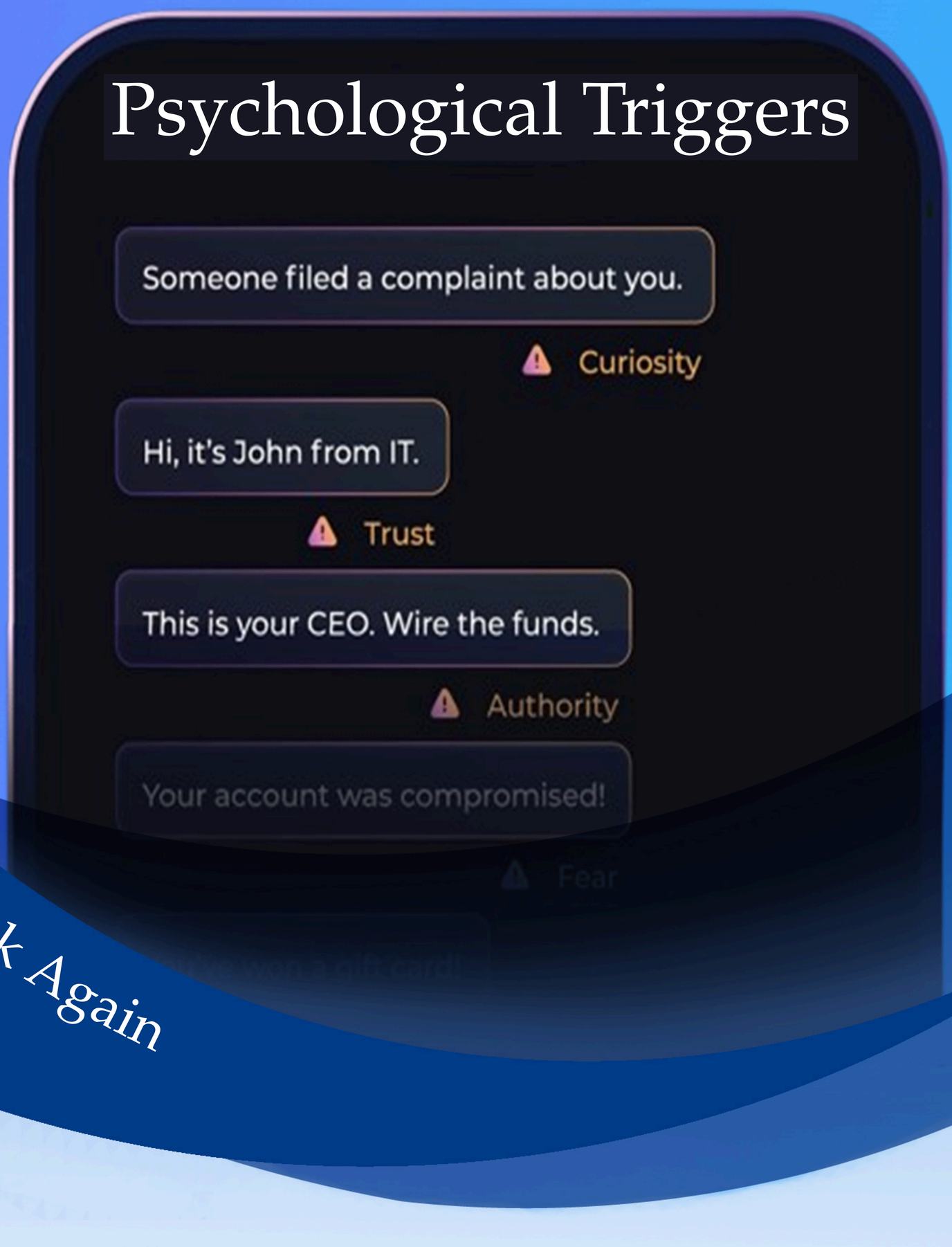
C O R E
CONTINUITY IS OUR BUSINESS

Think You're Safe Now?: Think Again



WHAT ARE PSYCHOLOGICAL TRIGGERS?

Psychological triggers are mental cues that influence human behavior and emotions.

Cybercriminals exploit these triggers to trick you into clicking links, sending money, or sharing sensitive information. Common triggers include authority, urgency, scarcity, sympathy, and social proof. They work because our brain often reacts automatically to familiar patterns or pressures.

The purpose of a trigger is to make us act quickly, without taking time to think critically.

In cybersecurity, the triggers are most often used in phishing, fraud, and social engineering attacks.

HOW DO YOU RECOGNIZE IT?

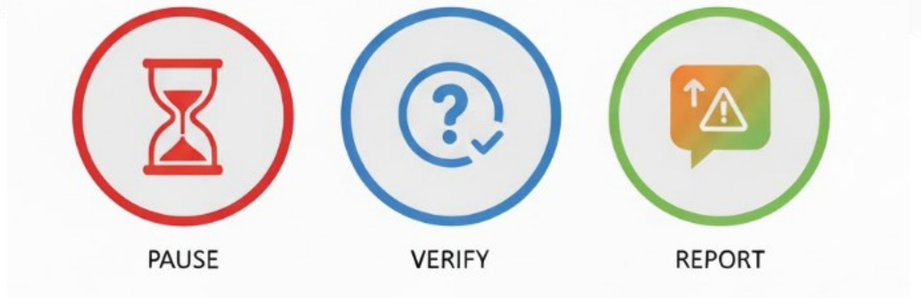
A trigger appears in a message that creates unnatural urgency. Emails or calls may claim to come from a manager, colleague, or official organization. Sometimes the message promises rewards, like a gift card or bonus. Social pressure is also common: "others have already done this, why haven't you?"

In short: it often feels too urgent, too demanding, or too good to be true.

WHY IS IT SO DANGEROUS?

- High success rate: Tailored messages are harder for employees to recognize as phishing.
- Financial risks: Payments to fraudulent accounts, theft of trade secrets.
- Reputational damage: A successful attack can lead to data breaches and loss of trust among clients and partners.
- Supply chain risk: Attackers often use one organization to gain access to partners or customers.

HOW TO PROTECT YOURSELF AND YOUR ORGANIZATION



- **Pause:** Emotional spikes = red flags.
- **Verify:** Use known channels, not what they send you.
- **Report:** If it feels off escalate it.

"Your sharpness is your best defense. Stay alert even after Cybersecurity Awareness Month!"

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NATIONAL CYBERSECURITY ALLIANCE