WHAT IS SOCIAL ENGINEERING?

Social Engineering is a popular and effective way for fraudsters to get your personal information. They use different forms of communication to get you to respond quickly, without considering that their intentions are malicious. Stay safer from social engineering with these tips below.

1. DON’T BE QUICK TO CLICK

Do you know 94% of malware is delivered by email?†

Fraudsters want you to open links in an email, text, or push notification. It may even be delivered like it was sent from a reliable source. Always read before you proceed.

2. CONSIDER THE SOURCE

Hackers attack every 33 seconds, on average 2,244 times a day.‡

Social Engineering relies on human nature to have you reveal personal information by trying to instill trust. Be suspicious if you don’t know who is calling or emailing you.

3. DON’T BE PHISHING BAIT

Phishing attacks account for more than 80% of reported security incidents.§

Be extra cautious. A new approach called ‘spear phishing’ when an email is directed to an individual pretending to be another person — like your boss or IT professional.

4. SAY NO TO QUID PRO QUO

In a recent study, participants were more likely to give their passwords to total strangers if they were given candy first.¶

Fraudsters will try to get your personal data by offering an incentive or using ‘scareware.’ They often say there’s a security issue with your smartphone or device and to take immediate action.

5. HAVE AN EYE FOR DETAILS

47% of employees who work from home cited distraction as the reason for falling for a phishing scam.¶

More than half of all emails are spam. Social engineering attackers hope you’re not looking for red flags in all those messages.

‡ Varonis, https://www.varonis.com/blog/cybersecurity-statistics/
§ Varonis, https://www.varonis.com/blog/cybersecurity-statistics/
¶ Science Daily, https://www.sciencedaily.com/releases/2016/05/160512085123.htm
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