

## adidas: Wins battle against Phishing.

### Concept

“Phishing” is the illegal act of impersonating a person or company in order to obtain information and personal data from Internet users. Phishing attacks may affect the rights of the company being phished, by using its distinctive signs to generate confusion among users.



On the other hand, it aims to directly affect Internet users, by illegally collecting their personal data in order to sell it to third party companies, or by collecting data and information from users for scams and causing economic damage to users.

### Backgrounds

The website <https://ganagratias.ru/adidas/lat/#> was performing phishing acts against the adidas brand. The registered trademark was used in bad faith within the domain, in the design of the website and on “adidas brand masks”, in order to mislead users into filling out a survey under the deception that they would receive a free mask once they completed the form.

The survey provided by the Phisher, requested that once completed the same, the user shares



with their Whatsapp contacts the link to the website, thus other users enter the site in order to get the masks generating so a massive diffusion of the illegal site.

## Infringement and regulation

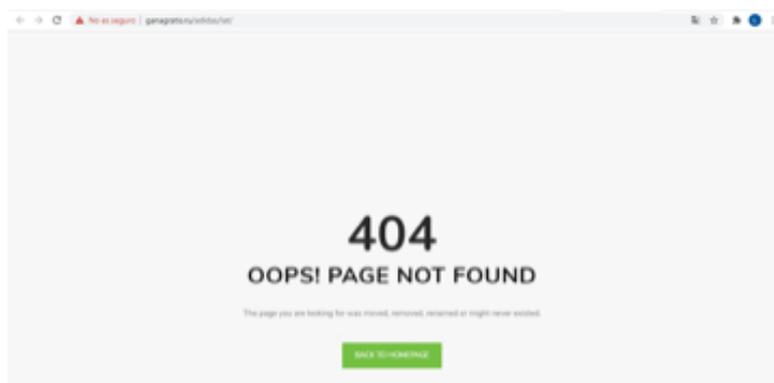
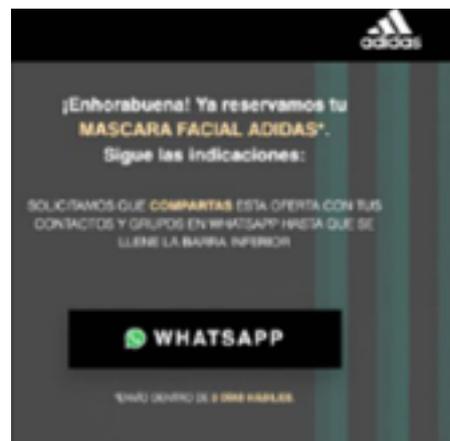
Currently, after a survey in the different countries of South America on the subject, Phishing is not included in a specific category within the criminal code, taking into account that cyber-crime is a recent and dynamic practice, unlike the rules that were legislated at certain times and did not contemplate the new illegal acts that spread over the Internet.

Nevertheless, in order to use the law as an instrument for regulating and punishing phishing, it is possible to include the practice within the crime of fraud, which, due to its constituent elements of **i)** Using deception, **ii)** Generating harm to a third party, **iii)** Obtaining an illicit advantage, suits the means and objectives of phishing perfectly.

## Implemented measures

In the present case, an analysis was performed of the website where the impersonation acts were carried out on the Internet, and having been identified, the site was reported to the various platforms where the link was being shared.

After several communications with the corresponding legal areas of the platforms in question, **the site was finally removed not only from the search engines, but was as well no longer available for entry.**



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## Recommendations to avoid Phishing

In order to avoid being impersonated on the Internet or to have the necessary elements to be able to face a case of Phishing, the following actions are recommended:

- 1. Respect the corporate image in the designs and communication so that users and consumers do not easily confuse the company with third party publications.**
- 2. Having a registered trademark is recommended since complaints on the Internet are expedited when supporting documents of intellectual property are attached.**
- 3. Keep users and consumers informed of the type of advertising campaigns that are carried out and which are not owned by the company in order to prevent future phishing scams.**

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