INFORMATION SECURITY NEWSLETTER

CYBERSECURITY DIVISION
MARCH 2024 NEWSLETTER

MALVERTISING

WHAT IS "MALVERTISING" ?

MALVERTISING, REFERS TO THE PRACTICE OF DISTRIBUTING MALWARE THROUGH ONLINE ADVERTISEMENTS.

HOW TO SPOT MALVERTISING?:

- **SUSPICIOUS CONTENT**: MALVERTISEMENTS MAY CONTAIN ENTICING OFFERS, ALARMING MESSAGES, OR PROMPTS TO CLICK ON THEM URGENTLY. USERS SHOULD EXERCISE CAUTION WHEN ENCOUNTERING ADS THAT SEEM TOO GOOD TO BE TRUE OR CREATE A SENSE OF URGENCY.

- **MISMATCHED BRANDING**: PAY ATTENTION TO INCONSISTENCIES IN BRANDING, SUCH AS LOGOS, COLORS, OR FONTS, WITHIN THE ADVERTISEMENT. MALVERTISEMENTS OFTEN MIMIC LEGITIMATE ADS BUT MAY FEATURE SUBTLE DIFFERENCES THAT INDICATE THEIR MALICIOUS NATURE.

- **UNUSUAL BEHAVIOR**: IF AN AD BEHAVES STRANGELY, SUCH AS AUTOMATICALLY REDIRECTING THE USER TO ANOTHER WEBSITE OR INITIATING UNAUTHORIZED DOWNLOADS, IT MAY BE A SIGN OF MALVERTISING. USERS SHOULD BE WARY OF ADS THAT EXHIBIT UNEXPECTED BEHAVIOR.

CONTACT ITS

IF YOU HAVE QUESTIONS OR CONCERNS REGARDING SECURITY, PLEASE REACH OUT TO OUR ITS SUPPORT TEAM, WHO ARE ALWAYS READY TO ASSIST YOU

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JEFFERSON COUNTY COMISSION | CYBERSECURITY DEPARTMENT

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"STAY SAFE ONLINE"