

LEVEL UP

Kaua Awbrey & Benjamin Taylor

There are More Than Phish in the Sea: Social Engineering

Cybersecurity



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Disclaimer

A Few Things First

This presentation is for information only.

Evaluate risks before acting based on ideas from this presentation.

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**Kaua Awbrey**

Certified in Cybersecurity
Security Support Technician
CoNetrix Security

**Benjamin Taylor**

CISSP, CISA, CISM
Training Manager / Security Consultant
CoNetrix Security



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Agenda

HERE'S THE PLAN

- What is Social Engineering
- Social Engineering in Action
- Being Aware vs. Paranoid



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Mind Reading

- Pick a number between 1 and 10
- Multiply that number by 9
- Add two-digit number together ($1+2 = 3$)
- Subtract 5
- Assign a letter to your number
 - 1=A, 2=B, 3=C....



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Mind Reading

- Pick a country that starts with that letter
- Take the second letter of that country
- Pick an animal that starts with that letter
- Think of the color of that animal



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What is Social Engineering?

Cyber criminals don't always
look like this



Sometimes, they
look like this



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Plan of Attack



Preparation



Infiltration



Exploitation



Disengagement



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Our Focus

Whaling/
Minnowing

QR Code
Exploitation

Open-Source
Intelligence

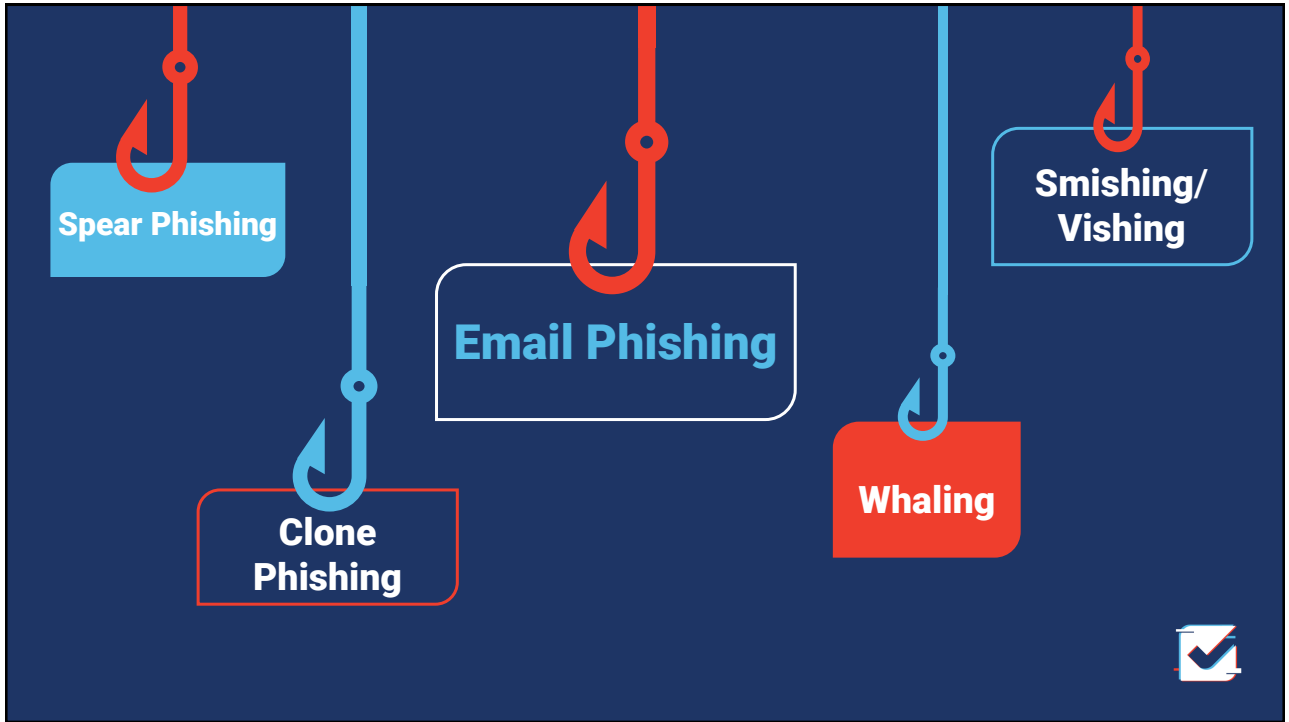
9



Phish Bowl
LET'S TAKE A DIVE!



10



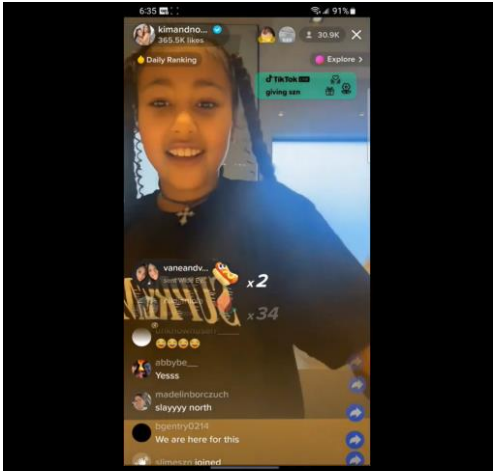
11



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Minnowing

North West Live on Tiktok



Not Helpful

- "Kylie's baby name!"
- "What is Stormie's brother's name?"
- "Say Kylie's baby's name it would be so funny iconic if you did"
- "Hey north show us mommy's cards"
- "Can we please join live with u?"
- **"Give us a house tour"**

Helpful

- "Never talk to strangers online"
- "DONT ACCEPT ANYONE"
- "DONT TAKE REQUESTS BE CAREFUL"
- "Hang up."
- "Does your mom know you are live?"



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Minnowing

Making the little ones difficult targets



- Access without the privacy
 - iPhone "home phone"
- Giving tools not just warnings
- Stay in the know
- Keep work and play **separate**



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A collage illustrating QR code appearance and usage. On the left, a metal sign for 'STEAK HOUSE' says 'Scan for Menu' above a QR code. In the center, a magnifying glass with the number '1' is over the word 'APPEARANCE'. On the right, a QR code with a Bitcoin logo in the center is shown above a smartphone with a checkmark icon.

QR Code Clues



URL



User-login.net



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Crumb

Enter to WIN!

Sign up to receive a 6-pack gourmet cookie box for FREE!

First Name Last Name

Username Password

Email Address Zip Code

Phone Number

Submit!

UNUSUAL
INFO



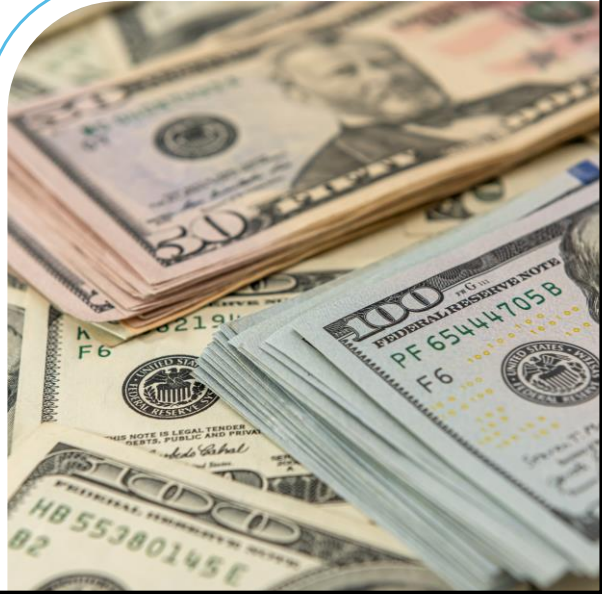
- Username
- Password
- Zip
- Email



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Never move money!



19



Never provide sensitive information!



20



Navigate to the site manually!



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Do you have QR code rules?

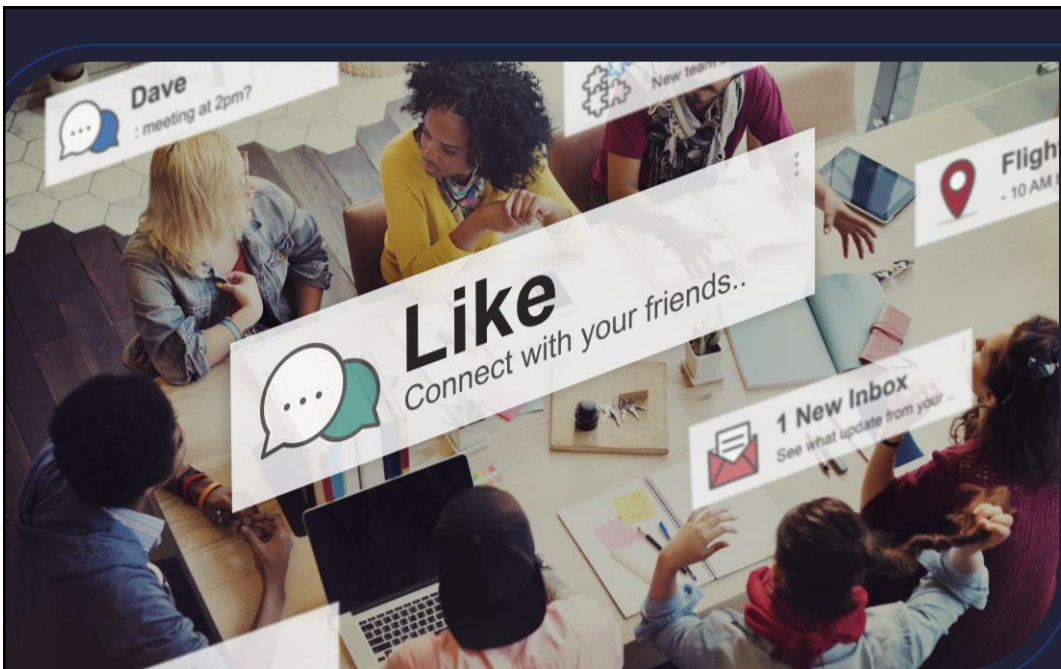
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THOMAS SOWELL

“Social Engineering - The art of replacing what works with what sounds good.”



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Open-Source Intelligence
IS IT WORTH THE LIKES?



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Being Aware

1

Assume Data is Compromised

2

Turn on Alerts

3

Enable MFA

4

Monitor Your Data

5

Be Aware

Not Paranoid



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**“don’t live in
fear, live in
awareness.”**



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Final Thoughts

WHAT WE TALKED ABOUT

- What is “Social Engineering?”
- Have you been socially engineered?
- How can you be aware?



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5+5



28

8+4



29

3+9



30

6+2



31

12+3



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Think of a color



33

Think of a tool



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LEVEL UP

THANKS FOR JOINING!

**There are More Than
Phish in the Sea:
Social Engineering**

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