# 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.



**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.



**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.



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

