



Social Engineering

There is no patch for human stupidity

Social Engineering Fundamentals

- What is Social Engineering
- Why Social Engineering
- Types of Social Engineering
- Why Social Engineering still works
- Awareness is the key
- What's Next

What is Social Engineering

Social engineering is simply the art of manipulating people, so they can share confidential information to the attacker.

Ex: A wolf in sheep's clothing.



Why Social Engineering

*Hacking a person is much easier than
hacking a server*



Social engineering bypasses all technologies, including firewalls.

— Kevin Mitnick —

AZ QUOTES

- Ransomware - notPetya, WannaCry, Locky ... (2017)
- IRS Scam Phone calls (2017)
- Vodafone help desk scam - fraud call, malware, fake website
- Compromised Email scams - common
- US company - \$100+ million loss (email attachment) - 2016
- 60% of enterprises were victims of social engineering attacks in 2016
- Wells Fargo - \$2.1 million dollars - Catholic Healthcare (2012)

Types of Social Engineering

- Phishing
- Spamming
- Shoulder surfing
- Dumpster Diving
- Pretexting
- Baiting
- Tailgating
- Quid Pro quo
- Social media



WHY SOCIAL? ENGINEERING

HACKING A HUMAN IS **MUCH EASIER**
THAN HACKING A BUSINESS.

laziness

ignorance

haste

fear

attitude

trust

**ATTACKERS
PREY ON
YOUR HUMAN
WEAKNESS**

carelessness

sympathy

ego

ability

greed

desire

28%

Likelihood your business will
experience a data breach
in the next 2 years



\$3.8 M

The average cost of a
single data breach
in 2015

Awareness is the key

- Be aware when someone is:
 - asking/forcing for unusual requirements
 - threatening with negative consequences
 - offering something for nothing
 - creating urgency and sympathetic situations
 - being very friendly without any cause
 - following you without your notice

- Don't click on unusual links without verification
- Beware of spam mails, calls etc.
- Never share personal details: username, password, CC details etc.
- Don't trust people in uncomfortable situations
- Make aware people of common social engineering tactics.
- Use mobile apps very wisely (whatsapp, FB, mail)
- Control your emotions, greediness, virtual friendship
- Keep your digital devices up to date
- Never hesitate to verify the identity, if suspicious

What's Next





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Who am I?

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