What is Social Engineering?

The art of manipulating or deceiving you into taking an action or divulging sensitive information.

Watch out for these three types:

DIGITAL ATTACKS

Phishing
Email-based social engineering targeting an organization.

Spear Phishing
Email-based social engineering targeting a specific person or role.

YOUR ROLE
STOP, **LOOK**, and **THINK** before clicking on a link or opening an attachment.

IN-PERSON ATTACKS

USB Attacks
An attack that uses a thumb drive to install malware on your computer.

Tailgating
When a hacker bypasses physical access controls by following an authorized person inside.

YOUR ROLE
STOP, **LOOK**, and **THINK** before complying with requests from strangers who prey on your social nature. It is better to be firm than insecure.

MOBILE/PHONE ATTACKS

Smishing
Text-based social engineering.

Vishing
Over-the-phone-based social engineering.

YOUR ROLE
STOP, **LOOK**, and **THINK** before clicking on a link in a text message or divulging sensitive information over the phone.

KnowBe4
Human error. Conquered.