CinchOps

ADVANCED EMAIL SECURITY CHECKLIST

AI Phishing Prevention Checklist



Detecting sophisticated, GenAI-generated email threats.

Polished, AI-generated emails are hard to spot.

Before you act, take a moment to complete a gut-check using the questions below to determine if an email could be a potential threat.

1 Sender & Address Verification

- ☐ Does the sender's name and email domain match known contacts or verified sources?
- ☐ Are there subtle misspellings or domain impersonations (e.g., @amaz0n.com instead of @amazon.com)?
- ☐ Is this a new or unexpected contact claiming urgency?

2 Tone and Language

- ☐ Is the tone unusually polished or "too professional" for an internal email?
- ☐ Is there a lack of personal context (e.g., no reference to ongoing conversations)?
- ☐ Does it mimic a known voice or department with uncanny precision?

3 Urgency or Pressure

- ☐ Are you being asked to take immediate action (e.g., "Urgent invoice approval")?
- ☐ Is there implied risk or consequences if no action is taken quickly?
- ☐ Are emotions being triggered such as fear, urgency, curiosity?

4 Attachments & Links

- ☐ Does the email include unexpected attachments or embedded links?
- ☐ Are links shortened or disguised (e.g., via Bit.ly)?
- ☐ Did you hover over the link to verify the actual destination?

5 Email Formatting & Branding

- ☐ Are there inconsistencies in logo quality, font styles, or colors?
- ☐ Is the email structured professionally but lacks standard formatting from the organization it claims to be from?
- ☐ Does it include just enough detail to seem credible but vague enough to raise doubts?

6 Behavior-Based Red Flags

- ☐ Was this email sent at an odd hour or outside normal communication patterns?
- ☐ Is this a new type of request from someone you know (e.g., payment, password reset)?
- ☐ Are you being asked to bypass normal procedures (e.g., "Just send it to my personal account")?

Not Sure? Don't Guess.

1. **Don't click or download anything.**
2. **Report the email to your IT/security team immediately.**
3. **Trust your gut. AI can make phishing more convincing, but not perfect.**

Advanced email security that catches what others miss

Superior detection
Spots scams by understanding intent, not just keywords.

Dynamic inbox coaching
Color-coded inbox banners show what looks off, and why.

Ease of use
Any device or email app. No plugins. 35+ languages.

Ready to see how AI-powered email security can protect your organization?

Book my free check →

CinchOps
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Call 281-269-6506
Email info@cinchops.com
Web cinchops.com
Visit 2717 Commercial Center Blvd, Ste E200
Katy, TX 77494