



Email Protection Resource Center

CowrieCards.com's first priority is always you, our customer, which involves providing you with information on how to protect yourself from the recent eCard email scam impacting our industry. As you may have heard, fraudulent emails are currently being sent that portray themselves as messages from legitimate companies but contain malicious links. Vulnerable computers may be compromised when recipients click on these links.

The good news is that there are quick and easy ways to protect yourself from these fraudulent emails. First, you can choose not to click on any links within an email if you have any suspicion that the eCard email you received is fake. Instead, users can always go directly to the official website URL of the stated eCard provider (e.g., www.CowrieCards.com) to safely pick up and view the eCard sent to them. This requires no clicking on suspicious email links.

We want you to note our eCard notification email and pickup practices, all in the spirit of making legitimate eCards easy to detect and view. Please read below for more information on our recent changes. Also see our [Privacy Policy](#) at our home page.

What's new?

1. CowrieCards.com has changed the format of all eCard notification emails sent to eCard recipients. Now legitimate eCard notification emails from us will have all of the following attributes:
 - The "from" will always show "[the **sender's name**]" as the display name and "[the **sender's email address**]" as the email address. Make sure you check both the display name and email address of the email.
2. The subject line will always include the name of the individual sending the eCard. Make sure you recognize the individual in the subject line before clicking on any links. It should appear as the following: "John Doe sent you sentiments from CowrieCards ~ Social Expressions in Black | online greetings & invitations" ("John Doe" is the individual sending the eCard to you).
3. The email message will include the name and email address of the sender. Make sure you recognize the individual in the email message before clicking on any links. *Emails directly from CowrieCards.com will be addressed as from contact@cowriecards.com.
4. We have made it easier to find the eCard pickup area on our site, so you can quickly and safely view your greeting without clicking on any email links. Click on the "Pickup My eCard" button at CowrieCards.com, it is now located in the upper right-hand corner of the homepage.
5. Further, a CowrieCards eCard email will include your name in the body of the message (e.g., "Hi John")

More about the recent phishing attack

A wide variety of websites and brands have been affected. While the subject line of the malicious eCard email tends to be generic, such as "You've received an eCard from a class-mate!" or "You've received a postcard from a family member," more recent examples include brand-specific messaging such as "Worshipper sent you a postcard from CowrieCards.com." Also, the pickup link within a malicious eCard email is most likely always an IP address, such as 127.0.0.1, which is much different than the typically used pickup link from a legitimate eCard sender that starts off with the host name (e.g., www.CowrieCards.com) and not a series of numbers. We have observed fake emails where the link shows a host name (e.g., <http://CowrieCards.com>), but the actual link goes to an IP address instead of CowrieCards.com.

To see if there is an IP address associated with the link, hover over it with your cursor. If you see a URL

when hovering over the link that has a series of numbers, such as <http://89.678.999.12>, it is not a legitimate link and **you should not click on it**.

What people should do when they receive an eCard email claiming to be from CowrieCards.com:

- First and foremost, if there is any suspicion that you have received a fraudulent eCard email, do not click on any link.
- If you have any doubt who the email is from, manually type in www.CowrieCards.com after the `http:\\` found in your Internet browser.
- Then find the eCard pickup link (ours is found in the upper left-hand corner of our homepage: www.CowrieCards.com) to safely view your eCard.

Example of a legitimate CowrieCards.com email

From: [John Doe's email]

Sent: Tuesday, August 21, 2007 3:17 PM

To: Jane Smith

Subject: John Doe sent you sentiments from CowrieCards ~ Social Expressions in Black | online greetings & invitations

Hi Jane!

John Doe sent you a CowrieCard.

Click the link below to view:

http://www.cowriecards.com/index.php?step=pickup&cs_id=a0cb4bgb67fe74c

or go pick up the card at this Web site url address:

<http://www.cowriecards.com/index.php?step=pickup>

and enter in this Card ID number: a0cb4bgb67fe74c

Your card will be available for pick-up during the next 30 days.

Send your own CowrieCards by visiting: <http://www.cowriecards.com>

Staff

CowrieCards ~ Social Expressions in Black | online greetings & invitations

Example of an email NOT from CowrieCards.com

From: abcdefg@abc.com

To: jsmith@hotmail.com

Subject: birthday postcard

Date: Thu, 16 Aug 2007 22:54:51 +0200

Good day.

Your Nephew has sent you birthday postcard from CowrieCards.com.

Click on your birthday postcard link below:

<http://24.15.15.122/>

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What you can do to protect yourself from fraudulent eCard emails moving forward

If you feel that you have received a fraudulent eCard email claiming to be from CowrieCards.com, please submit your example to contact@cowriecards.com to help in our investigations. Due to the magnitude of email to this inbox, you will not receive a response; however, you can be assured that your submission will help us continue to fight spam and phishing.

You can also file a complaint at the [Internet Crime Complaint Center of the FBI](#).

Some additional recommendations to further protect you:

- Make sure to always use the latest version of your Internet browser, as they will check for potentially fraudulent websites when browsing the web.
- Save our known address to your safe senders list so that legitimate eCard messages are ensured to be delivered. This does not ensure that eCard scams do not get into your inbox, however.
- Please continue to be mindful of the above characteristics of our eCard emails versus the malicious emails and report any findings to contact@cowriecards.com.