Cybersecurity and Social Engineering

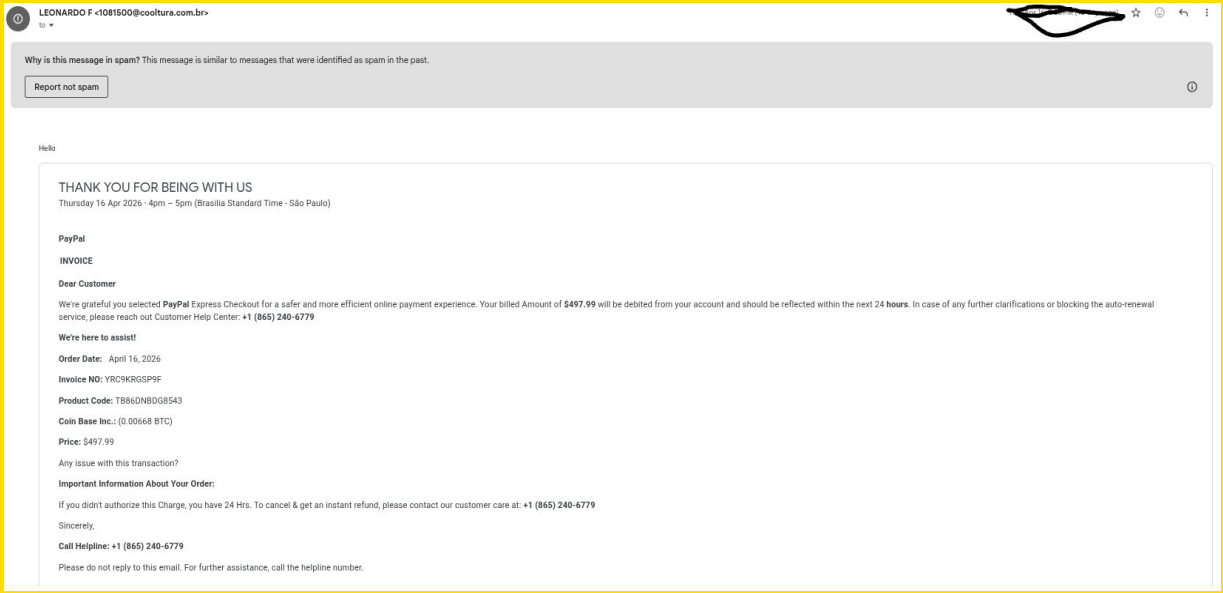
“How hackers manipulate human behavior”

What is Social Engineering?

- Manipulating people to give up sensitive info
- Targets human psychology, not just technology
- Common in cyberattacks

Common Social Engineering Attacks

- Phishing emails
- Fake websites
- Impersonation (pretending to be trusted people)
- Scams through social media



LEONARDO F <1081500@cooltura.com.br>
to

Why is this message in spam? This message is similar to messages that were identified as spam in the past.

Report not spam

Hello

THANK YOU FOR BEING WITH US

Thursday 16 Apr 2026 · 4pm – 5pm (Brasilia Standard Time - São Paulo)

PayPal

INVOICE

Dear Customer

We're grateful you selected **PayPal** Express Checkout for a safer and more efficient online payment experience. Your billed Amount of **$497.99** will be debited from your account and should be reflected within the next **24 hours**. In case of any further clarifications or blocking the auto-renewal service, please reach out Customer Help Center: **+1 (865) 240-6779**

We're here to assist!

Order Date: April 16, 2026

Invoice NO: YRC9KRGSP9F

Product Code: TB86DNBDG8543

Coin Base Inc.: (0.00668 BTC)

Price: $497.99

Any issue with this transaction?

Important Information About Your Order:

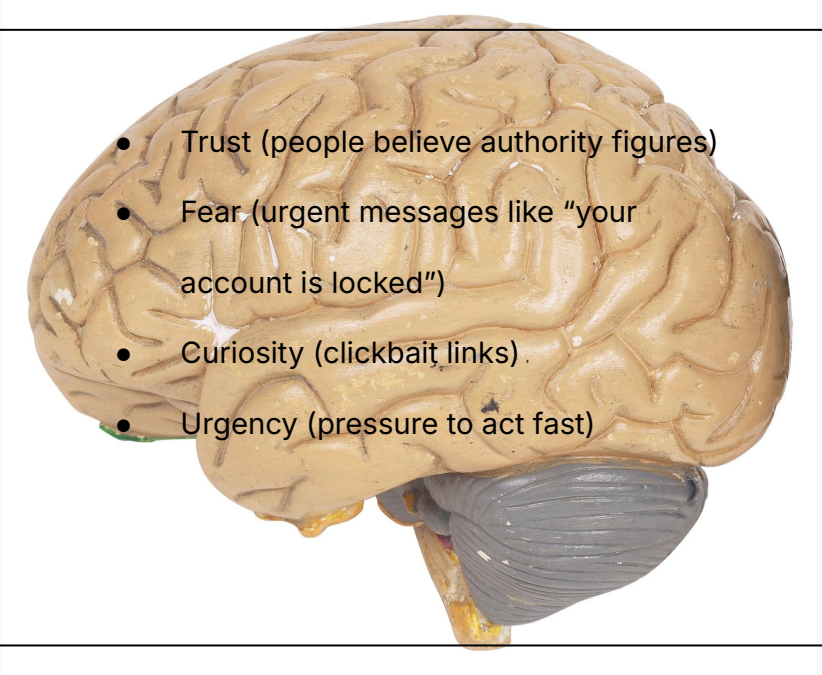
If you didn't authorize this Charge, you have 24 Hrs. To cancel & get an instant refund, please contact our customer care at: **+1 (865) 240-6779**

Sincerely,

Call Helpline: +1 (865) 240-6779

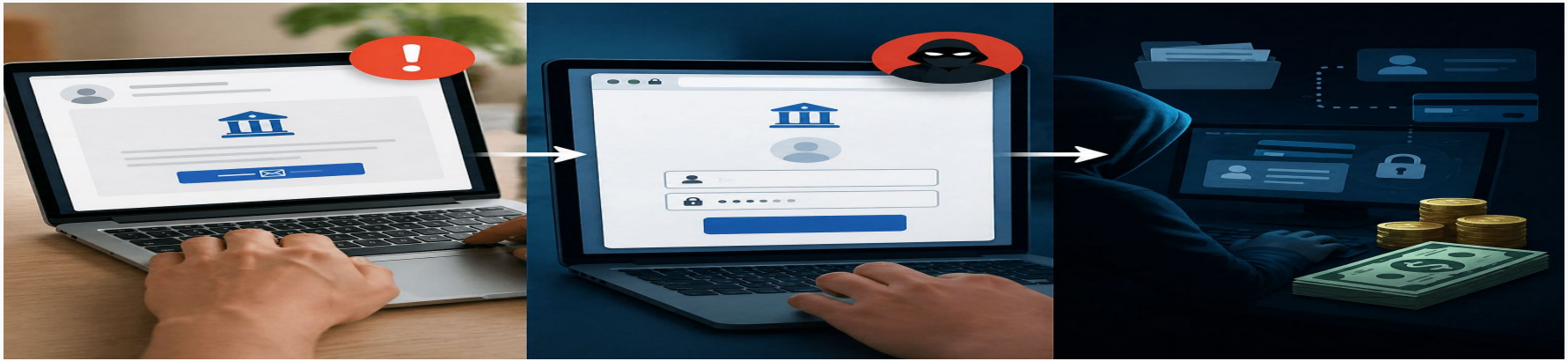
Please do not reply to this email. For further assistance, call the helpline number.

Psychology Behind It ↘



- Trust (people believe authority figures)
- Fear (urgent messages like “your account is locked”)
- Curiosity (clickbait links)
- Urgency (pressure to act fast)

Real-World Examples



01

- You receive a link in an email from a fake bank

02

- Fake login page steals password

03

- Leads to stolen money/data

How to Prevent It

4 Ways to prevent

- Don’t click suspicious links

- Verify your sources

- Use strong passwords

EX: P3t10v3r2021

- Enable 2-factor authentication

Why This Matters

"Phishing is involved in over 80% of cyber incidents" (Verizon, 2023)

01

Phishing affects individuals and businesses

02

Human error is the biggest risk

03

Being aware is KEY

Thank you, have a great summer!

References

Federal Bureau of Investigation. (2023). *Internet Crime Report*.
Verizon. (2023). *Data Breach Investigations Report*.
Cybersecurity and Infrastructure Security Agency. (2022). *Avoiding Social Engineering Attacks*.
Hadnagy, C. (2018). *Social Engineering: The Science of Human Hacking*. Wiley.