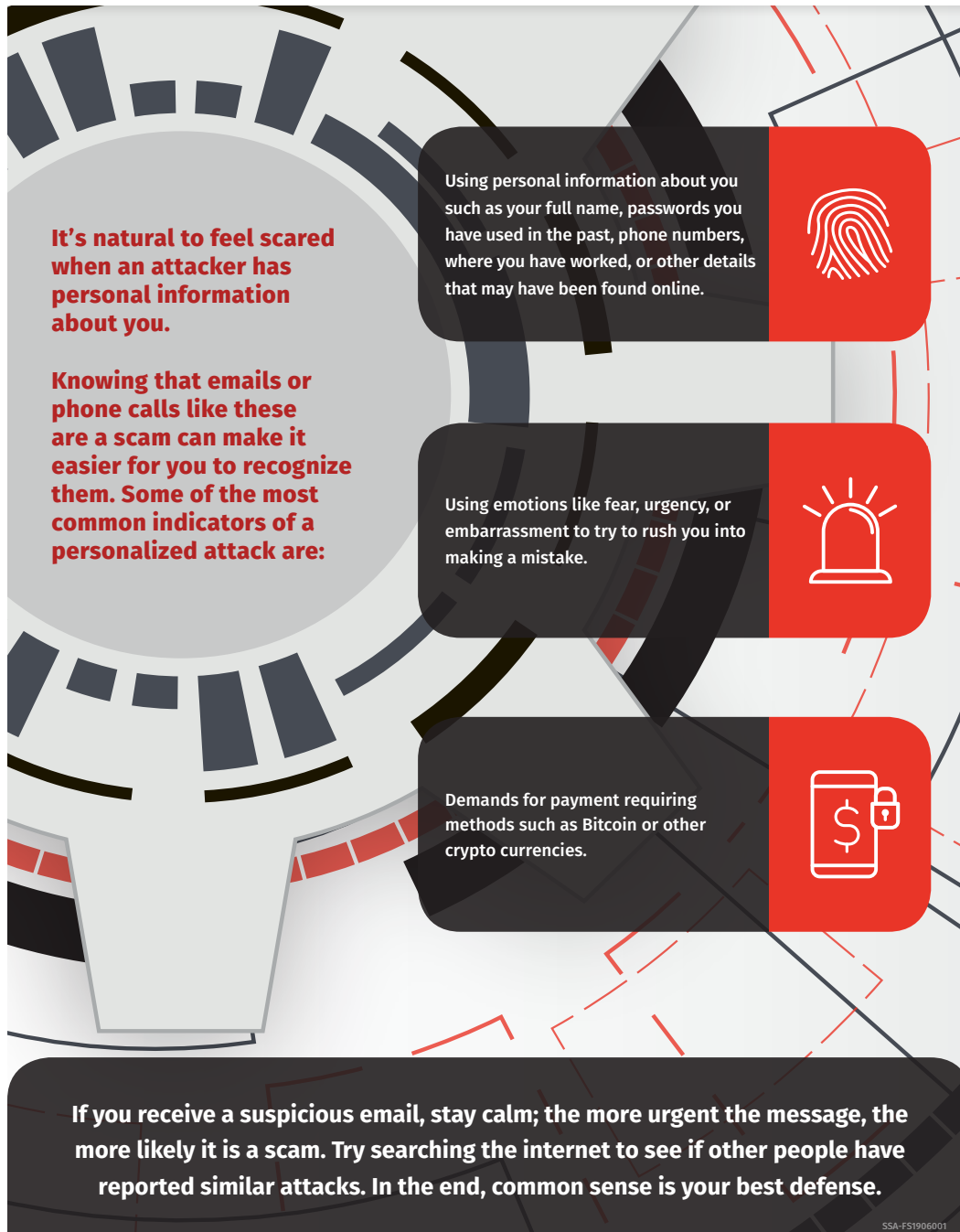


Social Engineering

# Personalized Attacks

With data breaches being so common now, it's easy for cyber criminals to find or purchase large databases of personal information on millions of people. They then use this information to personalize their scams, making their emails, messages, or phone call attacks far more effective.

Criminals use these personal details to scare or pressure you into doing whatever they want. For example, a cyber attacker may collect your password when you visit a hacked website, and then use that information to trick or fool you into thinking they have hacked your computer.



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