What is Social Engineering?

(And how do you protect your business and people?)

With Amy Stokes-Waters

Identity Experts

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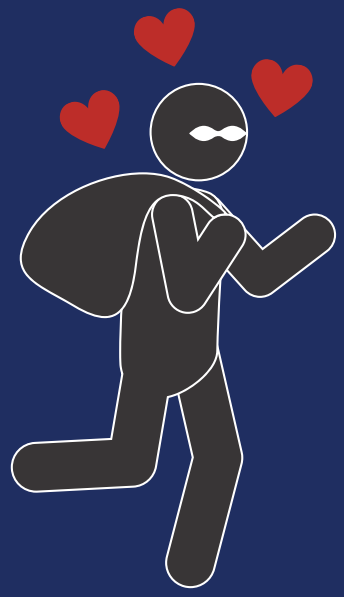
What can I say? There are some awful people in the world - and they'd love to get their mitts on your organisation's valuable data.



Bad guy

Your data

One way they get that data is by using

Social Engineering

It's all about trust, gained by getting in touch under the guise of trying to help - usually frightening users with news of a fake data breach or a compromised account.

Most often, fraudsters pose as colleagues, bosses or friends, and can target through:

- Email
- Telephone
- Social media

Once they've gained a user's trust, they'll try to extract login credentials from them, or convince them to click on an untrustworthy link.

It's so effective because hackers believe that users are

"the weakest link in the security chain"

Not very nice, is it?

Luckily, that also means that your users are also capable of being

"the strongest link in the security chain"

Tackling social engineering is all about preparing your people.

Education plays a key role here. Make sure your people know to be RAD:

- **Read**

  Read the URL, email addresses, and messages carefully: are they suspicious?

- **Ask**

  Ask your colleague/boss/employee/friend if they sent an email, or ask callers for telltale details to be sure they're who they say they are.

- **Delete**

  Doesn't look trustworthy? Delete and report!

It doesn't stop at your people, of course. Your organisation also needs to ensure it's got some extra firepower in its corner:

Identity and Access Management

The right solutions - including phishing tests, MFA and so much more - can all ensure your people are kitted out with everything they need to protect the organisation from social engineering.

Bye bye, bad guy!

"Get outta here!"

Got a Question?

Talk to me! I'm always up for a coffee and a chat.

- Email me: AmyS@identityexperts.co.uk
- Connect with me on LinkedIn
- Phone me: 07712 741 463

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