



PHISHING URL FEED

Phishing is now a primary threat to Internet users, as phishers aim to steal credentials for banking & financial services, email, social networking, and even online gaming sites. The exponential growth in mobile Internet usage magnifies this threat, as mobile users often lack the means to easily identify suspicious emails and websites.

CYREN's daily analysis of billions of Internet transactions, combined with the industry expertise of the CYREN Security Alliance, provides an unmatched view of phishing threats *as they emerge*. Every day, CYREN adds thousands of new phishing URLs to the GlobalView™ Cloud Database. This threat data is used by many of the world's leading vendors and service providers who utilize the CYREN Phishing Feed or who embed CYREN AntiSpam and URL Filtering technology into their solutions.

UNIQUE APPROACH

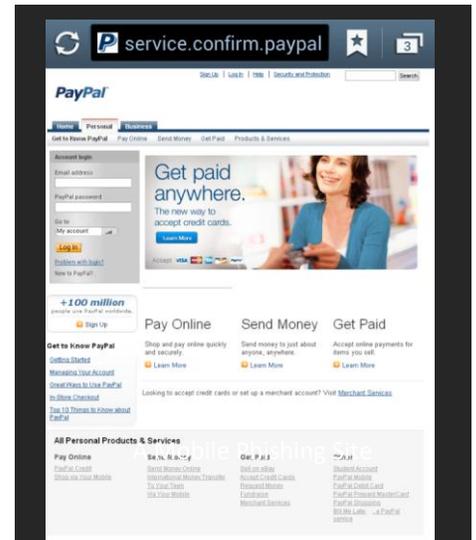
CYREN patented Recurrent Pattern Detection™ (RPD) technology extracts URLs that are repeatedly seen in scanned email messages analyzed by the GlobalView™ Cloud. These URLs are processed to isolate phishing websites using sophisticated heuristic rules:

- Filtering out media URLs
- Looking for sites with multiple sub-domains
- Searching for known phishing keywords
- Applying a fuzzy logic detection algorithm.
- Finally, human analysts verify suspected phishing URLs and fine-tune the rules to ensure continued detection accuracy.

The scale of the GlobalView™ Cloud, combined with massive volumes of emails and URL transactions scanned daily, delivers proactive phishing detection within seconds of an attack. In this way, harmful sites are recognized and flagged before end users are exposed.

SPECIFICATION

Feed distribution	HTTP/S	Email
Structure	One URL per call	XML list of detected URLs in email body
Frequency	Continuous, as detected	Partner defined interval



Mobile Phishing Site

BENEFITS

- **Increased customer satisfaction** – from a high rate of phishing detection with almost no false positives
- **Partnership** - our business is built on empowering partners with detection capabilities backed by a dedicated technical and commercial partner support model

“Our customers benefit from the increased detection and blocking coverage provided by CYREN through its expansive view of global Internet traffic, its rapid detection and its broad coverage.”

Christopher Young
SVP, Technologies and Markets
RSA