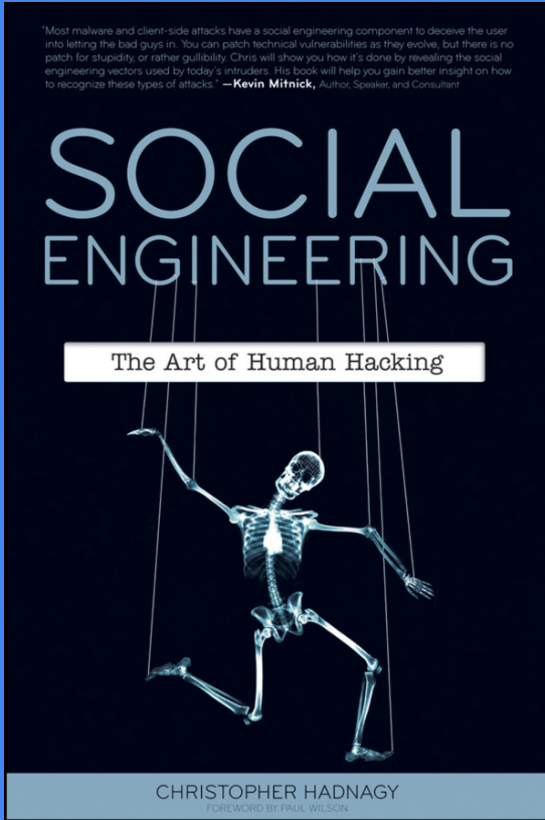


Social Engineering

1) INSERT IDENTIFICATION CARD

2) PLEASE READ THE FOLLOWING:

Hi. My Name Is *****.
My Voice Is My Passport.
Verify Me.



“Social engineering is a non-technical method of intrusion hackers use that relies heavily on human interaction and often involves tricking people into breaking normal security procedures.”

- SearchSecurity

Why Social Engineering?

It can be hard to break cryptographic algorithms...

...but it is often easy to break people



Offer
chocolate

Confidence man

“Have you confidence in me to trust me with your watch until tomorrow?”



Why Social Engineering Works

You are NOT unique or special. You are like one of huge groups of people who all act the same way and fall for the same things. You are screwed.

- You: For Sale: Protecting Your Personal Data and Privacy Online



Methods

Pretexting

- Creating a scenario to engage the victim in which they are more likely to divulge information
- It helps to have information you shouldn't have without the authority you are claiming (can come from research, dumpster diving, social networks, etc.)
- Unshredder
- Examples: posing as janitors, exterminators, TV technicians to gain entry and go unnoticed



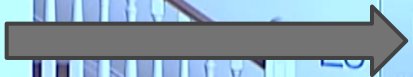
Phishing

- Attempt to gain sensitive information by masquerading as a trustworthy entity electronically
- Send an e-mail that seems to come from a legitimate source requesting sensitive information and with negative consequences if it is not provided (e.g. your account will be deleted if you do not confirm your PIN)
- [It's pretty easy to mimick the look of HTML](#)
- IVR phising - mimick a phone system (can collect PINs, transfer to a "customer service" agent)





“Verified Secure Applet” is just the name of a company that Kevin Mitnick opened



The screenshot shows the Chase Bank website in a browser window. The address bar displays 'http://chase.com/'. The page header includes 'Personal | Business | Commercial' and the Chase logo. A search bar is visible with the text 'Find a Branch or ATM | Contact Us | En Español'. A security dialog box is open in the center, titled 'Do you want to run this application?'. The dialog box contains the following information:

- Name: JPMorgan Chase
- Publisher: Verified Secure Applet
- Location: http://chase.com

Below this information, a warning message reads: 'This application will run with unrestricted access which may put your computer and personal information at risk. Run this application only if you trust the location and publisher above.' There is a checkbox for 'Do not show this again for apps from the publisher and location above' which is currently unchecked. At the bottom of the dialog box are 'Run' and 'Cancel' buttons, and a 'More Information' link with a shield icon.

The background of the website shows a 'Welcome' section with input fields for 'User ID' and 'Password', a 'Log In to Accounts' button, and a 'Remember Me' checkbox. Below the login section are promotional banners for credit cards and business services.



Baiting

- Trojan horse - rely on curiosity and greed to get someone to execute your malware on a trusted machine
- Leave a malware infected media device (e.g. USB drive) in a location where it will be found (e.g. bathroom, an elevator, parking lot), and give it an irresistible label (e.g. Executive Salary Summary Q2 2012)

Quid pro quo

- Request information for compensation
- If you call random phone numbers at a company and claim to be tech support, eventually you will find someone who was waiting for tech support to call back and will be grateful for your call. You then help them, and then also have them install malware.

Tailgating

- To get into an unrestricted area, simply walk behind someone with access
- People might even hold the door open for you
- Think about flashing your U-Pass (back in the day) - sometimes IDs are not checked thoroughly
- If you are distracted / angry, you are less likely to be stopped. For example, pretend you are yelling at your wife on your cell phone. No one wants to deal with an angry person if they can help it.



Examples

Tourist Scams

CASHIER ON THE PHONE



A cashier in a shop will pretend to be on the phone while serving you. What she's actually doing though, is taking a photo of your credit card so it can be replicated later.

THE FAKE TAKEAWAY MENU



Scam artists will slide fake takeaway menus under your hotel door, in the hope that you order from them on an evening where you don't feel like going out. You won't receive any food though, just a frightening bank statement after they have used your card details to make their own copy.

THE FLIRT



An attractive woman will approach a lone male traveller, and start to flirt with him. She will ask him if he would like to go to a bar or nightclub with her, and the bill will be extortionate at the end of the night!

DEFCON Social Capture the Flag

- Contestants are given three weeks to research their targets and gather any information they can get online passively (without hacking) e.g. using Google, Facebook, Whols
- Contestants have 30 minutes to perform phone calls to get sensitive corporate details like what email software they use and the name of the outside contractor that cleans their office

Example



Thank you for listening

