



Securing the Human as your greatest vulnerability

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What is Social Engineering?

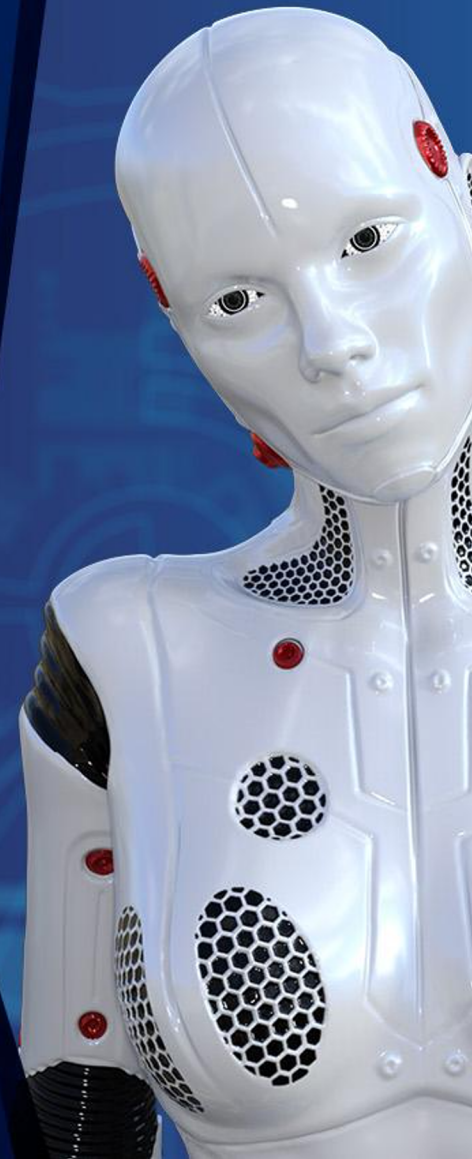
“Social Engineering uses influence and persuasion to deceive people by convincing them that the social engineer is someone he isn’t or by manipulation.”

What kinds are there?

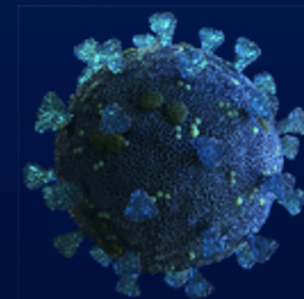
- Watering holes
- Whaling
- Spear phishing
- Pretexting
- Baiting
- Tailgating
- SIM-Swapping
- Scareware
- Malvertising
- Smishing

Chances are you’ve
done it too!

Kevin D. Mitnick, William L. Simon, The Art of Deception, 2002

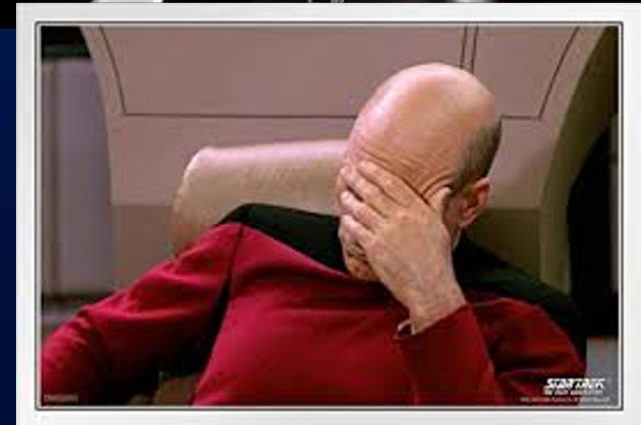
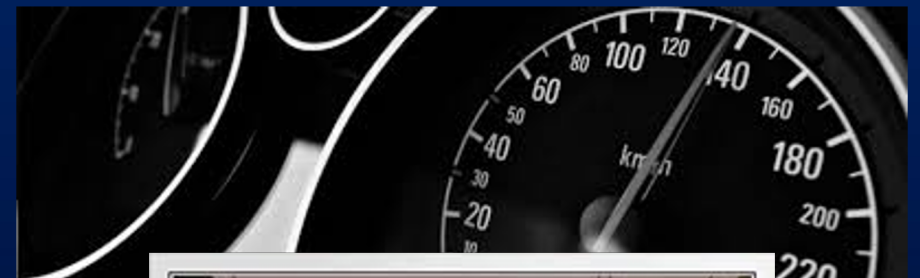


Recent High Profile 'Human' Attacks



Preventing against Social Engineering

- Security Awareness Training
 - Clean desk policy, Locked storage
 - Shredding, PII / GDPR Training
 - ID Checks & Updating
- Simulation / Testing
- Social Media sharing
- Branded Workwear
- Phone/Laptop Asset Tags
- Normalise the conversation





In the event of an attack, what can we do?

No Consequences

Reward

Review

Relearn

In Summary

Q&A



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