Security Awareness

Summit & Training

SANS

Summit: Dec 3–4
Training: Dec 1–2
Live Online

sans.org/SecAwareSummit

Security Awareness
Summit & Training

Facilitated Social Engineering Sessions: Build Your Own!

Jen Fox, Domino's Pizza

Who am I?

- DEF CON 23 black badge, Social Engineering CTF
- Security Consulting
- Security Awareness @ DPZ!

Agenda

- Presentation & Exercise
- How-To & Variations

[Your Org's] Facts

# of places

# of people

 # customer data

$$$ revenue

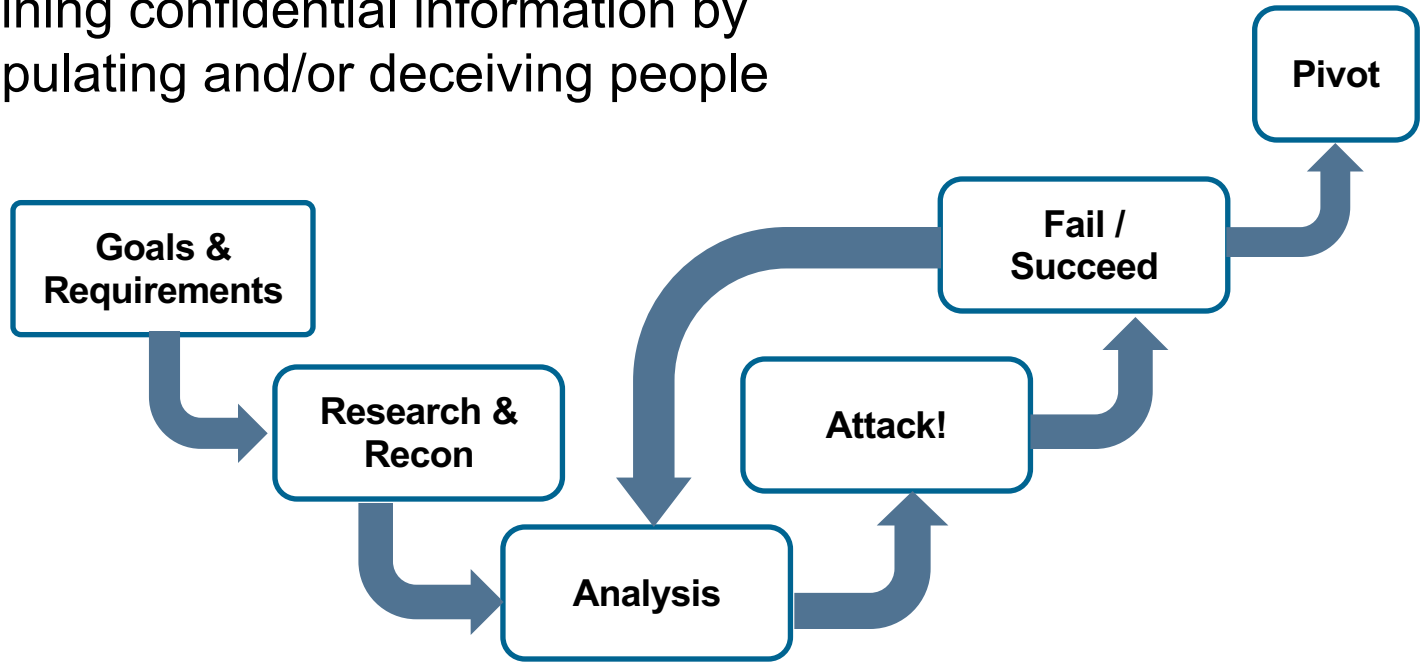
Humans are … human

- Emotions can be used to trick us
  - Urgency
  - Fear
  - Heartstrings for others
  - Curiosity
  - Wanting to be included
- We are better at detecting truth than lies
  - “Truth Default Theory”

Are there enough red flags…

Social engineering is an organized process…

Obtaining confidential information by manipulating and/or deceiving people



We do our homework

- Timeliness
- Credibility
- Language

Pretexts are engineered for…

- Probability –
  - Not everyone has to “bite”
    - The most effective pretexts are the ones that have the best odds of working.
- Forgettability –
  - Requests or pretexts are often mundane or behave in a way that we can shrug off as a simple error
    - It’s easy for us to believe we’ve simply mis-keyed something or that a site isn’t working properly

United Hope

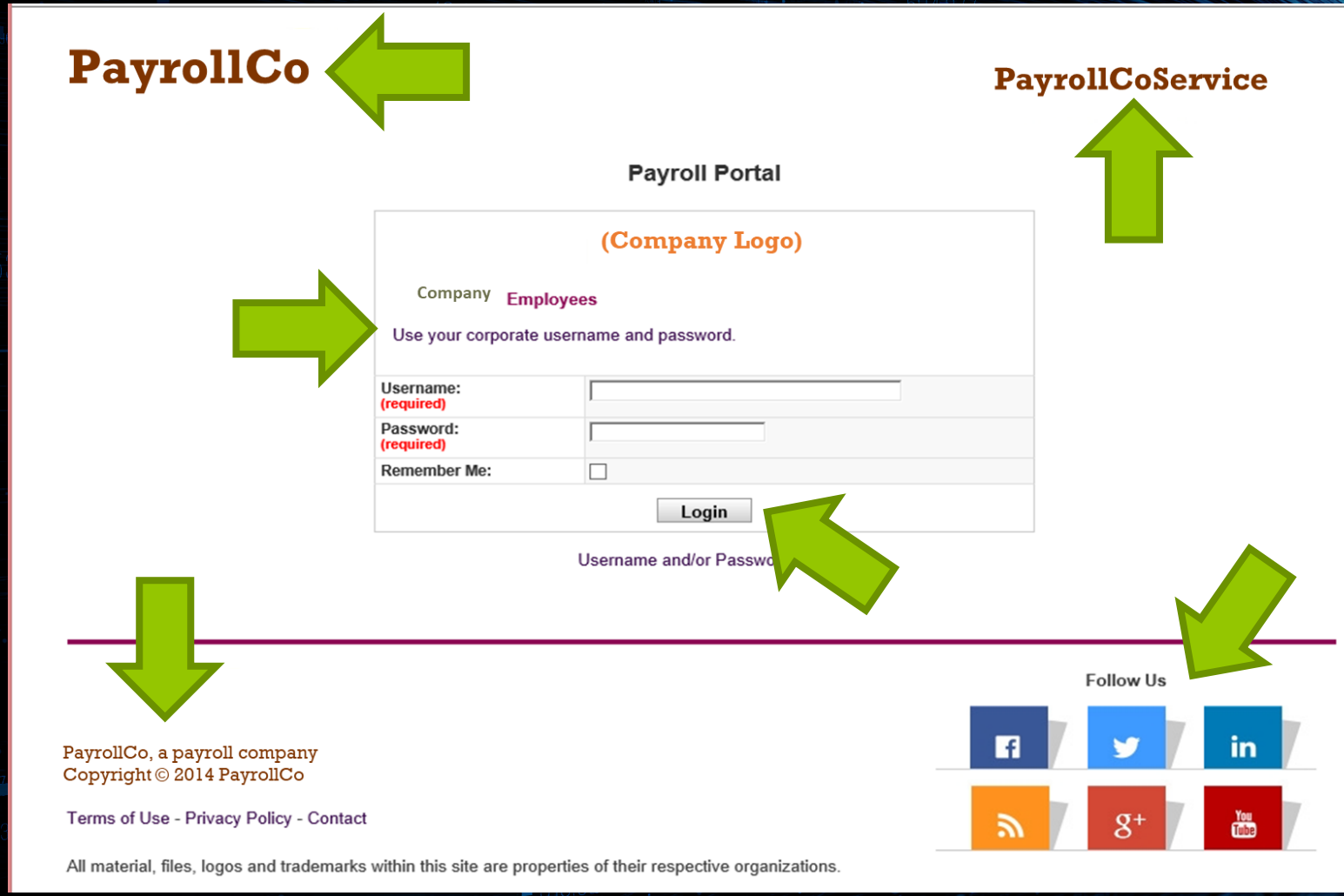
…Does Frank sound convinced?

…Why does he answer my question?

Portals

Collect credentials without directly asking for them

- Payroll
- Charity
- Intranet


PayrollCo
PayrollCoService
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(Company Logo)
Company
Employees
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Username:
(required)
Password:
(required)
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Meanwhile, back at United Hope…

…Does Frank sound suspicious this time?

…Why or why not?

What does resistance sound like?

In conclusion

- Social engineering techniques are becoming increasingly subtle and difficult to detect
- When you do detect that something is amiss, it can still be difficult to resist
- Know who to contact, and how

GROUP EXERCISE!

Research…

- Company site
- Inappropriately exposed docs
- Vendor case studies
- News

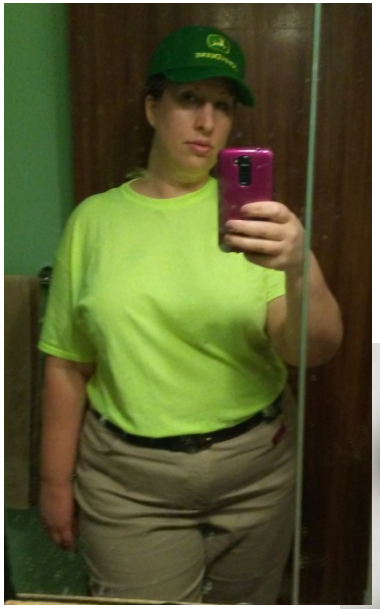
glassdoor

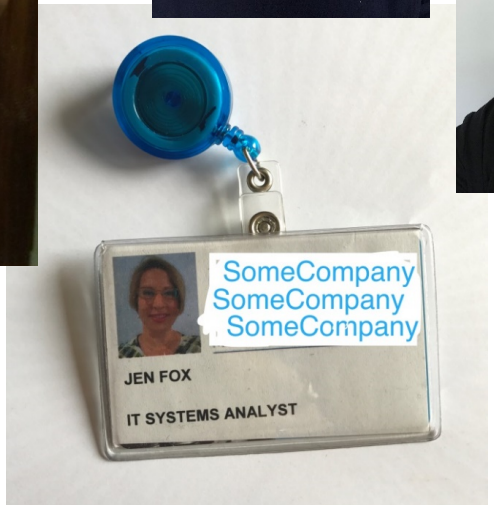
Google

LinkedIn

What's your angle?

- Probability
- Forgettability
- Curiosity





Group Exercise

- Group up!
- Look at the “research” packets
  - What does the information there tell you?
- What would your approach be to:
  - Get login information (ID & Password)
  - Have someone download a “document”
  - Bonus: Get access to someone’s computer


HOW-TO

Why do this?

- Helps people gain a more concrete understanding of how SE attacks work
- Demonstrates the low bar for certain attacks

What to focus on?

- What are the concerns for your org/industry?
- What do you want to accomplish?

Research

- Job postings
- Social media posts
- LinkedIn postings
- Company news / press releases

Variations

- Research focus
- Focus on one vector (in-person, phone, etc.)
- Focus on one pretext (story approach)

Rules of Engagement

If you want to do more than a thought experiment:

- Who/what/where is off-limits?
- Who needs to know in advance?
- How do you handle different outcomes (success or getting ‘caught’)?
- Never do anything illegal, no matter who gives you permission

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Q&A

Feedback survey:

sansurl.com/secaware-eval-day1

Ask your questions in Slack:

#workshop-jen-fox