

# HOMOGRAPHIC PHISHING ON THE INCREASE

## Major brands and their customers frequently compromised

Major brands and their customers are experiencing increasing instances of compromise from an old but effective phishing scheme known as "homographic spoofing." Bank of America, Wells Fargo, Twitter, Facebook and Gucci have been victim to the practice and according to domain security firm Farsight, there are hundreds more.<sup>1</sup>

Here's how the bad guys do it: The domain name system has allowed internationalized domain names (IDN) using non-ASCII characters since 2009. An unfortunate byproduct of internationally accessible domains is the ability to use look-alike characters to create fake domains. The Cyrillic "a," "o," and "i" for instance, are visually identical to their English character counterparts. In this example: [www.onlineBank.com](http://www.onlineBank.com) has three characters (red) that can be manipulated to fool people.

Savvy Internet users can better protect themselves in a number of ways including careful choice of browser (e.g. Mozilla is more vulnerable than Google Chrome), and attention to built-in "safe browsing" settings. But improved user education rarely solves the problem universally.

One overlooked but near-foolproof way to thwart homographic phishing is the use of the .Brand TLD. Bank of America owns the .bofa registry. To the right of the dot, domains are locked down and cannot be spoofed, even with bogus characters. Bank of America is .bofa. Period.

If your brand already has the .Brand domain, start using it! If you don't, then start making plans to apply for your own TLD. It's the easiest and most effective way to protect your brand and your customers.

Source: <sup>1</sup> [PBS.org](http://PBS.org)

### BRAND TLD USAGE WATCH

LIVE WEBSITES <b>2,194</b>	ACTIVE REDIRECTS <b>6,368</b>	DOMAINS REGISTERED <b>11,836</b>
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Domains registered grew by 17% compared to 10,149 in January 2018.

Source: [makeway.world](http://makeway.world)

### BRAND TLD INNOVATORS



Allfinanz  
Deutsche Vermögensberatung  
Vermögensaufbau für jeden!  
[postfach.allfinanz](http://postfach.allfinanz)  
A secure login to a customer mail service.



[brandwrapped.auspost](http://brandwrapped.auspost)  
A new product site for Australia Post.



[revenue.cloud.sap](http://revenue.cloud.sap)

A new product login page for SAP Hybris Revenue Cloud.

GUCCI



[diventafornitore.gucci](http://diventafornitore.gucci)

Site to find Gucci suppliers around the globe.



[2020.fujitsu](http://2020.fujitsu)

Site for the 2020 Tokyo Olympics.



[imagebank.ikano](http://imagebank.ikano)

A digital asset repository for Ikano's brand.

TORAY

Innovation by Chemistry

[tms.toray](http://tms.toray)

An information site for Toray.



[xbox360.xbox](http://xbox360.xbox)

A redirect to Xbox One S product page.



[careers.teva](http://careers.teva)

Careers site for Teva Pharmaceuticals.



[social.kpmg/x3tnz](http://social.kpmg/x3tnz)

KPMG is utilizing [social.kpmg](http://social.kpmg) as a URL shortener with Bit.ly.

### ENTERPRISE RESOURCES

#### ARTICLES

Three predictions for .brands in 2018  
7 important lessons  
Top-level domains are evolving  
DNS security extensions  
Researcher hijacked 700 domains

#### WHITEPAPER

Your Corporate Domain Portfolio:  
7 Best Practices for Success

#### WHITEPAPER

Domains & DNS: Security,  
Compliance & Performance

#### SHOWCASE

Check out a simple microsite showcasing Brand Innovators  
Visit: [BrandTLD.news](http://BrandTLD.news)