



# SOCIAL ENGINEERING



The Art of Human Hacking





# WHAT IS IT?

- A manipulation technique that exploits human error to gain private information, access, or valuables
- Attacks can happen online, in-person, and via other interactions.
- Often the first step in a larger cyberattack



# 01

## Information gathering

This is when a threat actor does research on the target to find what weakness and medium will work best for the attack.

# 04

## Execution

This is when success is achieved.



# 02

## Establish a relationship

This is when the threat actor lays out the plan of attack. It could involve choosing to target a specific department with a phishing email or impersonating an assistant to the CEO with a business email compromise (BEC) attack.

# 03

## Exploitation

This is the attack itself. It's the threat actor calling MGM's IT help desk and launching the ploy.



## ■ Phishing

Deceptive emails or messages.

## ■ Pretexting

Use of fabricated story to gain the victim's trust and manipulate them into giving away personal information

## ■ Tailgating

Following someone into a restricted area.

## ■ Baiting

Offering something enticing to trick the victim.



# COMMON TYPES





**PERSONALISED ADDS**





# THANK YOU FOR YOUR ATTENTION

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