



## ZapFraud Champions National Cyber Security Awareness Month 2015

**PALO ALTO, CA – October 1, 2015** – [ZapFraud](#) announced today its plans to champion [National Cyber Security Awareness Month](#) by providing weekly insights, tips and information related to cyber security issues, including targeted forms of social engineering and phishing used to develop credible-looking, yet fraudulent emails that spam filters don't catch. ZapFraud proudly joins this global effort to promote online safety awareness.

Since inception under leadership from the U.S. Department of Homeland Security and the National Cyber Security Alliance, NCSAM has grown over the past 12 years to include individuals, small businesses, large corporations, colleges and universities and young people around the world. The topic of cyber security continues to be an important issue.

"No matter who you are, how old, how educated, or where you work, being aware of your online activity is critical so you don't fall victim to scammers and cyber-crooks. This includes opening and responding to emails," said Aaron Emigh, ZapFraud interim CEO. "We're pleased to join other champions of National Cyber Security Awareness Month and provide a collaborative effort to stay safe online."

ZapFraud is at the forefront of cyber security awareness, education and fraud prevention through its proprietary Fraud Firewall™, which uses narrative analysis to detect fraudulent storylines in email attacks. In fact, ZapFraud tracks and blocks more than 250,000 unique frauds and are adding more every day. [According to the FTC](#), 3.5% of the U.S. adult population fall victim to fraudulent emails each year. This means that in this year alone close to 9 million people, who thought it could never happen to them, will be fooled by social engineered attacks from scammers— and those are just the ones *reported*.

"We've learned people are not very good at judging whether their emails are dangerous, especially when it comes to the targeted, socially engineered fraud emails. Our research shows more than 60 percent of people cannot identify the risk in these types of sneaky messages from cyber criminals," explained Emigh. "Cyber security confidence depends on continual learning and understanding of human behavior. This month we aim to bring additional insights and awareness to the topic of cyber security in an effort to help people protect themselves and their loved ones."

Throughout October, ZapFraud will focus on a different cyber security topic or issue each week via social media. To learn more about these topics, please follow ZapFraud on [Twitter](#) and like us on [Facebook](#).

- October 5<sup>th</sup>: How vulnerable are we to fraud? Understanding the anatomy of fraud and the psychology of today's cyber attacks.
- October 12<sup>th</sup>: Why you should be worried about major security breaches and how they can directly affect you. Now's not the time to be complacent.
- October 19<sup>th</sup>: Spam filters don't protect you from email fraud. Understanding the real threat and how you can protect yourself and loved ones.
- October 26<sup>th</sup>: What is social engineering and how do you avoid being a victim to cyber crooks?

### About ZapFraud

ZapFraud is the leading provider of proactive email and online scam protection services for consumers, as well as threat-detection services for enterprises. ZapFraud's patent-pending Fraud Firewall™ protection service helps provide peace of mind for consumers as they face the increasing and ever-changing threat of email, social media and online phishing scammers who attempt to steal intellectual property, identity, online credentials and, ultimately, their hard-earned money. More information about the company can be found at <http://www.zapfraud.com>.

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