

Exceptional service in the national interest



Sandia Phishing Awareness and Training

Phishing



Agenda

History/Overview

- Balloon First/Example
- Title Change in Click Rate
- Future Plans

Current Practice

- At least on exercise/month
- Noticeable improvements in click rate and reporting rate
- More standardized process
 - 3 hint minimum
 - Coordination with SMEs and Cyber Managers

Balloon Fiesta Example

From: Alerts <breaking@alertas-de-viaje.mx>

Subject: Balloon Fiesta Cancelled

http://noticias.alertas-de-viaje.mx/balloonfiesta/2ccca3/?login_id=cd581c47-289b-43aa-995d-6f798e5b466a&test=1

Albuquerque Balloon Fiesta Canceled!!

If you think you have spotted a "Phish":

- Don't follow any links or open any attachments in the email
- Forward the email to spam@sandia.gov and delete it



(BBG News)--One of the most popular events of the year, Albuquerque officials stated that the annual Balloon Fiesta will be cancelled. Residents are expressing there outrage, but officials are standing by there decision. Read full story at--><http://t.co/aZq1p>

http://fiesta.current-news-alerts.com/2ccca3/?login_id=cd581c47-289b-43aa-995d-6f798e5b466a&test=1

Scenario Report

SAMPLE PHISHING RESULTS

[Download Full CSV](#)

Summary

Responses

User Agents

Networks and Maps

Enhanced Analytics

Plugins

Mail Status

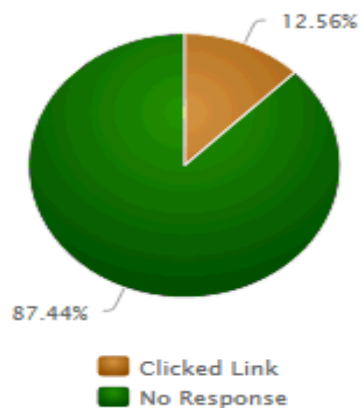
1,567 of 12,480 Users Found Susceptible to Phishing

Unique Recipients: 12,481
 Emails Delivered: 12,480 ([1 Email bounced](#))
 Clicked Link: 1,567
 Started: Wed September 17, 2014 at 08:00 AM
 Ended: Wed September 24, 2014 at 08:00 AM
 Duration: 7 days

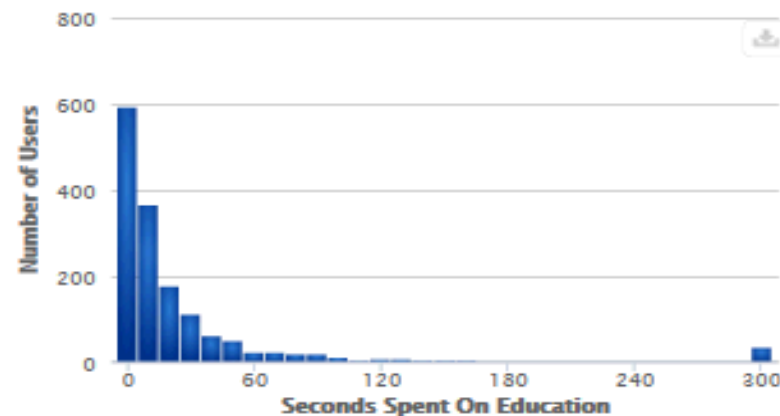
Geographical Map



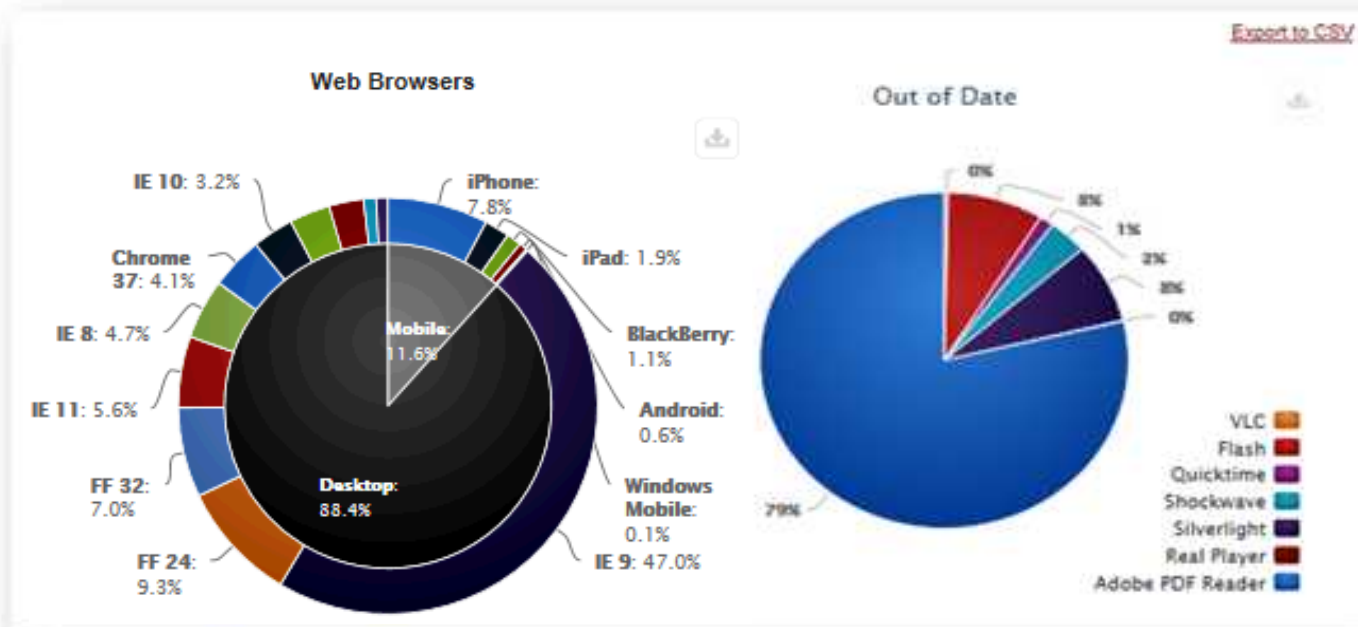
Response Breakdown



Time Spent on Education



Additional Exercise Information



Future Plans

Phishing Component

- Validate Difficulty of Phish
- Determine Types of Phish that MOWs are most susceptible to
- Different Phish for Different MOWs

Training Component

- Evaluate Most Effective Training Techniques
- Incorporate Phishing Awareness into specific events (New Hire sessions)
- Make Reporting Phish Easier for MOWs

Questions?

WebDonuts.com

