# INTRODUCTION TO SOCIAL ENGINEERING

- In social engineering, attackers manipulate victims into doing something, rather than by breaking in using technical means.
- Here, attacker uses human interaction to obtain or steal personal information of users.
- An attacker may appear unassuming or respectable.
  - ➤ Pretend to be a bank employee, customer, new employee, worker, repair man, etc.
  - > May even offer credentials to lure users.
- By asking questions, the attacker may collect enough information together to infiltrate company's network.
- An attacker can attempt to gain additional information from many sources with social engineering.

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## **PHISHING**

- The objective of attacker while performing phishing attack is to steal users' data such as username, passwords, debit/credit card numbers, and so on.
- It occurs when an attacker spoofs a trusted party (e.g., bank) and tells a victim to open and visit a link sent through an email.
- After clicking a malicious link, the malware can be installed on victim's device which can steal sensitive information.
- For example: spoofed email



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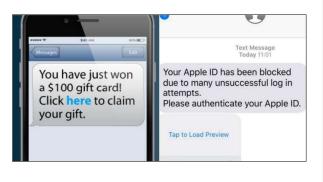
## **VISHING (VOICE PHISHING)**

- Instead of using email, regular phone calls, or fake websites like phishers do, vishers use an internet telephone service (VoIP).
- Using a combination of scare tactics and emotional manipulation, they try to trick people into giving up their information.
- For example, Unsolicited offers for credit and loans.

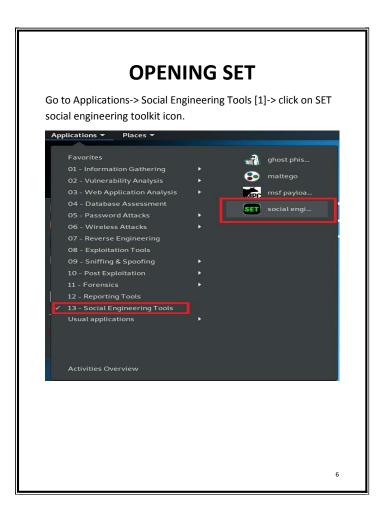


## **SMiShing (SMS Phishing)**

- SMS phishing is possible when a person receives a malicious or fake SMS on cell phone.
- The victim will respond to a fake SMS and visit a malicious URL, which leads to downloading of malware without the user's knowledge.



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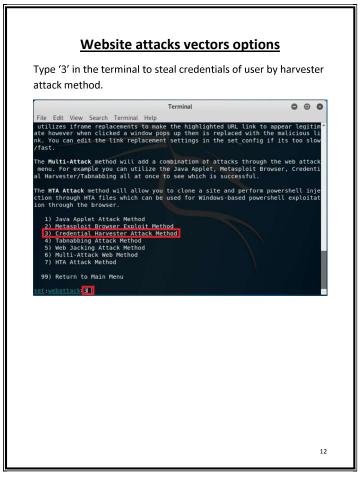










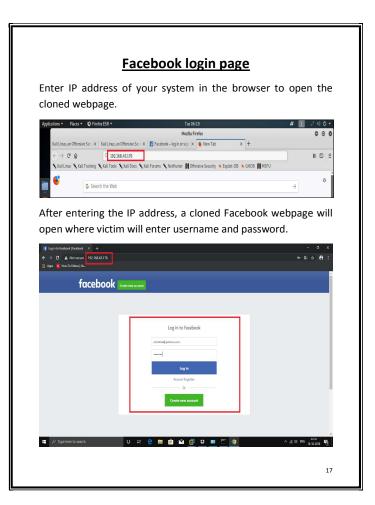






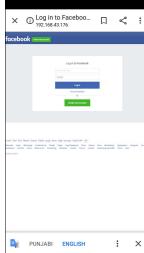






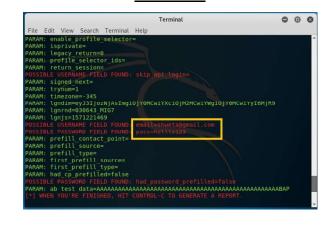
# Credentials Check the terminal. The username and password will be shown on the terminal. File Edit View Search Terminal Help PARAM: 1sde2AVoi4fmv PARAM: 1sde2AVoi4fmv PARAM: 1sde3AVoi4fmv PARAM: 1sde2AVoi4fmv PAR

## Facebook login page on mobile phone



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### **Credentials**



## **COUNTERMEASURES**

The following countermeasures must be followed to avoid this attack:

- Do not open any email from untrusted sources.
- Do not click on any link from untrusted sources. It can download malware on users' device.
- Check the URL before submitting the credentials.
- Do not accept offers from strangers- the benefit of the doubt.
- Do not give your personal details with strangers.
- Do not share passwords.
- Lock your laptop while leaving the lab or office.
- Purchase and install anti-virus software on system.
- Read and follow privacy policy of your organization.

## REFERENCES

 O. S. Limited, "SET Package Description," 2020. https://tools.kali.org/informationgathering/set (accessed Feb. 10, 2020).

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