

# Passwords, MFA and Account Takeover

How accounts get stolen, and the three habits that stop almost all of it.

**99%+**

of identity attacks stopped by phishing-resistant MFA

Microsoft, 2025

**88%**

of web-app attacks use stolen credentials

Verizon DBIR, 2025

**17B+**

accounts exposed in known data breaches

Have I Been Pwned, 2026

## HOW ACCOUNTS GET TAKEN OVER

### 01 Reused passwords

One leaked password unlocks every other account that shares it.

### 02 A login reached through a link

Adversary-in-the-middle pages relay your real login and steal the session token.

### 03 An MFA prompt you did not start

Approving a push you did not request hands over your live session.

## HARDEN YOUR ACCOUNTS

### 04 Use a password manager

A long, unique password per site, so one breach cannot spread.

### 05 Prefer phishing-resistant MFA

An app code, a passkey, or a security key beats a code sent by SMS.

### 06 Check your exposure

Look up your email in known-breach data and reset anything that shows up.

## SIGNS AN ACCOUNT IS ALREADY TAKEN

### 07 Logins or alerts you do not recognize

Sign-in notices from new devices or locations you never used.

### 08 Settings that changed on their own

New forwarding rules, recovery emails, or phone numbers added to the account.

### 09 Contacts getting messages you did not send

Spam or scam messages going out from your account.

## DO / DON'T

### DO

- Use a password manager so every account has a long, unique password.
- Turn on phishing-resistant MFA: a passkey, a security key, or an app code over SMS.
- Check your email and passwords against known-breach data and reset matches.
- Keep recovery email and phone current, and review active sessions now and then.

### DON'T

- Do not reuse passwords across sites.
- Do not enter your password on a page you reached from a link.
- Do not approve an MFA prompt you did not start, and never share a one-time code.
- Do not rely on SMS codes alone for your most important accounts.

## THE ONE MOVE

Turn on multi-factor authentication everywhere, use a password manager so every login is unique, and never approve an MFA prompt you did not personally trigger. Those three habits stop most account takeovers.

## IF IT HAPPENS

- 1 From a clean device, change the password and sign out all sessions.
- 2 Re-check MFA, recovery options, and forwarding rules for anything you did not set.
- 3 Reset every other account that shared that password.
- 4 Warn contacts if scam messages went out, and report platform takeovers to the provider.

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Sources: Microsoft Digital Defense Report (2025); Verizon DBIR (2025); Have I Been Pwned (2026). Figures as publicly reported.

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