

# AI-POWERED PHISHING

*The era of the "obvious typo" is over.*

## The 2025 Threat Landscape

**The Shift:** In the past, phishing emails were easy to spot due to broken English and poor formatting. Today, Generative AI allows hackers to scan your firm's website and LinkedIn to create perfectly written, highly personalized lures that mimic your tone and professional style.

### Trending Tactics for Tax Pros

- **IRS Impersonation:** AI-generated "Official Notices" that perfectly replicate IRS terminology and document structure.
- **Contextual Hijacking:** Attackers use AI to analyze old email threads and insert a malicious request into an existing, trusted conversation.
- **Urgent Client Requests:** AI scripts that mimic a client's specific "stress tone" to bypass your standard security checks during peak tax season.

## The CardinalsByte Strategy

### Defense Protocol

1. **Verify the Source:** Never trust the "Display Name." Check the actual email headers.
2. **Zero-Trust Communication:** If a request involves data or money, verify it via a secondary channel (e.g., a known phone number).
3. **AI-Enhanced Filtering:** Traditional filters are failing. You need modern tools that analyze communication *patterns* rather than just keywords.

## CardinalsByte

Cybersecurity Compliance & Risk for:  
Small Business, CPAs, Tax Professionals, Bookkeepers and Accountants

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