ANONYOME LABS ™

Anatomy of a Phishing Attempt

PHISHING

Step 1: Reconnaissance
Attacker gathers target info (emails, roles, LinkedIn, breaches).

Step 2: Crafting the Lure
Fake email/SMS with urgent tone, spoofed branding, malicious link/attachment.

Step 3: Delivery
Sent via email, SMS, social DM, or phone (vishing).

Step 4: The Hook
Victim clicks link / opens attachment → enters credentials.

Step 5: Credential Theft / Malware
Fake login page harvests passwords or drops malware.

Step 6: Lateral Movement
Attackers spread, set up email forwarding, or escalate privileges.

Step 7: Monetization
Data theft, account takeover, ransomware, financial fraud.

Spot the red flags
- Misspelled domain
- Urgent requests ("Act now!")
- Generic greeting ("Dear customer")
- Suspicious links/attachments
- Grammar errors

How to stay safe
- Don't click unknown links
- Verify requests via phone/Slack
- Report phishing to IT/security
- Enable MFA everywhere
- Use MySudo for privacy-first protection
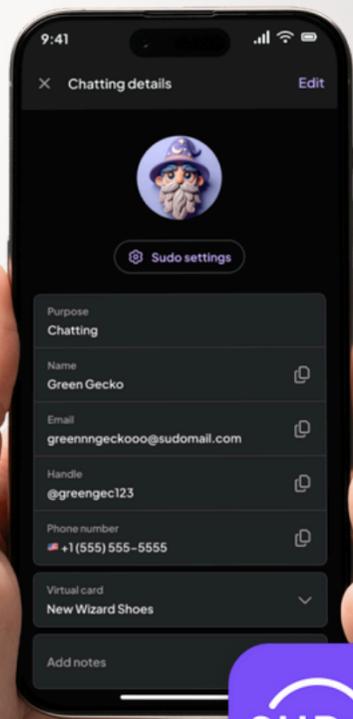
SUDO

How MySudo Protects You From Phishing

Alternative Emails and Phone Numbers
MySudo lets you create alternative phone numbers and email inboxes to use instead of your personal details, adding an extra layer of privacy to everyday interactions.

Segmentation of Identities
You can create up to nine digital identities called Sudos, each dedicated to a specific purpose such as shopping, travel, business, or secure communication—reducing your overall digital footprint.

Reduced Data Exposure
Using alternative Sudo details keeps your personal information out of marketing databases, reducing spam and making phishing attacks harder to target.

Virtual Cards & Private Browsing
MySudo includes virtual cards and a private browser to protect your financial information, block ads and trackers, and help you browse with greater privacy and control.

VPN & Encrypted Communication
MySudo VPN helps secure your connection on public Wi-Fi, while encrypted calls and messages between MySudo users prevent interception and social engineering.

SUDO

The Bottom Line
Phishing succeeds by:
- Knowing your personal information
- Gaining repeated access to it
- Linking different parts of your digital life together

MySudo helps stop all three by protecting your data, segmenting your identities, and giving you control over how your personal information is used.

Learn more about MySudo and protect yourself from phishing today.