

Social Engineering

There is no patch for human stupislity

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.

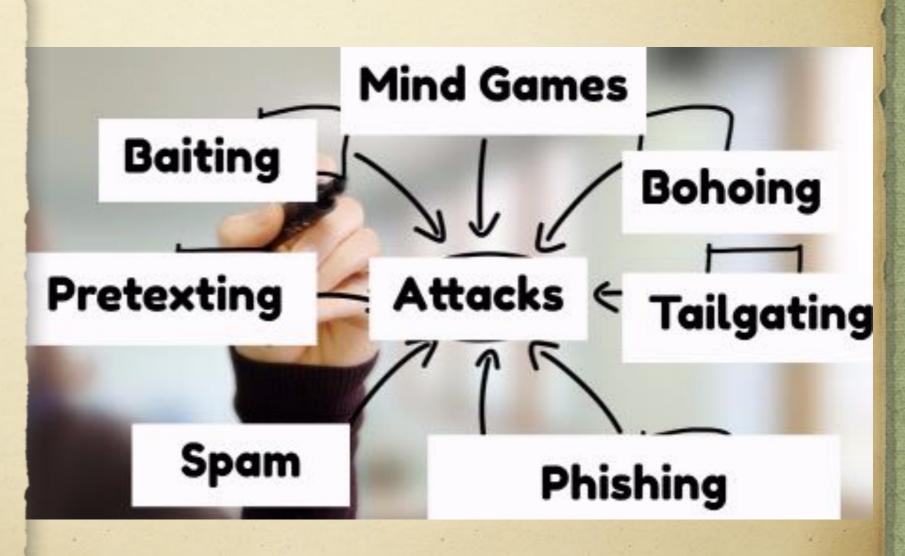
— Kevin Mitnick —

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 Helathcare (2012)

Types of Social Engineering

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





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%

Eikelihood 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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