



SECURITY NINJA™
SECURITY RESEARCH, NEWS & GUIDANCE



Social Engineering

The Art of Human Hacking

www.facebook.com/realexninja

€24_{bn}
processed annually

12,000
clients



170
employees

3 offices:
London. Dublin. Paris.

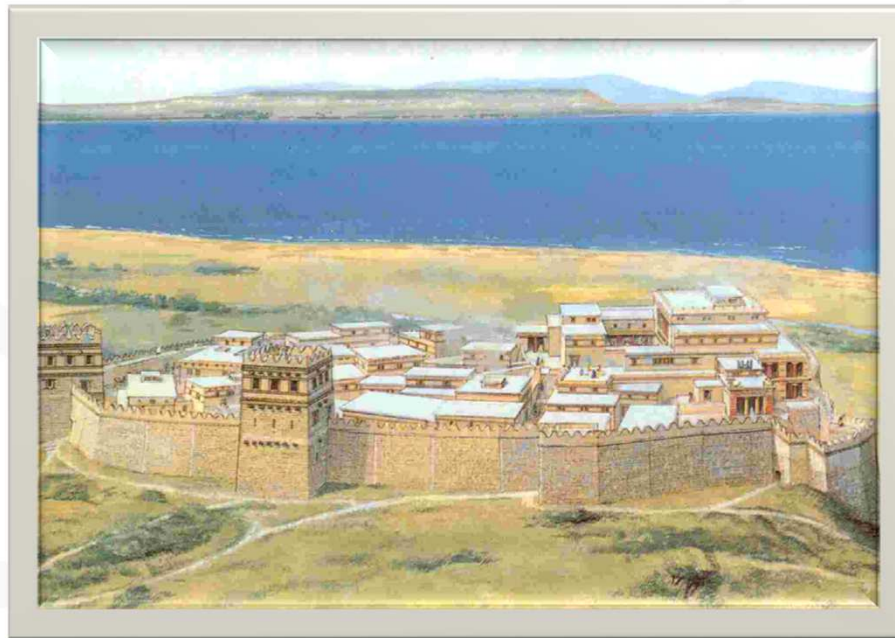
Social Engineering: Content

- **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



Firewalls



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.

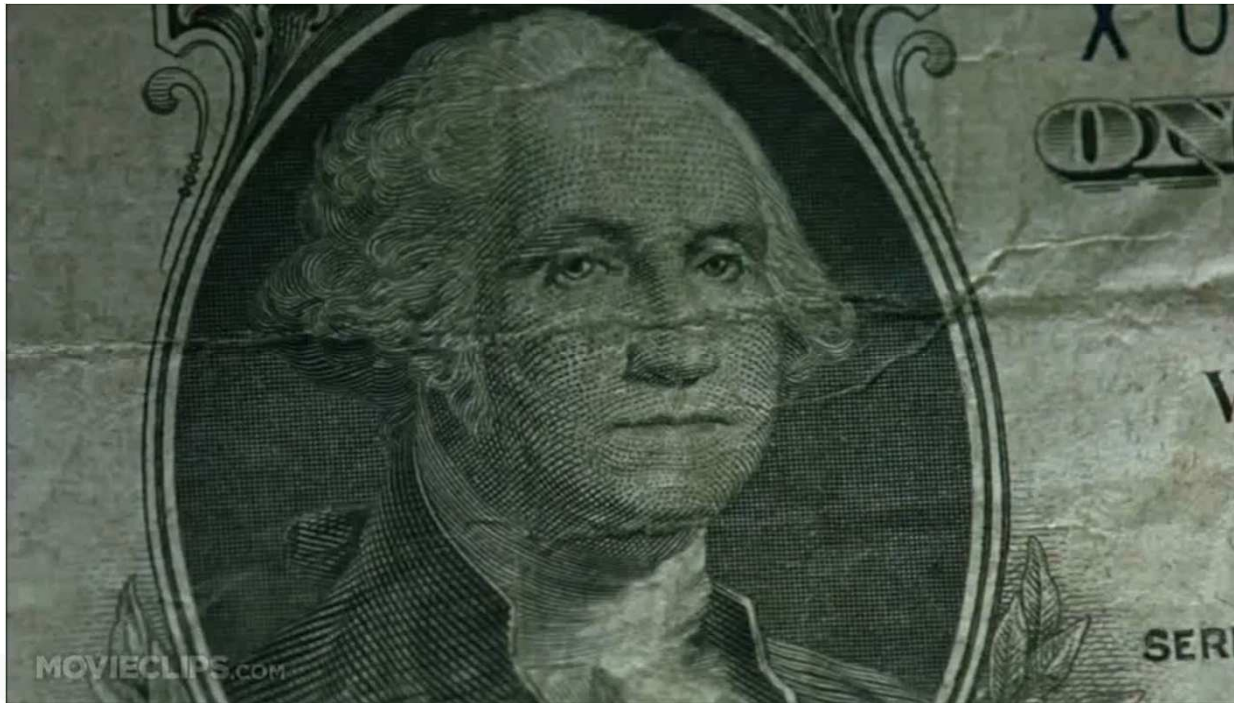
- **The 3 Critical Success Factors:**

- trust
- satisfaction
- relationship



Pd

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**



Voicemail Message

You have received a voicemail at 2013-10-12 30:31:25 C.S.T.

You are receiving this message because we were unable to deliver it, voice message did not go through because the voicemail was unavailable at that moment.

* The reference number for this message is qv6_cj09-9107319001-2129979905-02

The length of transmission was 24 seconds.
The receiving machine's ID: YJH35-TW410-F37JZL

Thank you,
AT&T Online Services

Contact Us:
AT&T Support - quick & easy support is available 24/7.

[Manage myAT&T Account](#)

Receiving ID:
YJH35-TW410-F37JZL

From Number(s):
459-330-7200

Getting To Know AT&T

Watch helpful videos to get you better acquainted with your new AT&T service.

[View the videos](#)

We value and appreciate your business!



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)



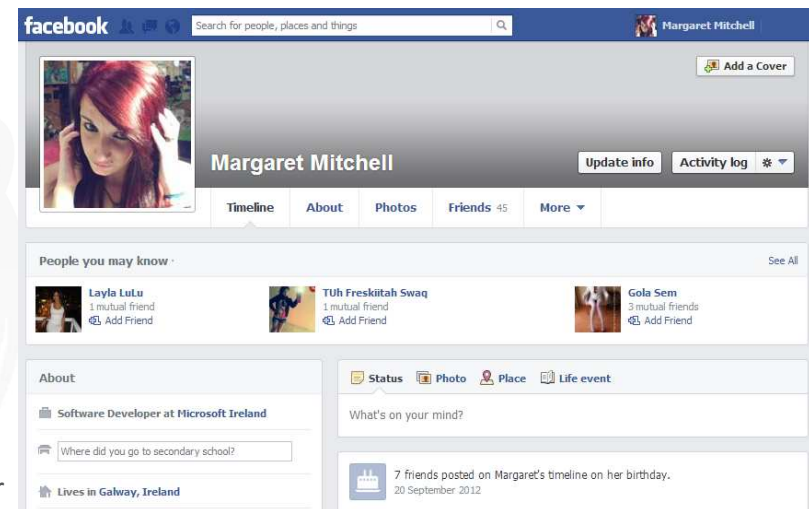
Social Engineering: Practical example

- **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
 - Perform 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



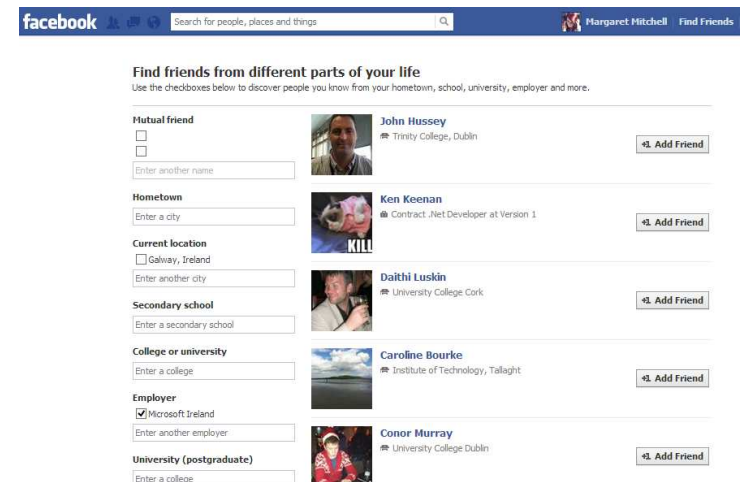
* Statistically is proven that the success rate using a woman character is more than 100 times (!) higher then using a male profile.



Pd

Social Engineering: Practical example

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



facebook Search for people, places and things Margaret Mitchell Find Friends

Find friends from different parts of your life
Use the checkboxes below to discover people you know from your hometown, school, university, employer and more.

Category	Search Field	Suggested Friends
Mutual friend	<input type="checkbox"/> <input type="checkbox"/> Enter another name	John Hussey Trinity College, Dublin +1. Add Friend
Hometown	Enter a city	Ken Keenan Contract .Net Developer at Version 1 +1. Add Friend
Current location	<input type="checkbox"/> Galway, Ireland Enter another city	Daihi Lusk University College Cork +1. Add Friend
Secondary school	Enter a secondary school	Caroline Bourke Institute of Technology, Tallaght +1. Add Friend
College or university	Enter a college	Conor Murray University College Dublin +1. Add Friend
Employer	<input checked="" type="checkbox"/> Microsoft Ireland Enter another employer	
University (postgraduate)	Enter a college	



P8

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



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“There is no such thing as a stupid question, only stupid answers”: Colin Powell



Social Engineering: The end



Thank you!

