



# What is Adware And How Can You Prevent it

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Have you ever been browsing the internet, going about your day, when suddenly you get a pop-up message like this on your screen? “CONGRATULATIONS!!! YOU’VE BEEN SELECTED FOR A FREE IPHONE!!!! CLICK HERE!!!!”

These malicious ads are called ‘adware’, which is a type of malicious software that resides on your system and bombards you with incessant pop-ups. It can gather personal information, track the websites you visit, or even record everything you type, so it can present targeted ads linked to your interests. The most common way to contract adware comes when you download a programme or app for “free,” and it quietly brings adware along without your knowledge or consent.



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## Signs of Adware

The best way to prevent social engineering attacks is to know how to spot them. You don't need to be a tech expert to practice good social engineering prevention, just use your intuition and consider the following tips:

- Your browser looks different, with a new homepage and/or a new toolbar, plugin, or extension that you didn't install
- New apps or programmes pop up that you didn't download
- Your browser runs much slower than normal and crashes frequently
- Sites you typically visit look different, or you get redirected to somewhere strange when trying to browse online





## How to Avoid Adware

As with all kinds of malware, prevention is easier than removal. There are several steps you can take to prevent the spread of adware:

**1 Don't click on ads that seem too good to be true**  
Any ads offering you a free iPhone, or something else that seems dazzlingly great, is most likely a scam.

**2 Ignore fake warnings**  
Likewise, big flashing pop-ups with overdramatic messages and lots of exclamation marks that warn of a virus are almost certainly fake.

**3 Avoid shady websites**  
Make sure to avoid illegitimate websites, especially if you're doing any online shopping.

**4 Use a trusted ad blocker**  
An ad blocker will prevent ads as you surf the web, which can eliminate drive-by downloads from infected websites.

**5 Use a strong antivirus**  
Even if you follow all of these tips, some stubborn malware can still find a way through. A robust antivirus program is your best line of defense for preventing any malicious software from infecting your device.

