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# Exploiting People For Fun and Profit

Social Engineering Attacks and Techniques



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# Social Engineering...?

- Social Engineering is the act of using persuasive techniques and deceptive tactics to manipulate people into divulging confidential information
- Takes advantage of ingrained cognitive biases



# Key SE Attacks

## *Pretexting*

- Creation of a scenario that would make it easier for a target to reveal information
- Time sensitive & involving authority

## *Quid Pro Quo*

- Performing an action that is beneficial to the target in return for favors
- Aim is to create a feeling of indebtedness



# Pretexting Example

“Mr. Johnson said he needs those company files immediately before he boards his flight, I don’t even want to think of how mad he’ll get if they’re not sent right away. You gotta help me out!”



# Quid Pro Quo Example

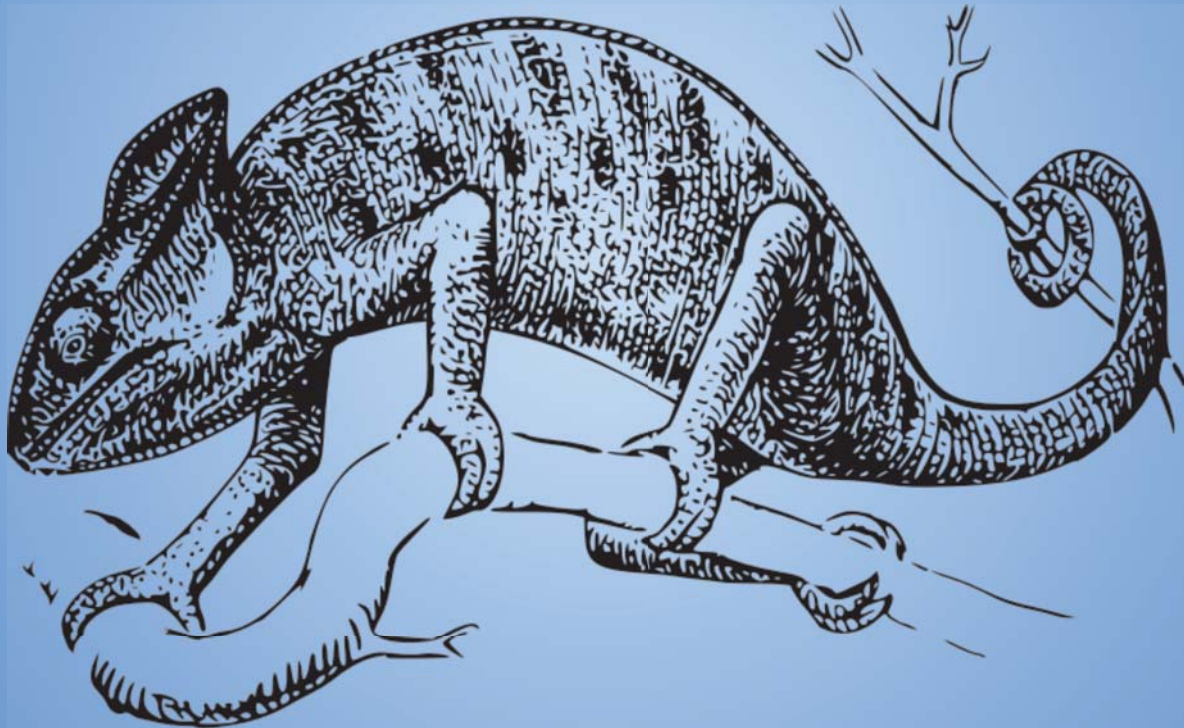
“Hey, Brian from Sales here. Sent a pizza down to you guys in Tech Support for making the transition to the new database so easy! Thanks for your help! By the way, could you reset the password to my company account? It seems like I’m locked out.”

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# Adapt to the Scenario







# Mind Your P's & Q's

- Very important that you appear *polite* and *informed* about areas your target is interested in
- Main goal for any social engineering task is to *establish legitimacy in the mind of your target.*

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# Don't Act Suspicious



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# You've got mail!

- Social engineering through emails sent to a target has proven to be a successful method for obtaining confidential information
- Done by using personal information about the target and appearing trustworthy



# Fill in the Blanks

- A list of highly effective email templates, designed by the SE team at Div 66 are **available to you in the archive [GF95YN]**
- Get all the information you need from the target through OSINT! (Social media, forums, etc.)





## Go Forth & SE

- TBW has had tremendous success using SE in BLACKROCK and REACHMORE cases
- They are extremely useful and powerful
- Use these techniques with care and be ethical

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Good luck in the field, agents!