidIdentity PhishID

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# No User Training Needed with Touchless Phishing Protection!

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Social Media

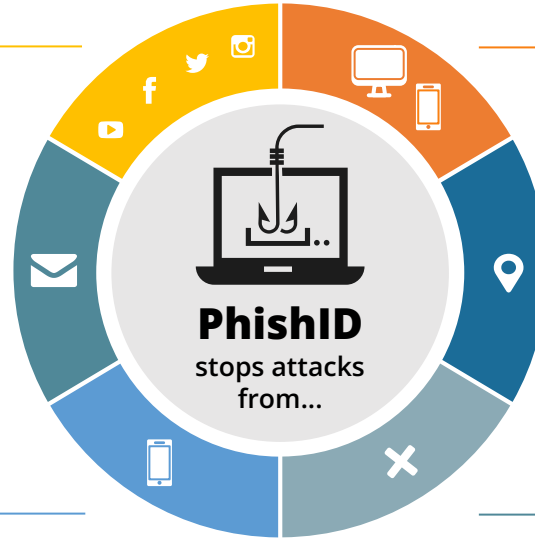
Personal Devices

Personal Email

Proxy-Aware & Targeted  
Zero-Day Attacks

Text Messages

Missed by Other Vendors





# How Does It Work?

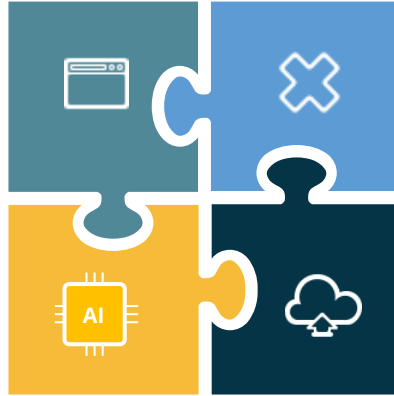
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## Browser-Based

PhishID works in the browser. The user clicks the link, and the technology analyzes the page while it loads.

## Computer Vision Technology

AI scans the page as it loads for the user, determining if it is fraudulent in real-time.



## Proactively Stops Breaches

When a fraudulent page is identified, the user is immediately alerted and warned not to continue.

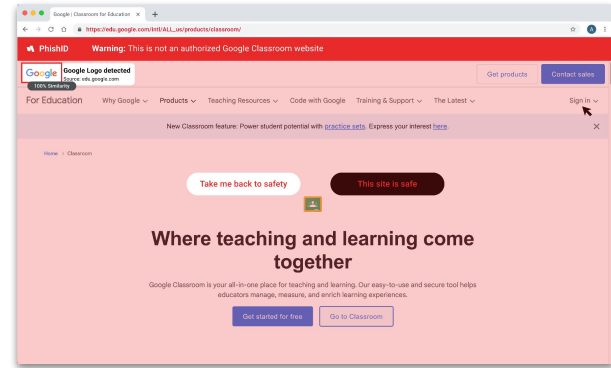
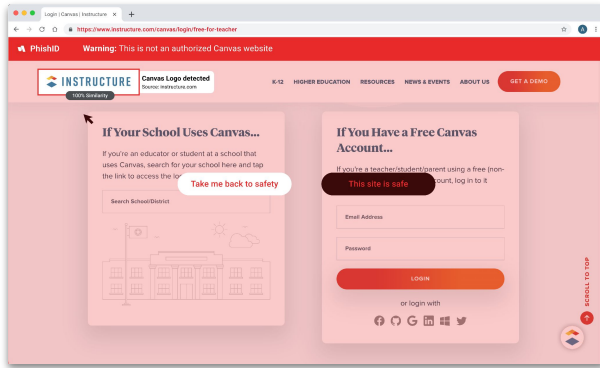
## Effortless Deployment

Deploy PhishID across your enterprise in minutes, with no user training needed.



# PhishID, Powered by PIXM Security

PhishID leverages PIXM as the first point-of-click solution that uses cutting-edge **computer vision** to stop new attacks, regardless of attack vector.



# Real World Protection

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Owensboro Public School in Kentucky uses Identity Automation's PhishID software. In July, PhishID detected a spear phishing attempt that targeted a user who had privileged access to school computer systems.

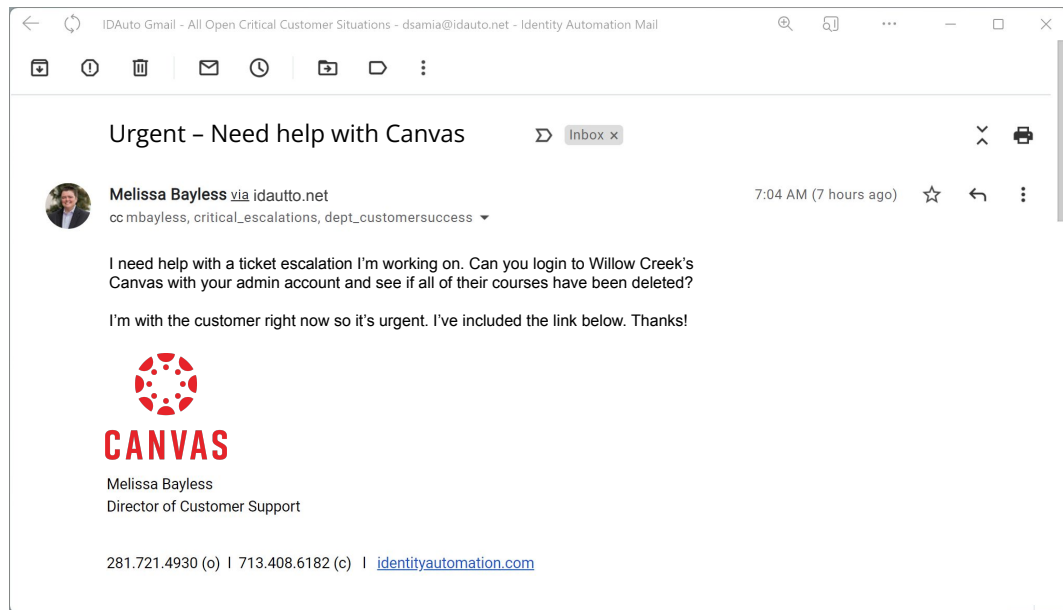
Security monitoring software can detect false positives, so some investigation was warranted. But PhishID's alert turned out to be a true positive. The user's email address was used, and there were images of the school embedded in the HTML code.

PhishID's detection capabilities were especially impressive because the malware the attacker tried to link to wasn't in VirusTotal's database. VirusTotal is a malware threat intelligence source for most of the big antivirus vendors.



# Train Algorithms, Not People

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## The Attempt:

- It's from a Known Source
- It's a Reasonable Request
- It's Urgent
- It's Clicked



# Why PIXM?

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- Start-up backed by leading Cyber VC firms, just coming out of stealth mode
- Winner of Columbia Venture Competition Prize for AI Innovation
- Winner of two Global InfoSec Awards at #RSAC 2022:
  - *Cutting Edge Anti-Phishing*
  - *Next Gen Cybersecurity Artificial Intelligence*
- Has blocked hundreds of targeted phishing attacks missed by every other security product



# RapidIdentity PhishID Features

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POINT-OF-CLICK  
PROTECTION



AI-POWERED  
TECHNOLOGY



EFFORTLESS  
ADMINISTRATION



SAFETY NET FOR  
HUMAN ERROR



COMPUTER  
VISION



COMPLEMENTS  
RAPIDIDENTITY SAFEID

**Make sure your users' credentials haven't gone phishing!**



# Platform

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- **Chromebooks | Chrome Workspace => Chrome**
- **Windows | SSCM, GPO, InTune => Chrome, Firefox, Edge**
- **iPad | JAMF => Safari**
- **MacOS | JAMF => Chrome, Firefox, Safari**



# Demo

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Demo





# Q&A

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Questions





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