

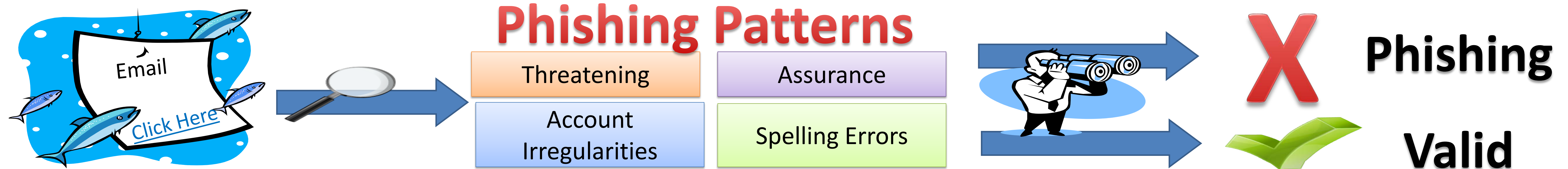
Detecting Deceptive Patterns in Phishing Emails

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Problem Statement

Identify cues for/patterns of deception within phishing emails to help users detect deceptive requests



Motivation

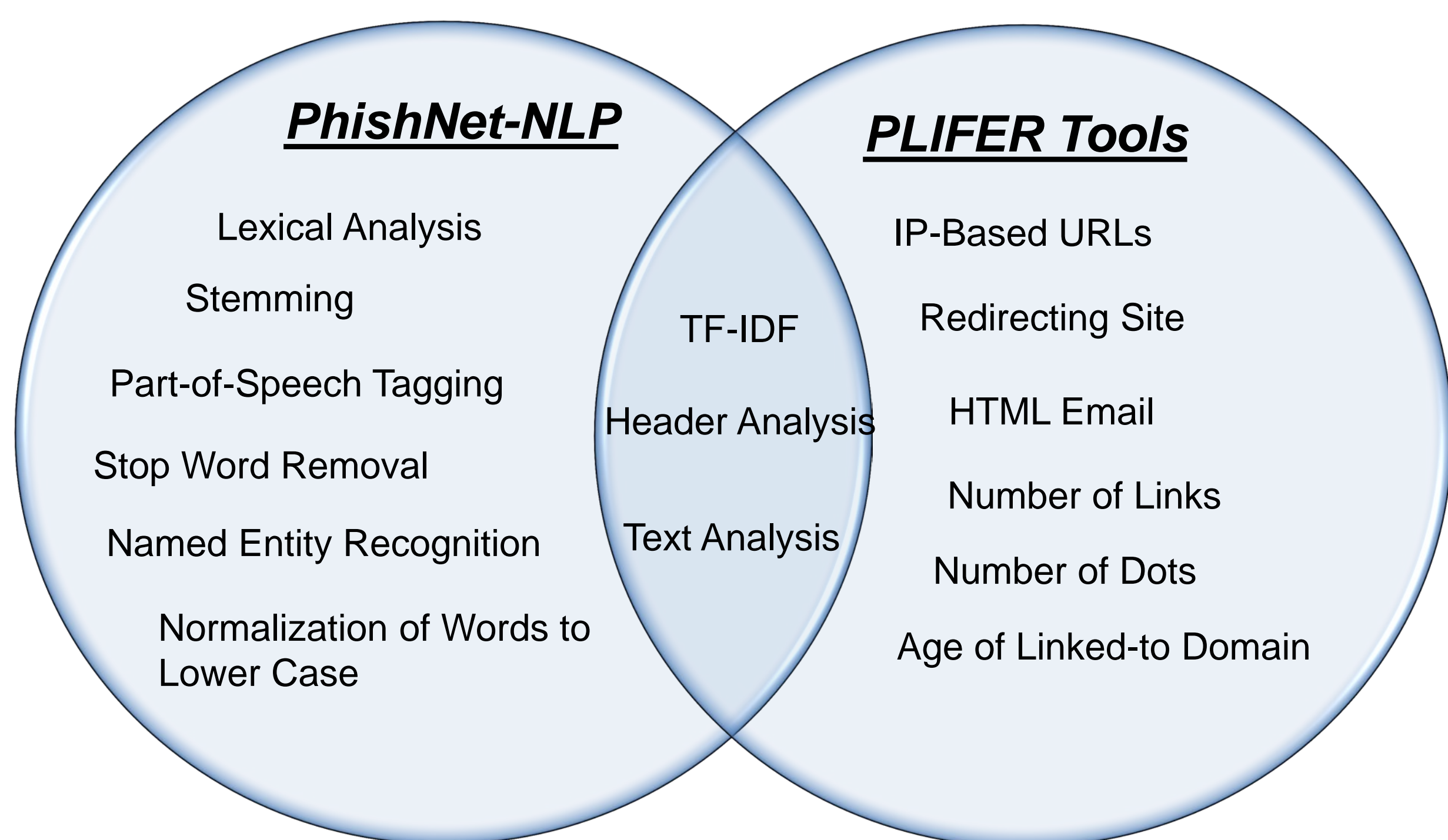
- Email users become more aware of phishing emails
- Prevents private data from being accessed by unauthorized users
- Saves individuals and corporations a lot of money

	January	February	March
Number of unique phishing websites detected	42,828	38,175	44,212
Number of unique phishing e-mail (campaigns) received by APWG from consumers	53,984	56,883	60,925
Number of brands targeted by phishing campaigns	384	355	362
Country hosting the most phishing websites	USA	USA	USA

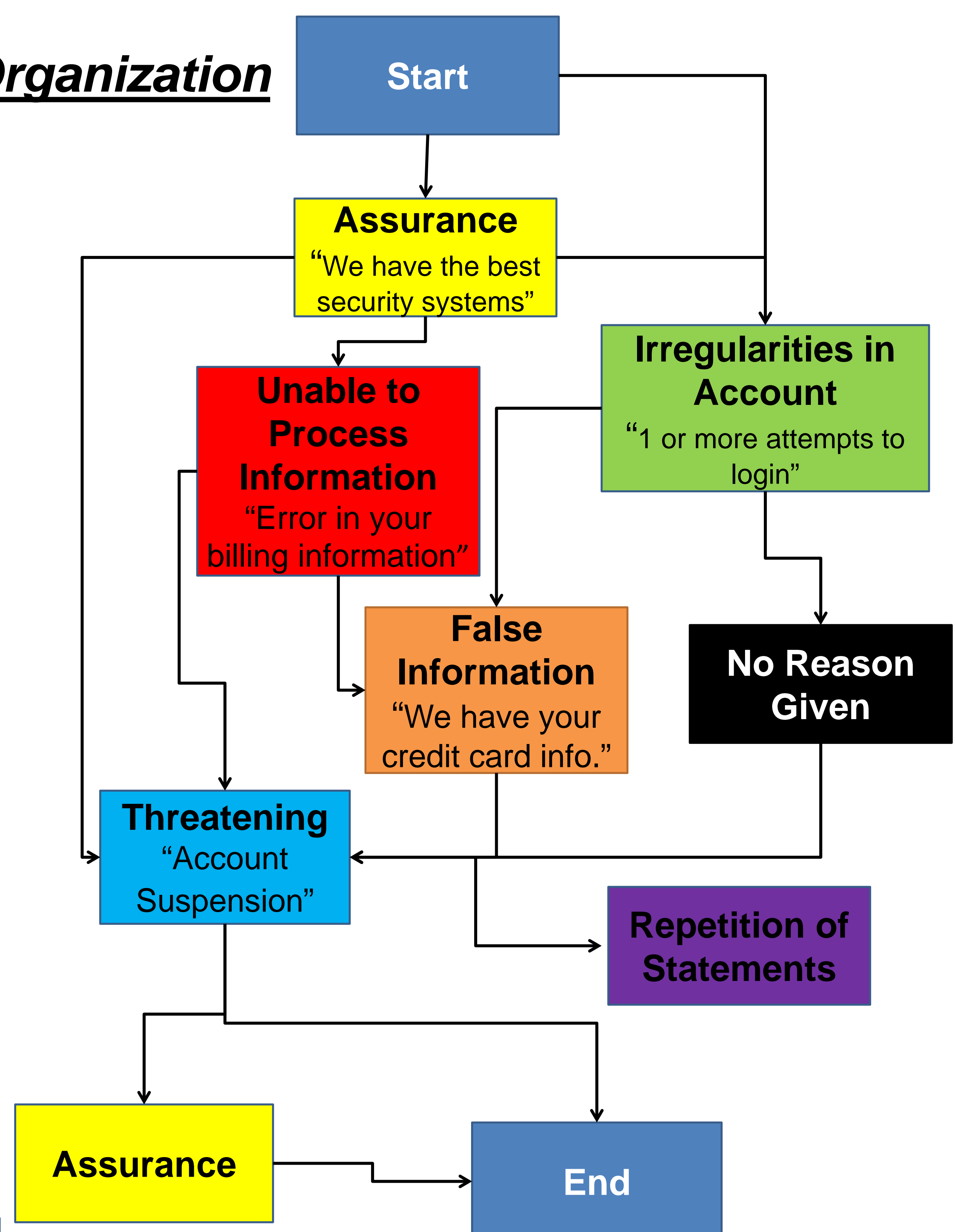
Anti Phishing 1st Quarter Report for 2014

During the 1st quarter of 2014 the Anti-Phishing Work Group reported an increase of 6,941 unique phishing email reports from January to March.

What Has Been Done?



Pattern Organization



Part of Sample of a Phishing Email

Dear valued PayPal 1/2 member : PayPal 1/2 is committed to maintaining a safe environment for its community of buyers and sellers .

To protect the security of your account , PayPal employs some of the most advanced security systems in the world and our anti-fraud teams regularly screen the PayPal system for unusual activity .

Recently , our Account Review Team identified some unusual activity in your account .

In accordance with PayPal 's User Agreement and to ensure that your account has not been compromised , access to your account was limited .

Your account access will remain limited until this issue has been resolved .

This is a fraud prevention measure meant to ensure that your account is not compromised .

In order to secure your account and quickly restore full access , we may require some specific information from you for the following reason : We would like to ensure that your account was not accessed by an unauthorized third party .

Because protecting the security of your account is our primary concern , we have limited access to sensitive PayPal account features .