

The
1st Annual

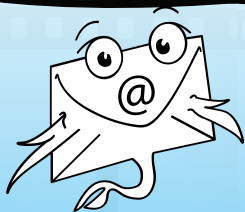
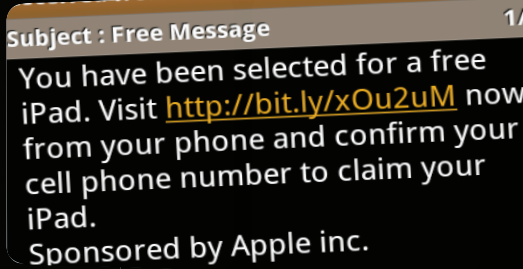
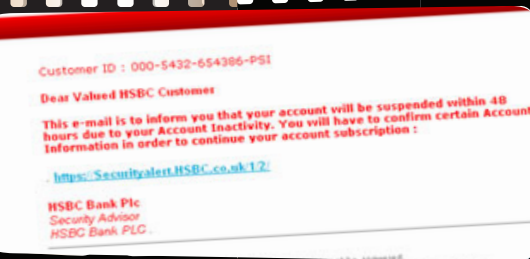


★ PHISHING DERBY ★

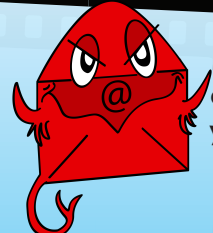
VCH • PHC

★ over \$500 in prizes & lucrative bragging rights ★

Tell us your phishing tales!



Has a foreign prince tried to steal your bank account?



Have you clicked on a link thinking you won an iPad?



Ever been duped by a fake program update popping up on your computer?

PRIVACY & SECURITY AWARENESS WEEK
June 3rd-7th, 2013

Submit your video by May 27th 2013 to participate go to: vchnews.vch.ca/phishing





The highest risk for email-related information breaches at VCH is something called “phishing”, which is the act of attempting to obtain information from you (user names, password, or financial information) by pretending to be a trustworthy source. This is usually done through email. Examples are emails saying that you’ve won a gift card or that you are the beneficiary in a recently deceased person’s estate. Do you have a phishing story to share?

Enter your “phishing video” for a chance to win an iPad Mini or Gift Cards

For Privacy & Security Awareness Week we are casting our lines and inviting you to submit a short video telling us about your phishing tale. Don’t worry if you’re floundering. Just use your imagination! Not hooked yet? How about the oppor-tuna-ty to reel in over \$500 in prizes and lucrative bragging rights?

How to enter

- Record a video about your phishing tale (the more creative and/or educational the better)
- Make sure the audio is clear
- Keep it to about 1 minute please (longer videos often don’t get watched to the end)
- Smart Phone videos are fine
- Upload your video [here](#) (Username: phishingvideos@gmail.com Password: privacyweek2013)
- You can also email your video to: phishingvideos@gmail.com
- DEADLINE is May 27

The phishing videos will be posted online after May 27 and staff will be invited to vote for their favourites (you could win a prize for voting). The winning videos will be announced and prizes awarded during Privacy & Security Awareness Week, June 3-7.

If you are interested in making a video, but not sure where to start (or if you simply want us to set aside a prize for you because your video will be *that* good), please contact the Information Privacy Office at privacy@vch.ca. For more information go to our [Privacy Awareness Week](#) intranet page.

Why we are doing this?

We need your help to raise awareness of phishing. We want all staff to avoid becoming victims of a common risk that we all face as email users. The Information Privacy Office is currently spearheading a project to review our current email usage policy to potentially make it more permissible for staff to use email for various business purposes, including sharing confidential or personal information. Arming staff with the knowledge to thwart phishing attacks is essential to mitigating the risks of using email to communicate confidential and personal information.



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