

## **What is Phishing?**

Because of HSBC's online security measures like password protection and advanced encryption technology, fraudsters will often choose to target you, the consumer. One example of this is phishing. Phishing is a fraudulent e-mail message designed to trick you into handing over personal information including details of your bank account. Here's how it works; you receive an e-mail claiming to be from HSBC. It warns you that your account is at risk and requires you to click on a link. This link may look convincing, but hover over the link and it may display a different website address. Clicking the link will take you to a fake website that asks you to enter your details or it may automatically download a virus on to your computer, providing fraudsters direct access to your information. Protecting yourself is simple, don't click, don't reply, report it. If in doubt, stay safe and verify by calling us on the official HSBC number shown on your bankcard or forward the e-mail. Remember HSBC will never ask you for your personal information via e-mail, e-mail you a link that takes you directly to our login page, try to scare you into giving us your personal information.