

A person wearing a dark hoodie is shown from the chest up, interacting with a futuristic digital interface. The interface is filled with glowing blue and purple lines, binary code, and several glowing padlock icons. The person's hands are visible, touching the interface. The background is dark and out of focus, emphasizing the digital elements.

Social Engineering: The Art of Human Manipulation

Social engineering is a manipulation technique that exploits human error to gain private information, access, or valuables

Explore how social engineering exploits human psychology for access and influence.

Common Types of Social Engineering Attacks

Phishing

Deceptive emails or messages tricking victims into revealing data.

Pretexting

Creating false scenarios to extract confidential information.

Baiting

Offering something enticing to lure victims into a trap.

Tailgating

Physical access gained by following authorised personnel closely.

Positive & Negative Sides of Social Engineering

Positive

- Helps identify security weaknesses
- Raises awareness on human vulnerabilities

Negative

- Can cause data breaches
- Leads to financial and reputational damage



Potential Impacts of Social Engineering Attacks



Data Theft

Loss of sensitive personal or corporate information



Financial Loss

Direct monetary theft or cost from incident recovery



Reputation Damage

Loss of trust among clients, partners, and the public



Operational Disruption

Interruption of business processes and service delivery



Prevention & Mitigation Strategies

Employee Education

Regular training to recognise and report suspicious behaviour.

Robust Policies

Clear guidelines and strong authentication measures.

Simulations

Test responses with controlled social engineering drills.

Incident Response

Swift action plans to reduce damage after an attack.





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