

Safeguard your emotions.



Cybercriminals make use of psychological tricks to try and hack your emotions. They use your emotions to get you to do things you wouldn't usually do, like:

- **Reveal** information.
- **Install** malicious software.
- **Unknowingly participate** in scams.

How do they do this?

- They **profile** you on social media.
- They try to **engage** you in person, often over the phone.



Once they have your attention, they make use of subtle but effective psychological levers:

- **Fear**
Cybercriminals use fear to create a feeling of worry or panic - they use a notion of authority, which is often what causes the victim to hand out information. Typically this is done via email or telephonic communication.
- **Flattery**
Cybercriminals tap into your pride - they use language that appeals to your ego, using words like "I thought you were the best person to ask."
- **Greed**
People-hackers know that most people like rewards - they use this to their advantage to try and get you to fall for their scam.

If you receive communication that leaves you feeling unsettled or unsure, stop before taking any further action. Trust your instincts and take a **moment** to think about your **cybersecurity**.