

SENIOR / BABY BOOMER

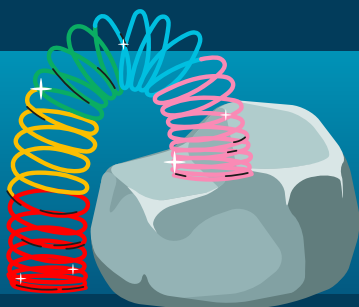
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#Secure the Generations

You've Earned Your Peace — Let's Help You Keep It

Born: 1945–1964 (Approx. Ages 61–80)

Traits: Less digital by default but increasingly connected. Use email, online banking, and social media. More likely to trust authority or fall for scams involving urgency or impersonation. Highly targeted for fraud and identity theft.



Fun Fact: Played with pet rocks and slinkies before there were screens

Why This Generation Is at Risk

Seniors are often targeted by cybercriminals due to a combination of factors: they may be less familiar with digital tools, more trusting of authority figures, and managing significant financial assets like retirement accounts. Cognitive decline, isolation, or fear of losing independence can also increase vulnerability. Many are not aware of the latest scams or may feel too embarrassed to report them. As technology evolves rapidly, this generation may struggle to keep pace with modern threats.



Common Threat Tactics Used Against Them



- Phone scams impersonating banks, government agencies, or family members in distress.
- Romance scams that exploit emotional vulnerability and trust.
- Phishing emails or texts asking for urgent action regarding accounts or payments.
- Voice cloning attacks mimicking loved ones to solicit money.

Recommended Safe Habits & Behaviors

- Let unknown phone calls go to voicemail, especially those asking for immediate action.
- Never send money or share personal information unless you initiated the contact and verified the recipient.
- Use bookmarks for important sites to avoid phishing traps.
- Ask a trusted family member to help review financial accounts or suspicious messages.



How Other Generations Can Help



- Teens or adult children can help configure call blocking and privacy settings.
- Encourage regular tech check-ins to review devices and accounts.
- Reassure seniors that it's okay to ask for help and that falling for a scam isn't their fault.

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[sans.org/awareness](https://www.sans.org/awareness)

Additional Resources

OUCH Newsletter – Protecting Our Seniors from Scams

<https://www.sans.org/newsletters/ouch/protecting-seniors-scams>