**Social engineering - Definition:**

A manipulation technique that exploits human error to gain unauthorized access to sensitive, private, and/or valuable data

**Social media phishing**

An attack in which a threat actor collects detailed information about their target on social media sites before initiating an attack

**Watering hole attack**

An attack in which a threat actor compromises a website frequently visited by a specific group of users

**Physical social engineering**

An attack in which a threat actor impersonates an employee, customer, or vendor to obtain unauthorized access to a physical location

**USB baiting**

An attack in which a threat actor strategically leaves a malware USB stick for an employee to find and unknowingly infect a network