



## Press Release

# New AI-Powered Anti-Phishing Service Motivates Employees Without Raising Anxiety Levels

**Datarisk PhishTest™ Creates Realistic Scams and Helps Employees to Understand Fraud to Improve Organizational Vigilance.**

Toronto, Canada, May 15, 2023 – Datarisk Canada introduces next generation AI PhishTest™ to solve the persistent problems with social engineering fraud. Despite the broad availability of training, awareness and phishing simulation technologies, Canadian and global organizations continue to experience vast increases in cybercrime that starts with phishing and spam fraud.

According to recent research, 81% of organizations around the world have experienced an increase in email phishing attacks since March 2020, and a recent study by APWG (Anti-Phishing Working Group) observed a record number of phishing attacks in Q3 2022 with a marked increase in fraud losses. In Canada, according to the CAFC (Canadian Anti-Fraud Centre), reported fraud and cybercrime losses amounted to \$530 million, but that is believed to be less than 5% of the total loss amount.

While Datarisk Canada is introducing the innovative AI PhishTest™ to combat data leaks and malware infections, Managed Privacy Canada is leveraging the platform to stem the tide of personal information losses. For the first time ever, a phishing simulator is leveraging:

1. AI to create realistic scenarios based on actual phishing incidents
2. Positive reinforcement to reward employees who participate, whether or not they are successful
3. Learn from the organization's results and improve future testing campaigns for broad benefit.

The solutions are available on a referral basis to clients from May 15, 2023. Clients keen on exploring these new service offerings are advised to get in touch with Informatica's customer service team.

### **ABOUT THE COMPANY:**

Established in 1989, Informatica Corporation is Canada's first information security advisory, doing business as Datarisk Canada, Managed Privacy Canada, OT Security Canada and WorkLife Learning, serving SMB and FP500 clients for over 30 years. The Datarisk Verify Audit Portal and MPC PrivacyDASH are Canada's only cybersecurity and compliance portals with on-demand access to certified expertise, incident management, corporate training and audit planning.

### **MEDIA QUESTIONS**

Media and interviews: Attn: Claudiu Popa, Founder  
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