

Avoiding Cyberattacks over the Holidays

Be aware of scams and stay safe online.



Cloned Websites

- Only visit official sites with URLs that you are familiar with
- Use URL checkers to verify the site is actually the one you want visit

Telephone-Oriented Attack

- Never give sensitive information over the phone
- End any pressuring call or any with a caller speaking a foreign language

Phishing

- A popular choice for malicious attackers, bolstering an [84% exploit success rate](#)
- Hover over links, verify sender address, & use URL checkers
- When in doubt **REPORT!**

Juice Jacking

- Use your own charger and charging blocks to charge your devices
- Only connect something you own into something you also own

Holiday Shopping Scams

- Avoid all promotions that are “Too good to be true”
- Visit the retailers website to verify the authenticity of the item

Charity Scams

- Verify all charities with Charity Navigator, CharityWatch, or the BBB
- Verify donation requests from social media accounts of loved ones and friends

Public WiFi Attacks

- Disable “Auto-Connect” feature and turn wifi off when not in use
- Verify correct network and refrain from sharing sensitive information while using the network

AI-Based Scams

- Visit official websites to verify the authenticity and do your research
- Check the legitimacy of the website URL using a URL checker

Helpful resources:

- CISA's [Cyber Guidance for Small Businesses](#)
- Verizon's [Annual Data Breach Investigations Report for SMBs](#)
- U.S. Small Business Administration's guide to [Strengthen your Cybersecurity](#)
- Federal Trade Commission's guide on [Phishing](#)
- MFA Authentication [tools available on Cowbell Marketplace](#) (Acreto, LoginTC, & OKTA)
- URLVOID's tool to check the [legitimacy of a URL](#)

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MFA Bypass

- Use an Authenticator app and avoid SMS based MFA codes
- Never share MFA codes with anyone