Social Engineering
The Art of Human Hacking

www.facebook.com/realexninja
€24bn processed annually

12,000 clients


170 employees
Social Engineering: Content

• **Content:**
  – What is social engineering?
  – Types of social engineering & new age threats
  – How to use Facebook to ruin someone’s life
  – Countermeasures
  – Q&A
Social Engineering: Intro

Which city is on the picture?
Social Engineering: Intro
Social Engineering: Intro

• Victims of social engineering
  – RSA
    • Infected Excel attachment, over $100 million of damage
  – Well Fargo Bank
    • “Catholic Healthcare” phone call, $2.1 million vanished
  – Vodafone Help Desk
    • Malware and fraud call, end user lost everything
Social Engineering: Intro
Social Engineering: Basics to Succeed

• What is social engineering?
The attempt to control social behaviour.

– The 3 Critical Success Factors:
  • trust
  • satisfaction
  • relationship
Social Engineering: Basics to Succeed
Social Engineering: Basics to Succeed

- The first “touch” with social engineering

Happy mom

Happy child
Social Engineering: Basics to Succeed

Good

Evil
Social Engineering: Types

- **Old-Fashioned** Types of Social Engineering Techniques:
  - Direct approach
  - Important user
  - Helpless user
  - Technical support
  - Mail-outs
  - Social media - Facebook
Social Engineering: Types

• 1. Direct approach
• 2. Important user
Social Engineering: Types

- 3. Helpless user
- 4. Technical support
Social Engineering: Types

- 5. Mail-outs
- 6. Social media
Social Engineering: Types

- **New-Fashioned** Types of Social Engineering Techniques:
  - 1. Phishing with new lethal-strains of ransomware
Social Engineering: Types

• **New-Fashioned** Types of Social Engineering Techniques:
  
  – 2. IVR and robocalls for credit card information

Did you purchase a flat screen TV for $3,295? Press 1 for yes or 2 for no.
Social Engineering: Types

• **New-Fashioned** Types of Social Engineering Techniques:
  
  3. Phishing with funerals
Social Engineering: Practical example

How to use Facebook to ruin someone’s life
(attack on an employee)
Social Engineering: Practical example

• **1st step: Protect your identity**
  – Install new operation system on a new disk
  – Encrypt your disk
  – Use anonymous proxy
  – Use free Wi-Fi in a bar
  – Preform attack drinking cold beer
Social Engineering: Practical example

• **2nd step: Fake e-mail and Facebook account**
  – The character must be:
    • Woman*
    • 25 to 35 years old
    • Single
    • High educated
    • Interesting

* Statistically is proven that the success rate using a woman character is more than 100 times (!) higher then using a male profile.
Social Engineering: Practical example

- **3rd step: Select the victim(s)**
  - Before sending the invitation:
    - Get him/her friends
    - Get him/her interests
Social Engineering: Practical example

- **4th step: Get the victim(s) as friend**
  - Start chatting and get sensitive information
  - Start chat and get “sensitive” photos
  - Post link to an infected site
  - ...

Social Engineering: How to spot

• How to spot Social Engineering attack?
  – unusual requirements
  – requiring respect for authority
  – threatening with negative consequences
  – giving praise and flattery
  – offering something for nothing
  – seems too good to be true, etc...
Social Engineering: Countermeasure

- Social Engineering Countermeasure
  - Slow down and Research the facts
  - Delete any request for financial information or passwords
  - Reject requests for help or offers of help
  - Don’t let a link in control of where you land
  - Do not post yours personal data or photos
  - Do not reveal sensitive data (e.g. passwords)
  - **Do not avoid policies and procedures**
  - Report any suspicious activity
Social Engineering: Last Slide... Promise!

• Questions and discussion

“There is no such thing as a stupid question, only stupid answers“: Colin Powell
Social Engineering: The end

Thank you!