October 28, 2025

Hello Discount Tire Family,

It's the grand finale of Cybersecurity Awareness Month, and you don't want to miss this one! Review the information below for your mission this week and information on attending our upcoming **AI, Deepfakes, and Data: The New Frontline of Cyber Defense** lunch and learn on **Thursday, October 30**, featuring experts from Unit 42, Palo Alto Networks.

LEVEL FOUR

It's all been leading up to this. You've dodged the Cyberpunks' social engineering techniques, outsmarted Dr. Deepfake's AI tricks, defeated Dr. Enkryptor's ransomware, and conquered every cyber challenge thrown your way. Now, in Level 4, it's time to face the ultimate test: **putting it all into action**.

YOUR MISSION: Spot it. Report it. Stop it.
Complete the final level to earn your place in the **Cyber Hall of Fame** and help ensure our defenses stay strong long after the game ends. These last level exercises focus on suspicious email links and attachments.

YOU'LL LEARN:
- The dangers behind suspicious links
- How to handle any unexpected links or attachments you receive
- Why reporting suspected phishing attacks is important

To start scan the QR codes
(or click the links below)

VILLAIN: The Doppelganger
ATTRIBUTES: Crafty, Deceptive
ATTACK MODES: Impersonation:
- Downplays risks
- Imitates known contacts
- Sneaks through security

Always Be Aware

Physical Security: unauthorized visitors, broken locks, unsecured documents

Phishing: suspicious emails, text messages, links, and/or attachments

Data Breaches: private information available where it shouldn't be

Spot Security Issues ◆ *Report Immediately*

Watch for and report any suspicious activity or messaging. Don't assume someone else will report the issue. When you see it, report it:
- **In-person/Physical Security**: Contact SecurityDesk@discounttire.com.
- **Phishing**: Use the Report Phishing functionality in Outlook. Report text messages as spam.
- **Data Breaches**: Contact Enterprise_Cybersecurity@discounttire.com.

IMPORTANT: Quick reporting may help stop a small problem from becoming a big one!

Exercise One: Links and Attachments: Think Before You Click
Exercise Two: QR Codes: Safe Scanning

Cybersecurity Lunch and Learn

- The **AI, Deepfakes, and Data: The New Frontline of Cyber Defense** Lunch & Learn will be held Thursday, October 30 from 12PM – 1PM (Arizonal time) in the Stadium.
- Employees and Contractors may attend in-person in the Stadium, or virtually through Teams using the following link: AI, Deepfakes, and Data Lunch and Learn.

IMPORTANT: Lunch will be provided for those attending in-person. Stadium attendance is limited to 80 people and seating is first come first served.

In this session, our intelligence experts will take you behind the curtain of how attackers use **AI and deepfakes** to manipulate, deceive, and exploit. You'll see just how much of your digital footprint is already out there — and what can happen when it's weaponized. You'll learn:

- How cybercriminals harvest and weaponize your data
- The rise of deepfakes — and how attackers combine AI + stolen info for hyper-realistic scams
- Real-world examples of how individuals and companies are targeted
- Practical steps to protect yourself and your family
- Why every employee plays a role in securing a high-trust organization

If you have any questions, please contact Enterprise_Cybersecurity@discounttire.com.