Social engineering

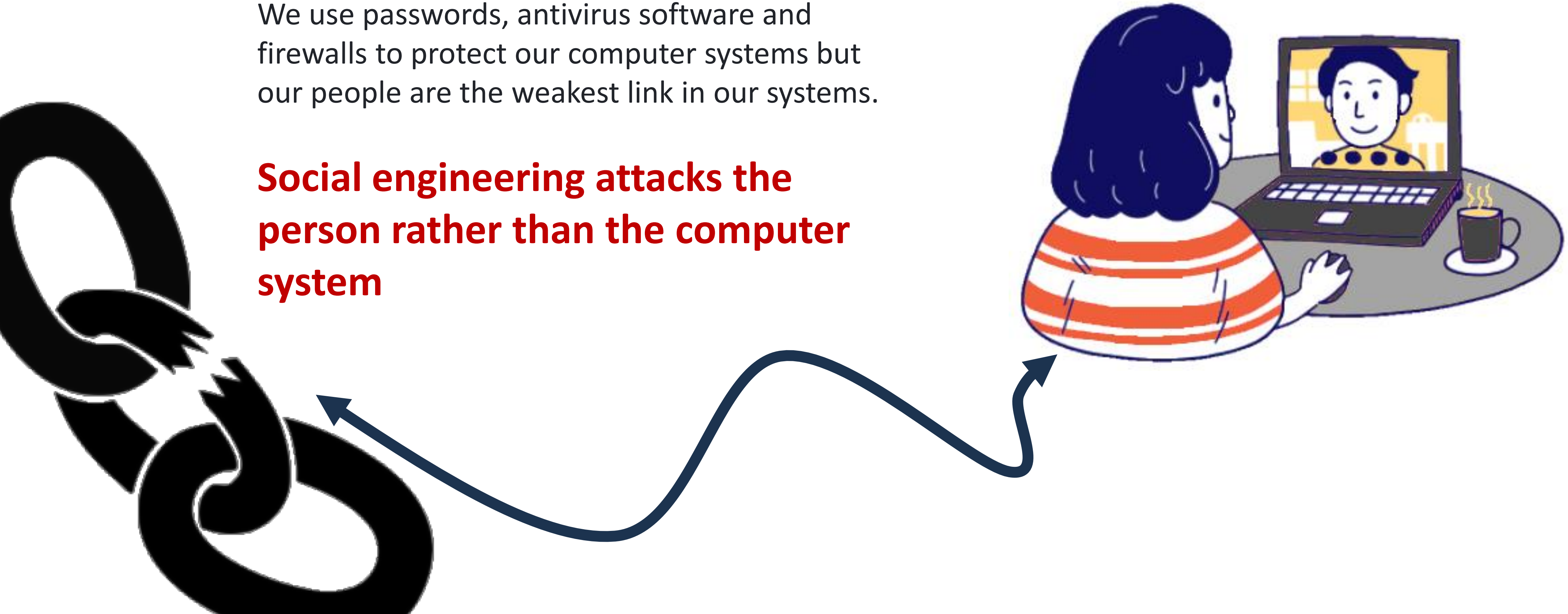
What is social engineering?

The art of **manipulating people** so they give up **confidential information**

- Webroot

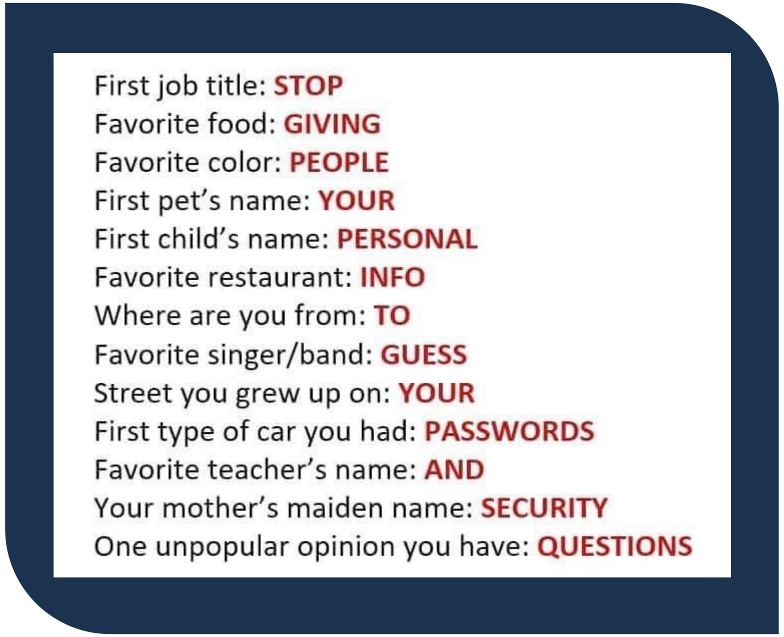
We use passwords, antivirus software and firewalls to protect our computer systems but our people are the weakest link in our systems.

Social engineering attacks the person rather than the computer system



Social media - goldmine for social engineers

Have you ever noticed the questions asked in random Facebook posts are the **same ones asked as security questions**?



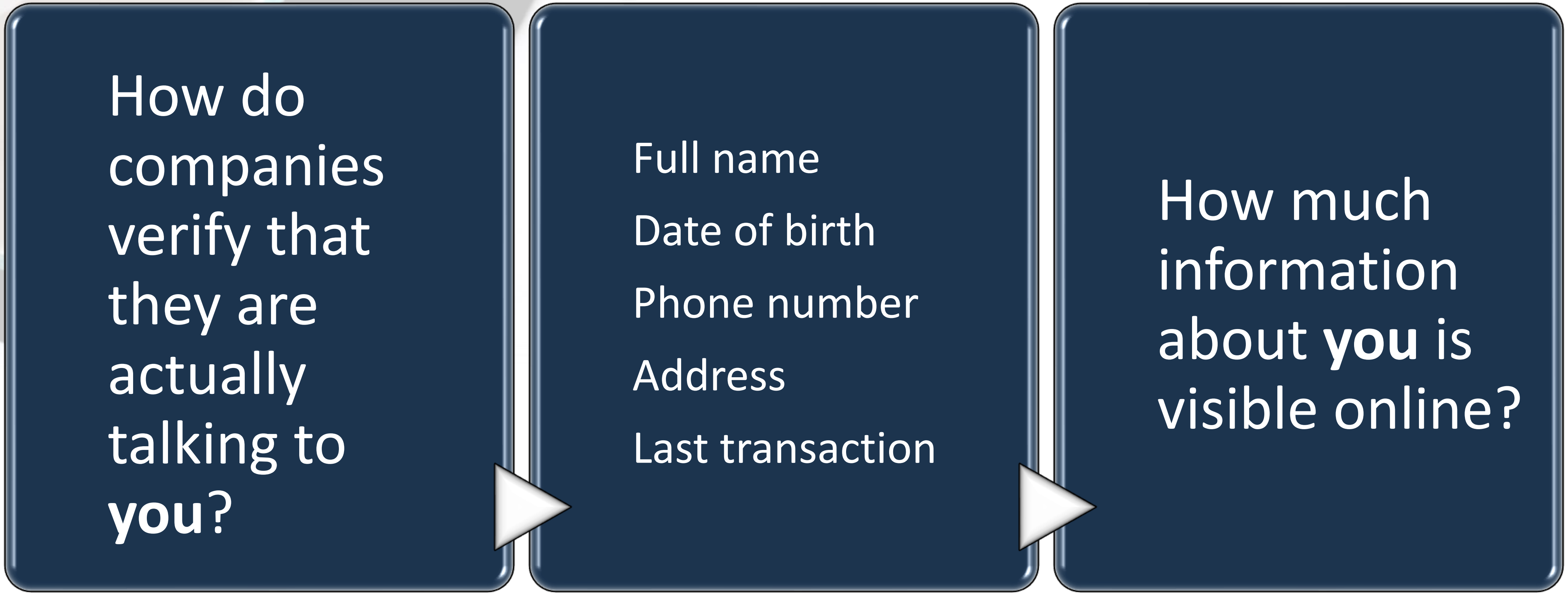
First job title: **STOP**
Favorite food: **GIVING**
Favorite color: **PEOPLE**
First pet's name: **YOUR**
First child's name: **PERSONAL**
Favorite restaurant: **INFO**
Where are you from: **TO**
Favorite singer/band: **GUESS**
Street you grew up on: **YOUR**
First type of car you had: **PASSWORDS**
Favorite teacher's name: **AND**
Your mother's maiden name: **SECURITY**
One unpopular opinion you have: **QUESTIONS**

- The Computer Shop

Random quizzes and questions are likely a hacker trying to **harvest confidential information**.

You **do not** have an 'elf name.'
You are **not** a Disney princess.
Sorry.

It all adds up – social engineers collect data



How do companies verify that they are actually talking to **you**?

- Full name
- Date of birth
- Phone number
- Address
- Last transaction

How much information about **you** is visible online?

Multiple pieces of information gathered from across your digital footprint **and** from real life investigations

Gathering information to hack your accounts

Customer Service : Can I have your **full name** and PIN please?

Hacker : My name Skippy Jon Jones & the PIN is 1234

Customer Service : I’m sorry that is not the correct PIN

Hacker : The other one I use is 0246

Customer Service : Sorry, that’s not it either. What’s your **DOB** and **address**?

Hacker : It’s 12/6/45 and 410 Church St, Palmerston North

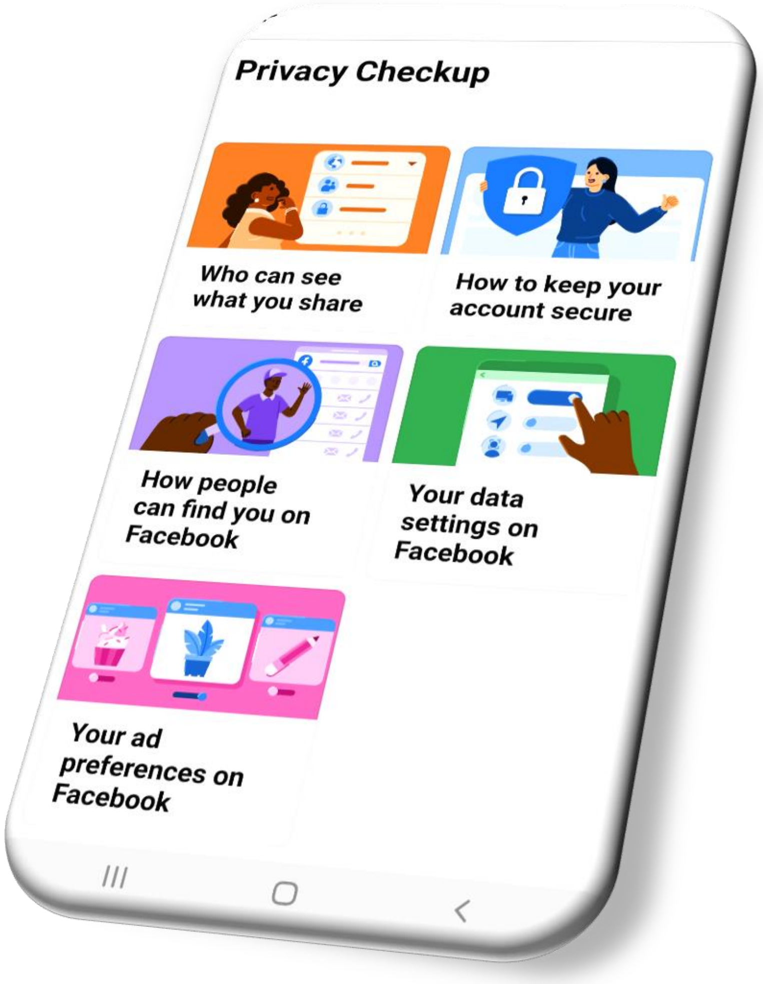
Customer Service : Excellent Mr. Jones, what can I do for you today?

Hacker : Let’s start by setting my PIN to 0246…

Visible on Facebook?

With small pieces of information about you a hacker can call customer service – **and be you**

Audit your privacy & security settings


Privacy Checkup
Who can see what you share
How to keep your account secure
How people can find you on Facebook
Your data settings on Facebook
Your ad preferences on Facebook

Know and manage who can see your profile, who can see your posts & do not show your location

Facebook – Privacy Checkup

LinkedIn – Account & privacy settings

Instagram – Control your visibility

Twitter – Account security

Snapchat – Control who sees your stories **and utilise 'My Eyes Only'**

… on all your social media

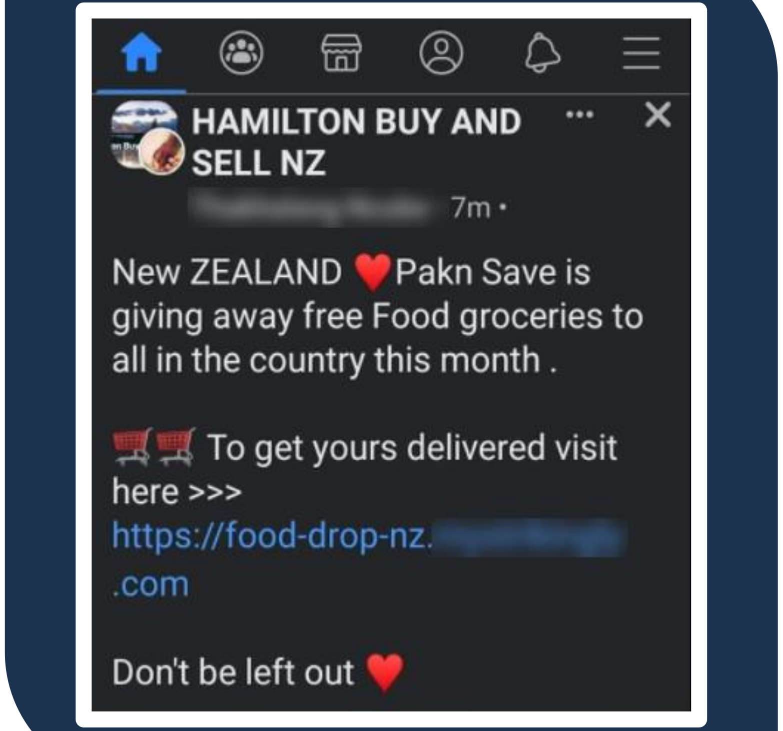
Social engineering – a strategy

Social engineering is the strategy behind the attack

The attack may come to you through an email, a phone call or social media

Here’s how hackers use social engineering…

If it looks too good to be true…



HAMILTON BUY AND SELL NZ

[redacted] 7m •

New ZEALAND ❤️Pakn Save is giving away free Food groceries to all in the country this month .

🛒🛒 To get yours delivered visit here >>> https://food-drop-nz.[redacted].com

Don't be left out ❤️

- [Pak'nSave](#)

Baiting

Using the promise of a reward (money or information) to get you to do something like click a link or download a file or insert a USB

… it's probably a scam

Setting the scene

An email from your insurance

You get an email telling you that your insurance payment failed, and you are not currently covered, but you can pay with your credit card by clicking on the link

Tech support

Tech support calls you about a problem with your computer or phone and tells you to download a piece of software to help them ‘solve’ the problem

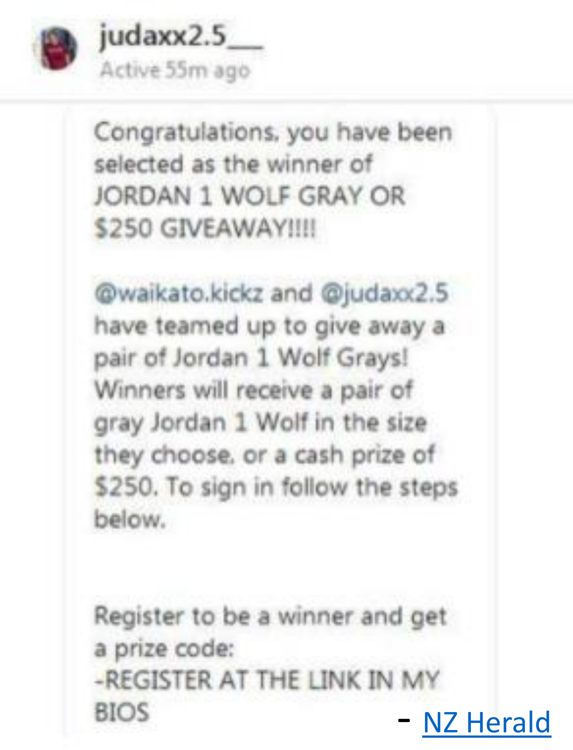
A call from the bank

The bank calls to check transactions made on your credit card but first asks you to verify your identity with a few security questions

Pretexting

Hackers use a story to make you feel anxious and to build trust in their authority to fix the stated problem

Hijacking a trusted source



judaxx2.5__

Active 55m ago

Congratulations, you have been selected as the winner of JORDAN 1 WOLF GRAY OR $250 GIVEAWAY!!!!

@waikato.kickz and @judaxx2.5 have teamed up to give away a pair of Jordan 1 Wolf Grays! Winners will receive a pair of gray Jordan 1 Wolf in the size they choose, or a cash prize of $250. To sign in follow the steps below.

Register to be a winner and get a prize code:
-REGISTER AT THE LINK IN MY BIOS

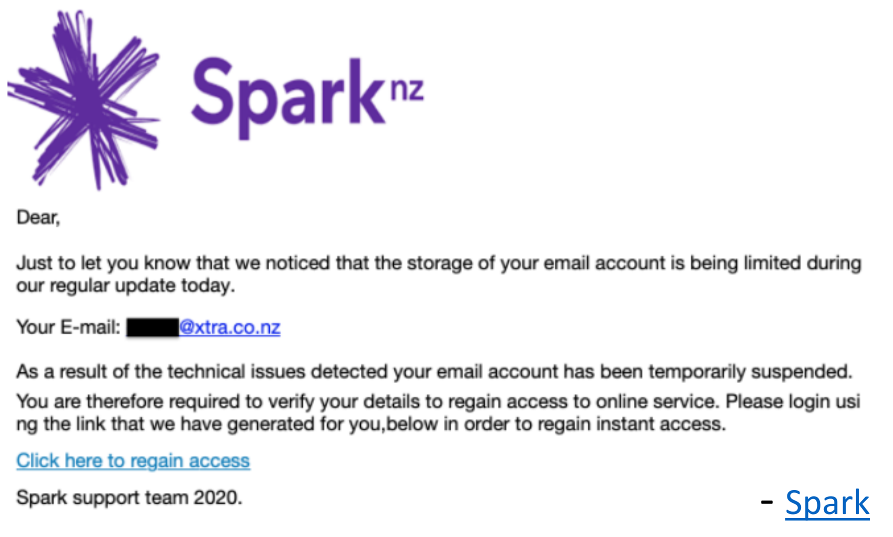
- NZ Herald

Hackers may impersonate companies and celebrities

Impersonation

Social engineers pretend to be someone from your past or a person or company you will automatically trust to get you to click a link, download a file or reveal confidential information

You have a problem – I can solve it



Spark nz

Dear,

Just to let you know that we noticed that the storage of your email account is being limited during our regular update today.

Your E-mail: [redacted]@xtra.co.nz

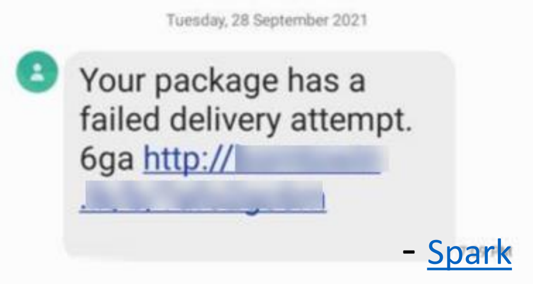
As a result of the technical issues detected your email account has been temporarily suspended.

You are therefore required to verify your details to regain access to online service. Please login using the link that we have generated for you,below in order to regain instant access.

Click here to regain access

Spark support team 2020.

- Spark



Tuesday, 28 September 2021

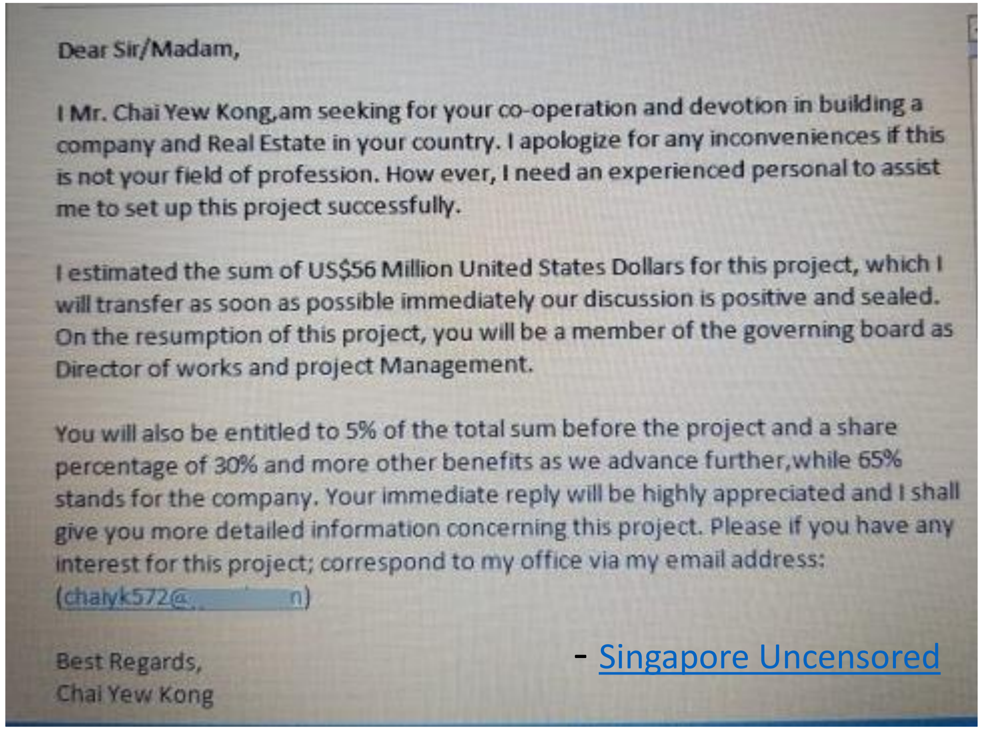
Your package has a failed delivery attempt. 6ga http://[redacted]

- Spark

Hoaxing

An attempt to convince you that something false is true like a package is waiting collection, a virus has infected your computer, money is being withdrawn from your bank account, you’ve been videoed while watching porn

Beware strangers bearing gifts…



Dear Sir/Madam,

I Mr. Chai Yew Kong,am seeking for your co-operation and devotion in building a company and Real Estate in your country. I apologize for any inconveniences if this is not your field of profession. How ever, I need an experienced personal to assist me to set up this project successfully.

I estimated the sum of US$56 Million United States Dollars for this project, which I will transfer as soon as possible immediately our discussion is positive and sealed. On the resumption of this project, you will be a member of the governing board as Director of works and project Management.

You will also be entitled to 5% of the total sum before the project and a share percentage of 30% and more other benefits as we advance further,while 65% stands for the company. Your immediate reply will be highly appreciated and I shall give you more detailed information concerning this project. Please if you have any interest for this project; correspond to my office via my email address: (chaiyk572@[redacted]n)

Best Regards,
Chai Yew Kong

- Singapore Uncensored

Quid pro quo

An attempt to get you to reveal confidential information like login details by offering you something for free. The Nigerian scam is a classic example of this.

… what do they want?

Be suspicious of …

Pay a little – get a lot (e.g. Nigerian scam)
Answers to a question you haven't asked
Claims of webcam hacking
Winning prizes in competitions you didn't enter

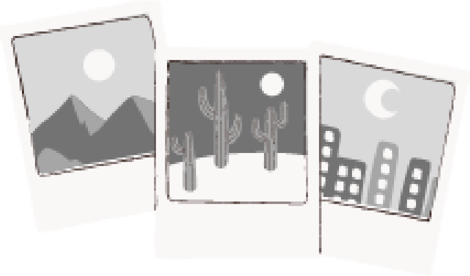
Do not:

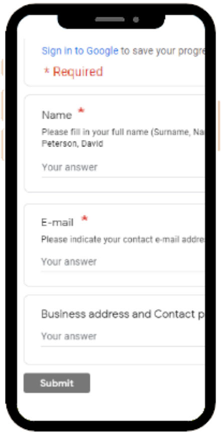
- ✗ click the link
- ✗ respond to the email/post
- ✗ engage with the caller
- ✗ insert a USB drive
- ✗ answer any odd questions from friends
- ✗ reveal any information the caller requests

Do:

- ✓ check the scam page on the company's website
- ✓ call the company represented on their regular number
- ✓ check that the account is verified (e.g. has a blue tick)
- ✓ call your friend on the phone to verify they asked the question

Guard against social engineering – personal





Sign in to Google to save your progre

* Required

Name *

Please fill in your full name (Surname, Na

Peterson, David

Your answer

E-mail *

Please indicate your contact e-mail addre

Your answer

Business address and Contact p

Your answer

Submit

Posting photos/ videos

Check the background of your photos/ videos for details of your address, phone number, credit card, car rego, children’s faces.

You can edit the photo on your phone before you post

Registering for new accounts

Take note of what information is required vs. what is ‘desired’

Only complete the fields marked *

Dealing with cold callers

Treat every call as if it is a scam

Get the caller’s name and company name – call them back using the company’s phone number from their website

Guard against social engineering – at work

Verifying identity

Giving information away when verifying an address…

“At 410 Church St?” **or** “What’s the address?”

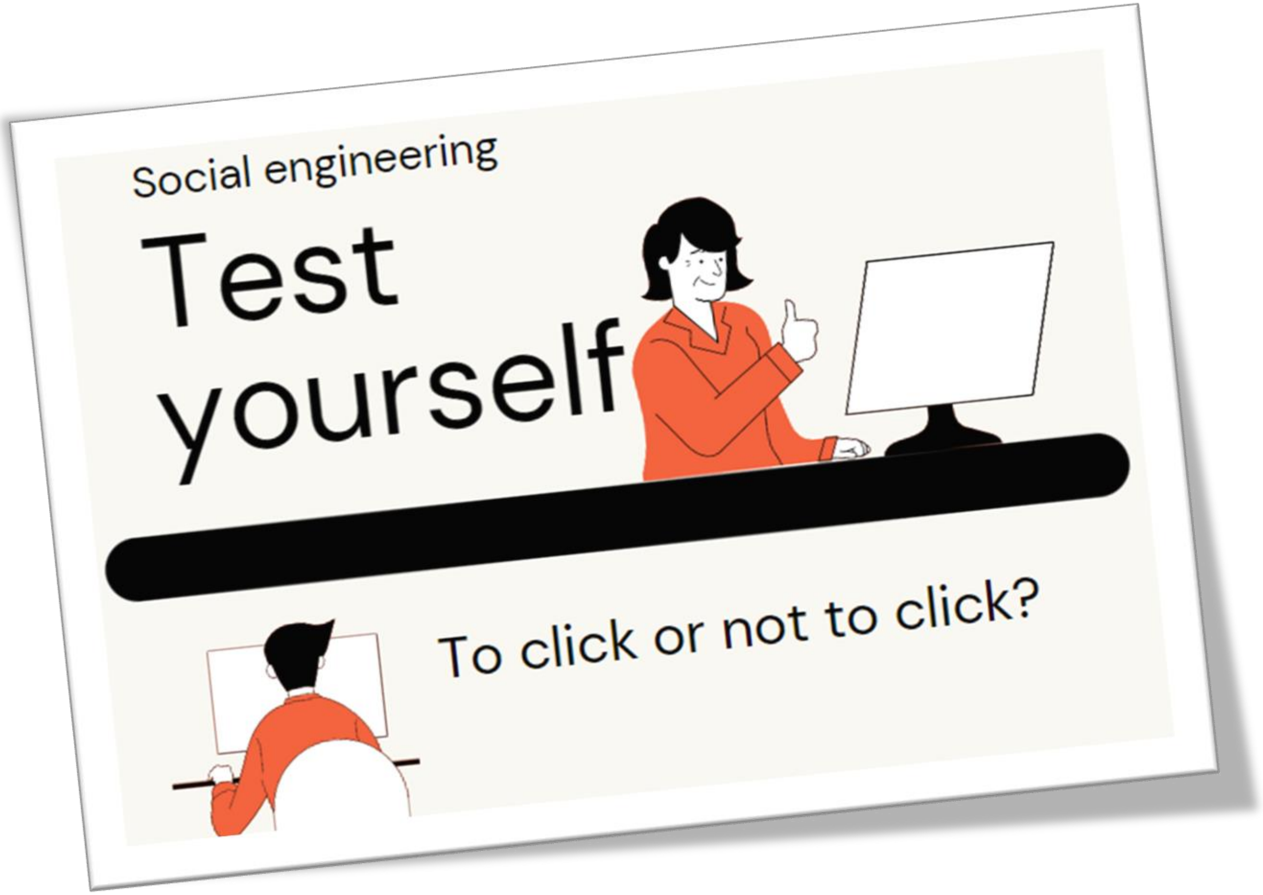
Volunteering information and requesting confirmation that it’s correct is **not secure**.

Releasing personal information

Consider what information you release to ‘verified’ clients.

Social engineers will persist and contact you multiple times to get you to reveal information. Each time, they have more information (that you have given them) to verify themselves further.

Can you spot social engineering?



Social engineering

Test yourself

To click or not to click?

Test yourself with the
To Click or Not to Click
test here

THINKHauora

Connecting Communities for Wellbeing