

# A more intelligent way to reduce the threat posed by phishing attacks

At CybSafe, we take an intelligent approach to phishing simulations.

We believe it is important to not just find out **how many** people are susceptible to phishing, but **why** they are being caught out, so that you can do something about it. By understanding the individual 'influencing elements' of an email, as defined by psychology and behavioural science research, genuine insight can be gained to determine why users react to certain types of phishing emails in the way that they do.

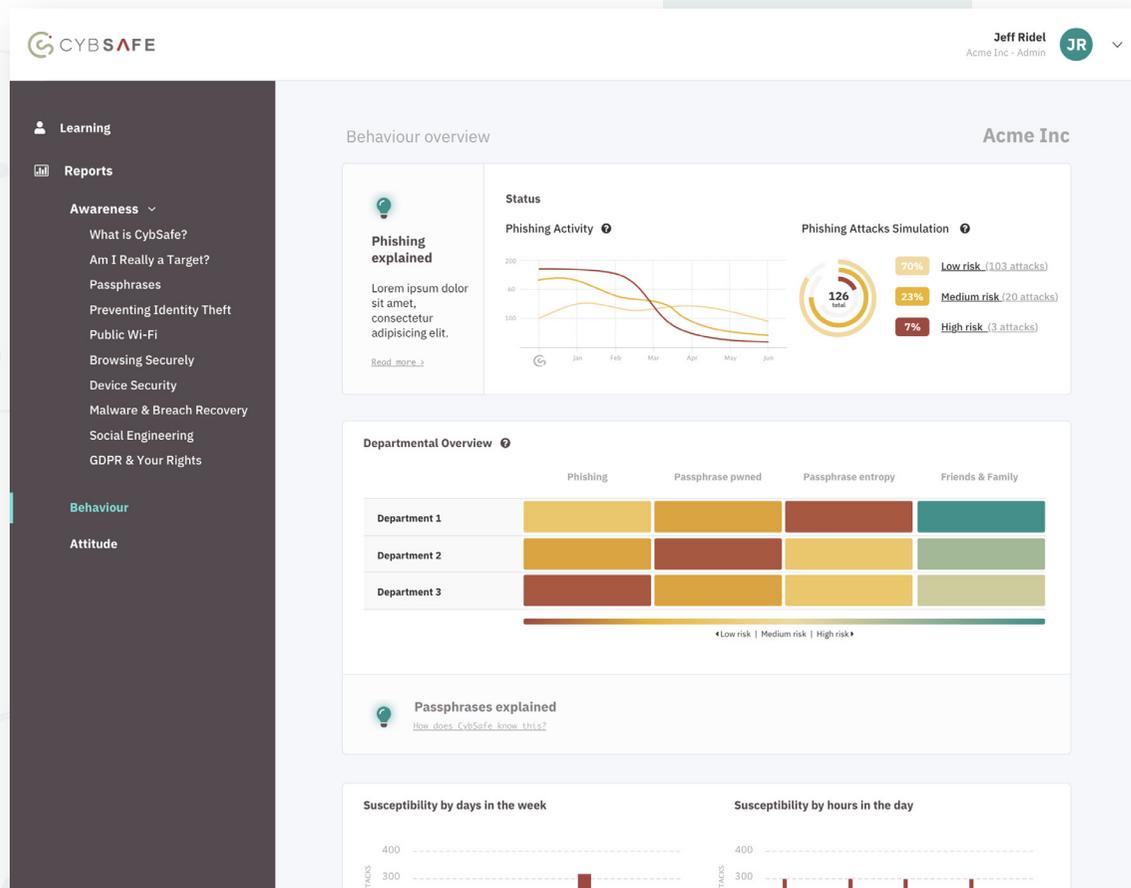
This method allows us to generate meaningful cyber risk data and use this data to help you demonstrably reduce the risk posed from phishing attacks.

A fundamentally different approach to that taken by other phishing simulation tools, and one supported by an impressive body of academic research.

For more information please visit [cybsafe.com/research-library](https://cybsafe.com/research-library)

We recognise that many organisations don't want to wait until real phishing attempts attack their users to determine whether, as an organisation, they are carrying an acceptable level of risk.

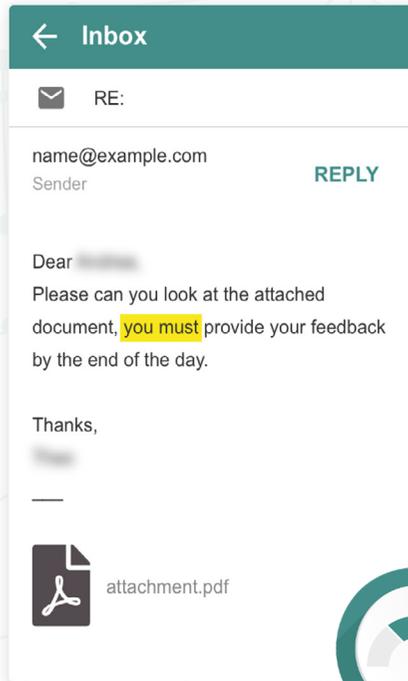
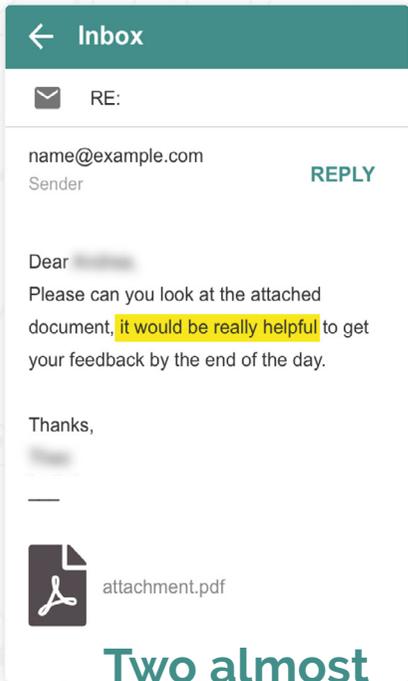
However, an overemphasis on phishing (often in isolation) runs the risk of giving a false level of confidence and missing out on the other important indicators of human cyber risk. It's ticking a box to get metrics, rather than using that data to make you safer.



The screenshot displays the CybSafe dashboard for 'Acme Inc'. The interface includes a sidebar with navigation options like 'Learning', 'Reports', 'Awareness', 'Behaviour', and 'Attitude'. The main content area is titled 'Behaviour overview' and features several data visualizations:

- Phishing explained:** A section with a lightbulb icon and a brief text snippet: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.' with a 'Read more >' link.
- Status Phishing Activity:** A line chart showing activity levels from January to June. The y-axis ranges from 0 to 200.
- Phishing Attacks Simulation:** A donut chart showing a total of 126 attacks, broken down into:
  - 70% Low risk (103 attacks)
  - 23% Medium risk (20 attacks)
  - 7% High risk (3 attacks)
- Departmental Overview:** A heatmap table showing risk levels for three departments across four categories: Phishing, Passphrase pwned, Passphrase entropy, and Friends & Family. A color scale at the bottom indicates risk levels from low (yellow) to high (dark red).
- Passphrases explained:** A section with a lightbulb icon and the text: 'How does CybSafe know this?'.
- Susceptibility by days in the week:** A bar chart showing the number of attacks (y-axis 0-400) across the days of the week.
- Susceptibility by hours in the day:** A bar chart showing the number of attacks (y-axis 0-400) across the hours of the day.





## Two almost identical phishing emails containing a malicious attachment.

We believe it is important to use carefully controlled simulations to help people recognise the look, feel and construct of phishing messages and e-mails.

We also recognise that unless organisations look beyond the 'click rate' and 'report rate' they will never really help people be more secure in a sustainable way.

The CybSafe phishing simulation capability has been carefully designed so that it gives you much more than the traditional indication of which users fell foul of phishing.

It helps you see **why** they made the mistakes so you can do something about it.

Our advanced technology is combined with an in-depth understanding of the psychology and behaviour change theory relevant to the ever-evolving phishing threat. All of this is made available and easily accessible to you through the CybSafe platform.

## CybSafe empowers you to:

Run phishing simulation exercises of the **right depth and frequency** - as determined by the security culture and context within your organisation.

Use phishing simulations as part of a complete process to **understand your exposure, take appropriate countermeasures and track the improvements** - or otherwise - over time.

Remind people, in an engaging, safe and supportive way, **how to protect themselves and your organisation** from the threat of phishing.

**Develop your security policies** so that they genuinely help your people be more secure, rather than tell them to do things that aren't reasonable, realistic or effective.

**Focus your security effort and tailor your security message** so that you can reduce the maximum amount of risk in the shortest possible time.



# CybSafe intelligent phishing

VS.

# Traditional phishing simulation providers

Most traditional phishing simulation tools and services are designed to enable organisations to send simulated phishing emails to train their staff on how to recognise and report potential phishing threats and to monitor compliance. These tools are focused solely on phishing and, in most cases the information provided to the administrator centres around users that 'click', 'don't click', 'enter sensitive info' and 'report' suspected phishing emails.

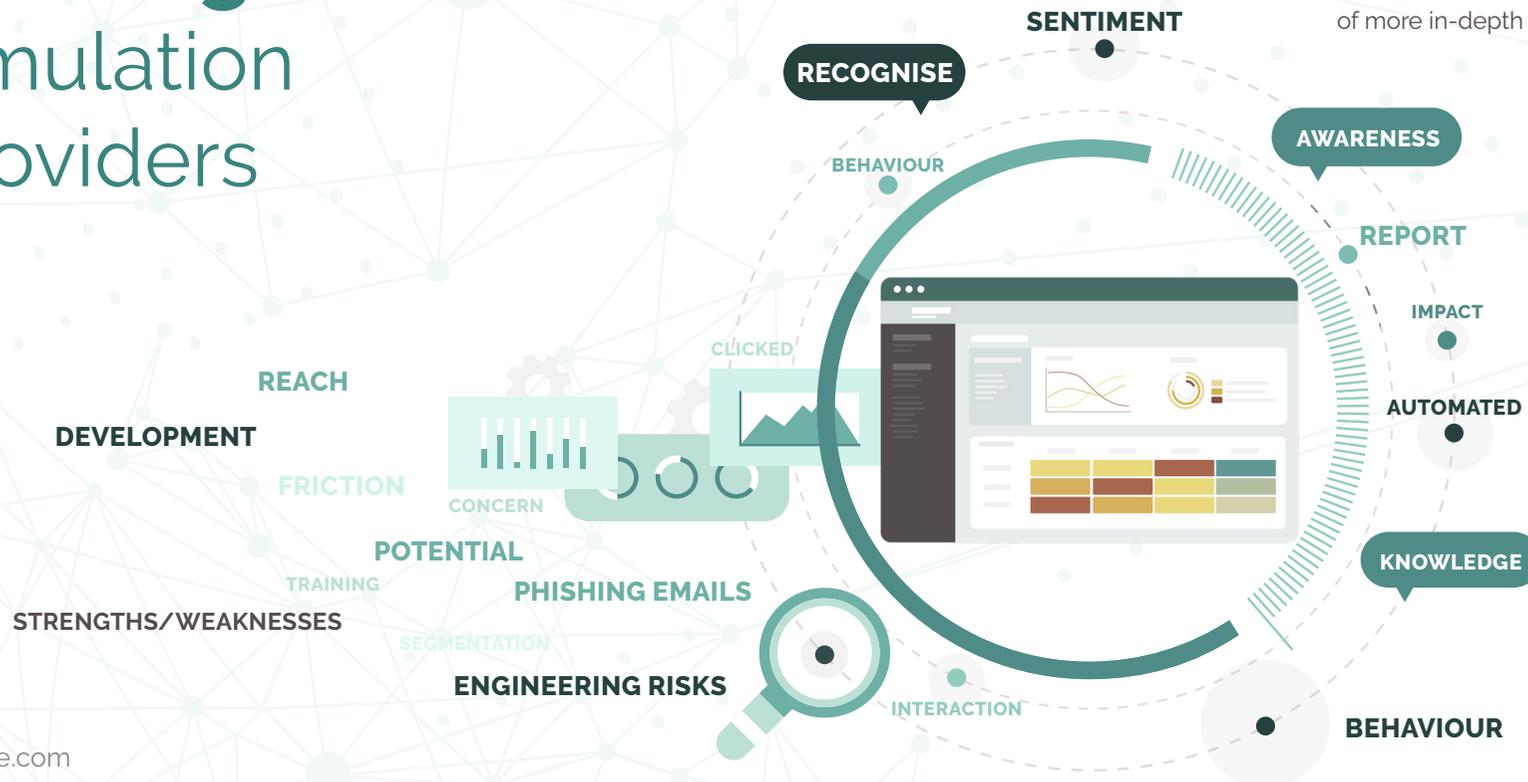
The reality is that most people will click on phishing emails at some point. However, to truly reduce susceptibility we need to understand why people clicked in the first place and provide intelligent and actionable insights that can be used to address these reasons.

CybSafe is a platform that enables organisations to address cyber awareness, behaviour and culture challenges that include social engineering risks (such as phishing).

This means that should the administrator require, users can have access to accredited training, example case studies, surveys and further behavioural interventions - enabling them to address all of today's challenges, rather than just focus on phishing.

CybSafe simulated attacks use algorithms to serve automated, but personalised phishing to understand strengths/weaknesses for every person in an organisation..

CybSafe is a more than a pure phishing simulation tool and as a result is designed for organisations that are looking for low maintenance, science-based solutions that are focused on behaviour change and the provision of more in-depth reporting analytics.



# Key points of difference include:

CybSafe is **easy-to-set up** and requires minimal maintenance effort on the part of the administrator.

CybSafe's routine **simulated phishing emails** are automated and based on intelligent algorithms that determine when, what and who to send phishing simulation emails to.

Provide **instant feedback** and timely, "just-in-time" reminders when links are clicked and when users are likely to be motivated to learn.

Over time, CybSafe's phishing simulation tool will also help you **measure whether** your wider security awareness and influence activities are **actually having their intended effect**.

Bespoke phishing emails can be provided and **targeted at specific groups**. The **scientific considerations** needed as part of the design process and data mapping required for our Reports analytics means that this is delivered by the CybSafe team as an additional service.

[cybsafe.com](https://cybsafe.com)

The focused outcome for the CybSafe platform is **positive behaviour change** rather than simply tricking users. As a result, each intervention is carefully constructed, tested and optimised over time.

The CybSafe phishing simulation tool benefits from the insight of the CybSafe Behavioural Science team led by Dr John Blythe. All CybSafe phishing emails and scenarios are carefully **crafted and designed based on scientific principles** and in depth understanding of the psychology of phishing attacks.

CybSafe intelligent phishing simulation reports include information on which users **click, don't click and enter details** - but critically the platform also provides information on **why** users are likely to have failed rather than just report hollow susceptibility rates.

CybSafe's phishing simulation tool has been designed to provide organisations with **intelligent and actionable data** to allow them to make informed decisions about where to direct resources, training and wider security awareness and influence activities.

CybSafe is proud of the work it does with **world-renowned academic institutions** such as the University of Bath, University of Bristol and UK Centre for Protection of National Infrastructure to advance scientific research into individual susceptibility to phishing.

