

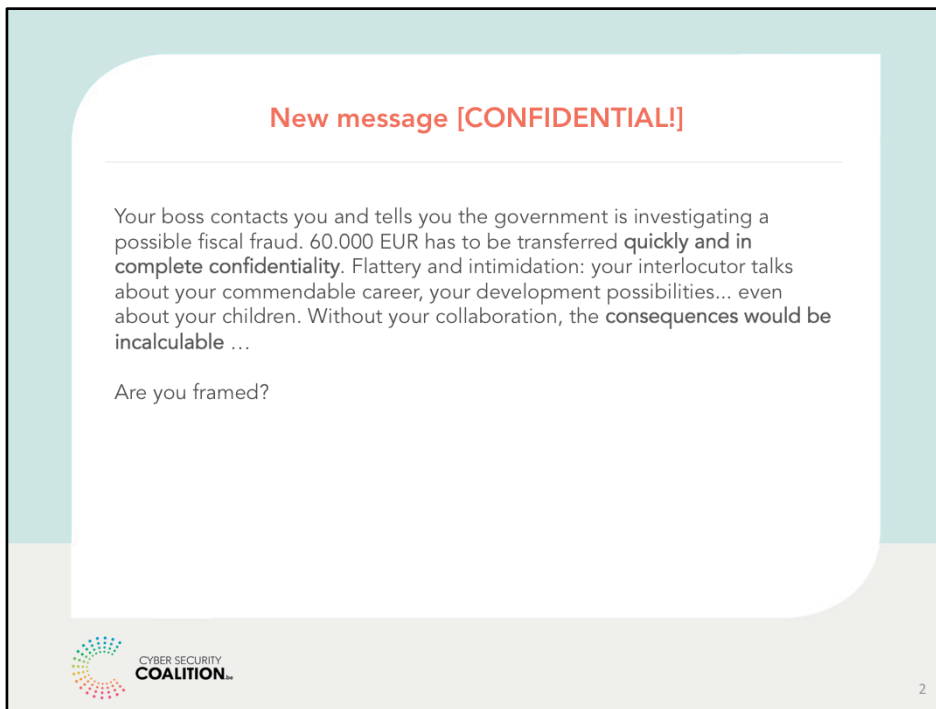


**Don't be fooled!**

Thwart social engineering attacks

Brussels, July 2020

Hello and welcome everyone!



A classic scenario for social engineering with SME




### Attention!

A person with bad intentions wants to abuse your trust. It is such a clean technique that we call it '**social engineering**': the fraudster knows your profile by studying **information on you** on the web or the social networks. The purpose? Lower your watchfulness by a credible **scenario**, to get tinformation from you or to stimulate you to act.

## Social engineering

Is a very lubricated and very pushy technique



### Social engineering... What's that?

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**Social engineering:**

- Psychological manipulation
- Personal ambience
- Assume another identity
- By e-mail, social media, phone

**Purpose:**

- Personal information
- Sensitive data in the organisation
- Money transfer

**How?**

- Gather information
- Credible scenario
- Enquiry, control, operation: urgent!

Social engineering or **social hacking** is a fraudulent technique which consists of abusing people, by exploiting typical traits like curiosity, naivety, fear, trust, greed,...

The fraudster impersonates a **confidential person** and uses the **personal context** of the victim to break into the **network of the enterprise**.

Mostly this is done by an **e-mail**, **social media** or a **phonecall**.

#### The purpose?

- Looking for **personal information** (ID, passwords, credit card number).
- Access to **sensitive data** in the organisation.
- **Money transfer**.

#### How?

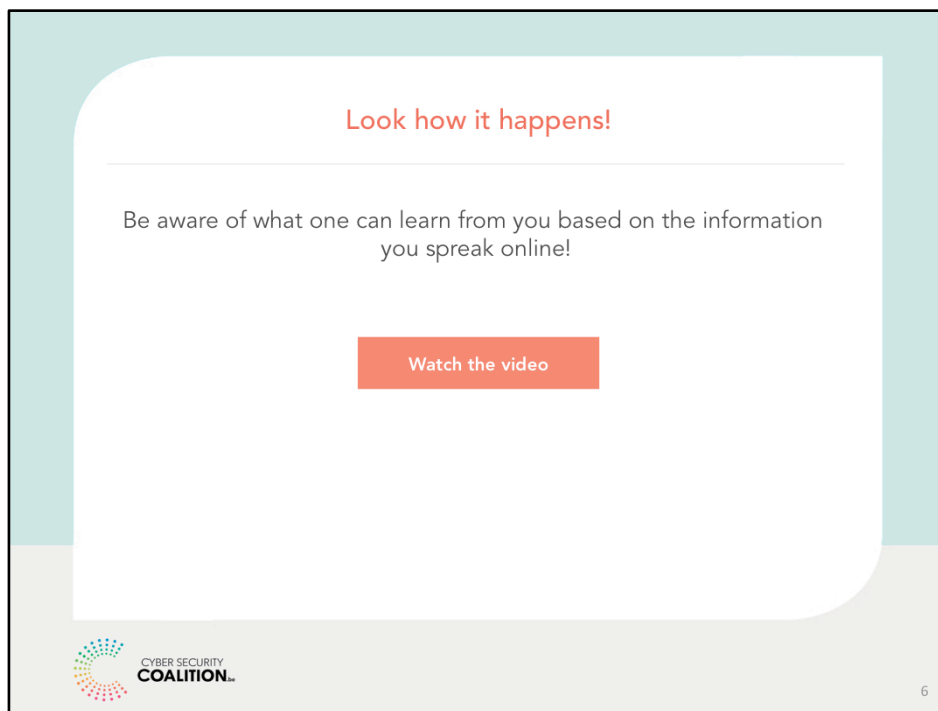
- Accurately gathering **public and private information** (social networks), sometimes during several months.
- Make a well lubricated and **plausible scenario**.
- An **enquiry**, a **control**, an **urgent operation**, an **opportunity**.



In Belgium **1 in 2 enterprises** are touched by cybercriminality and techniques of social engineering.

Unbelievable! In Q1 2016, a social engineering cost **70 MIO EUR to a Belgian bank**, via so-called CEO fraud. According to Verizon ([2019 Data Breach Report](https://www.helpnetsecurity.com/2019/05/09/verizon-2019-data-breach-investigations-report): <https://www.helpnetsecurity.com/2019/05/09/verizon-2019-data-breach-investigations-report>) managers in an organisation are targeted 10 times more then other staff members.

Globally the damage caused by this phenomenon raises up to 10 Billion EUR (Source: FBI - 2018)



In this **video of Febelfin** (<https://www.youtube.com/watch?v=F7pYHN9iC9I>) you can see how a genius in social engineering operates to know 'everything' about you...

- What do you spread via social networks?
- What can one learn about you?

You won't look at the internet the way you did before...

## Keep on guard

Use your common sense and critical spirit



## How do you unmask social engineering?

### The signals:

- Unknown interlocutor
- Critical situation (e.g. Covid-19)
- Unbelievable offer
- Urgent, secret
- Intimidation, flattery

### How to unmask a social engineering attack

- You **don't know your interlocutor**.
- The situation is very **critical (cf Covid-19)**.
- Urgent, secret: you must **act fast** and it is **confidential**.
- Unbelievable! An offer **too good to be true**...
- The tone is extremely **intimidating or flattering**.

## Stay cool!

Distance yourself and don't panic.



## What can you do against social engineering?

### Good reflexes:

- No hurry, reflect
- Control the identity of your interlocutor
- Keep on questioning for clear information
- Don't execute unusual transactions
- Don't pass on sensitive information

### Take good reflexes against social engineering

- Take your **time to reflect**, don't trade in a hurry
- Control the **identity** of your interlocutor.
- Don't be satisfied with a **vague or complex explanation**.
- **Don't execute an unusual transaction** without the agreement of a third person.
- **Don't pass on sensitive or internal information**.



## Don't improvise

Respect the internal procedures of your organisation



## How do you counter an attack?

### The means:

- Alarm the responsible
- Respect procedures
- Contact the bank / your internet provider
- Change your passwords

### How to react when you are attacked?

- Alarm the **responsible** in your organisation.
- Respect **procedures** that apply in your organisation.
- Contact your **bank** immediately to check whether money has been stolen. Also contact your internet provider.
- Change your professional and private **passwords**.

## Social engineering: discuss it!

What is your opinion?  
What are your remarks?  
What do you remember?  
Your first action?



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What is your opinion?  
Do you have remarks?  
What do you remember?  
What will be your first action after this presentation?



**An initiative from  
the Cyber Security Coalition**

Its objective? Increase the IT-security in Belgium. The Coalition brings together experts from the academic world, the government and the enterprises to better combat cyber-crime.

[www.cybersecuritycoalition.be](http://www.cybersecuritycoalition.be)



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Thank you for your attention!