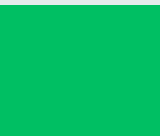


Why Your Business is Under Attack By AI



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Introduction

- AI is a double edged sword : It promotes innovation but also opens doors for new cyber threats
- This information guide explores some of the threats posed by AI assisting cyber attackers and why it is important for businesses not to ignore its threat.



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Ch. 1 Types of AI Cyber Threats Targeting Your Business

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AI Enhanced Phishing

This type of cyber attack is one of the more common ones. It is where a person will receive a deceptive message, that looks like it came from a trusted source, such as a bank, or someone within your company that you work for.

The goal of these types of cyber attacks is to trick the receiver into passing back sensitive information, such as login details, bank details or persuading them into doing something that will give the cyber

attacker access to the computer the receiver is using.

Cyber Attackers are now using AI to make these messages even more convincing, which means businesses need to put more emphasis on training users to detect these types of phishing attacks.

Cyber attacks are now more common than ever.

AI Voice Phishing

A new method used by cyber attackers is using AI to recreate voices. These can be used to automate voice calls that engage with victims over the phone. This type is AI can be so sophisticated that it can learn a distinct person's voice, and replicate it, posing a huge risk to businesses as the ability for tricking victims is further evolved.

AI Enhanced Malware

Cyber attackers can use AI to create advanced malware that can be hidden from anti-viruses. This is done from AI changing the way the malware executes, making it harder for anti-viruses to detect it. This could have catastrophic consequences if no cyber security is in place, as attackers will be able to easily gain access to a victims system if gone undetected.



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Ch. 2 Why Businesses Still Ignore Cyber Security

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Why it's being ignored

Despite according to www.gov.uk that half of businesses in the UK as of 2024 reporting that they have suffered some form of a cyber attack, businesses are still neglecting the need for cyber security, why is this?

The main reason that businesses are neglecting it, is because they are worried about the cost. Businesses are worried that the cost of training staff will be too much for a 'threat' that may not even happen. As well as the cost of training staff, the cost of investing in the necessary cyber security tools are also something that businesses will not want to spend money on.

Though it is understandable that businesses may not want to spend money on cyber security due to how much it costs, it can't be stressed enough that the cost of recovering from a cyber attack far exceeds the cost of investing in cyber security.





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Ch. 3 Latest Threats from AI use In Cyber Crime

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Latest Threats

Cyber Attackers are making use of AI Enhanced Phishing Emails and Messages, these are a deceptive message that seems as though it comes from a trusted source, such as someone within the company you work for. The ultimate goal is to trick the receiver into handing over sensitive information, such as passwords or personal information. These messages are becoming more believable with the assistance of AI.

AI Voice Phishing is another method that these attackers are making use of, this is where they use a trained AI voice to trick the victim into believing that they're talking to the person the AI voice is impersonating.

Lastly, attackers are using AI to help create and deploy malware. This AI assisted malware is able to be hidden from anti-viruses, as the AI changes the code of the malware for each execution, making it exceptionally difficult for anti-viruses to detect.

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Conclusion

- With the continuous evolution of AI, it is important that businesses prepare to be secure against Cyber Attackers using it as a way to amplify their ability to compromise a business. With half of businesses in the UK reporting some form of a Cyber Attack, the need for efficient Cyber Security is higher than ever, and will continually increase.
- Ignoring the need for Cyber Security is not just an oversight, it's a liability!



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