

# Cyber impersonation tactics

Cyber criminals use impersonation as an effective method to deceive and manipulate victims by posing as trusted entities to achieve malicious goals.

Common impersonation targets are: banks, well-known brands, financial services, trusted individuals and government departments.

The main defense is maintaining vigilance and verifying unexpected communications through independent channels before taking any action.

## Best protection tips to remember:



**If you receive unexpected communication, verify it independently**



**If you suspect you've been targeted, report to your IT team immediately**



**Cyber criminals use fear and pressure to make victims act without verification**



**Banks and financial institutions will never ask for personal details over phone/email**



**Cyber security starts with everyone and relies on us all**