



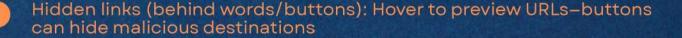


## Looks legit. Feels urgent. Clicks-regret.

Attackers create deceptive or look-alike web addresses to trick users into entering credentials, payment details, or downloading malware.

## Spot the Spoof





Shortened URLs: Tiny links mask the real destination-be cautious on social media and SMS

Keyword stuffing: Scammers add familiar brand words (sale, secure, login) to fake domains to appear legitimate.