



Cybersecurity and Social Engineering

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What is Social Engineering?

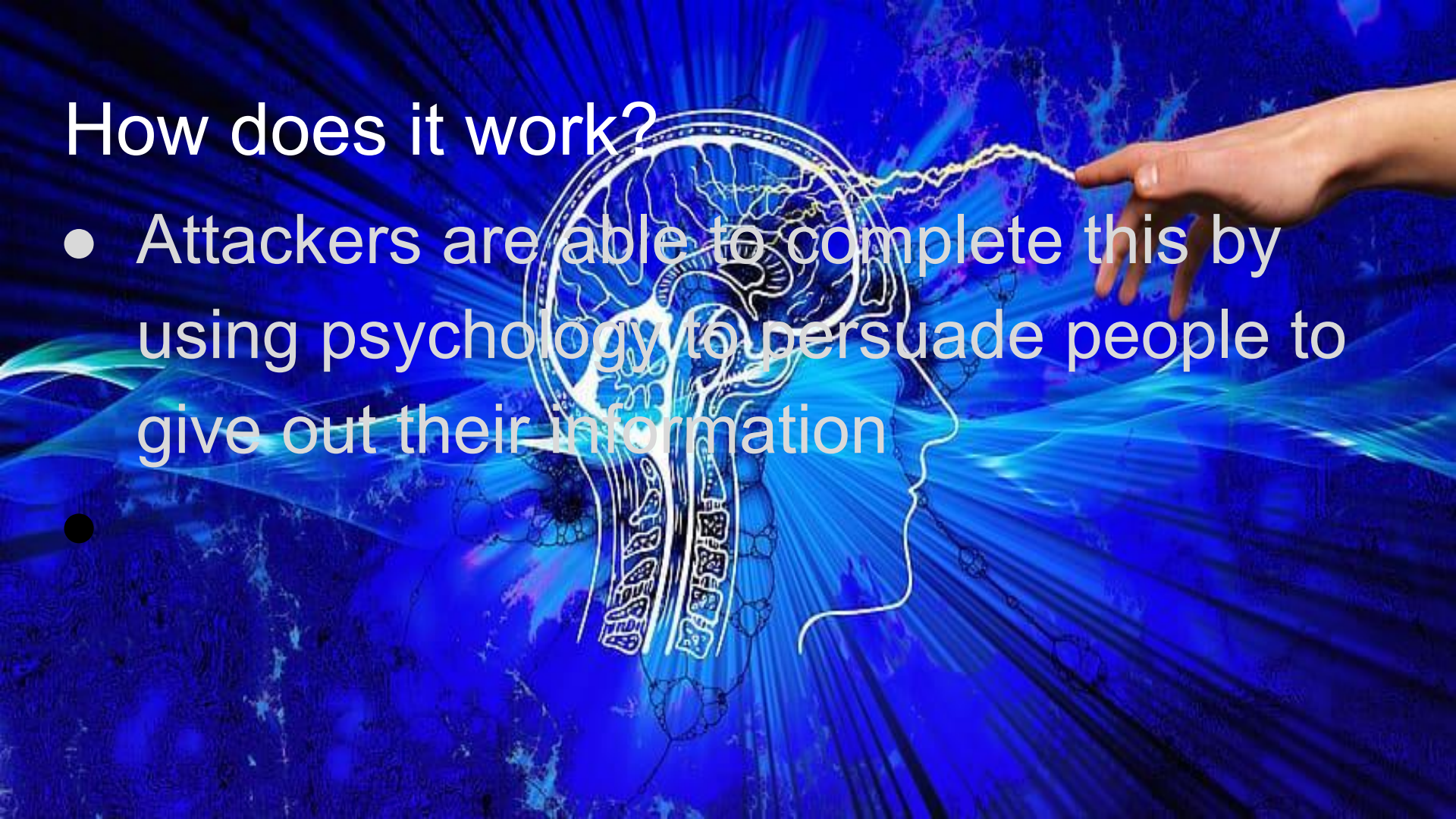
- Not an attack, more like a con man
- Aims to gain trust at the expense of your information
- Involves suspicious links, fake calls, phishing emails, etc.

CYBER



How does it work?

- Attackers are able to complete this by using psychology to persuade people to give out their information

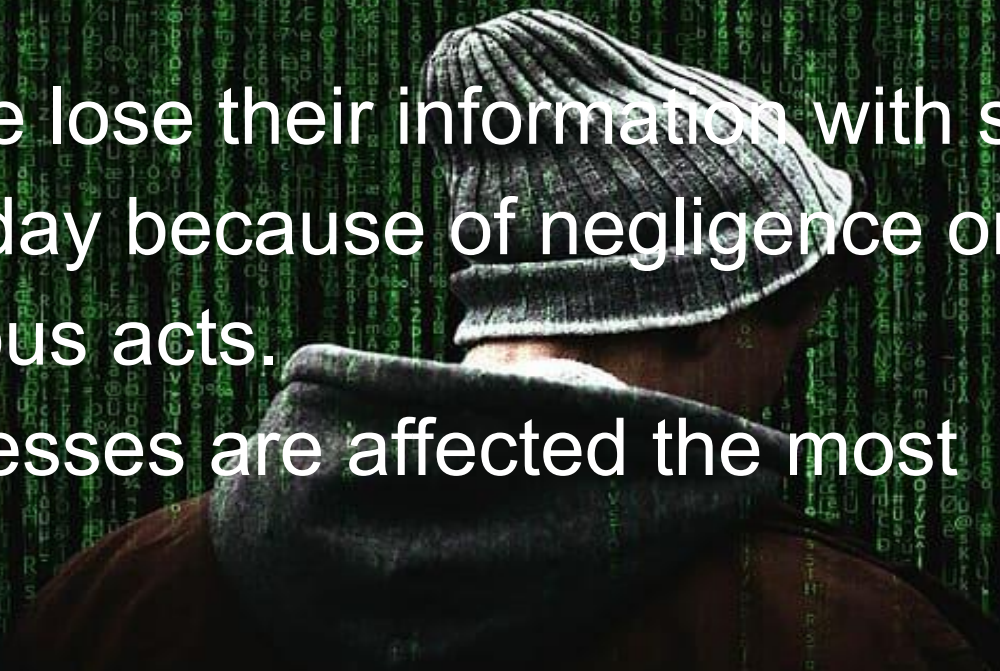


Real life examples

- **Shark Tank, 2020**, judge Barbara Corcoran was tricked in a nearly USD 400,000 phishing and social engineering scam.
- **Toyota, 2019**, The money lost amounts to USD 37 million. Using persuasion, attackers persuaded a finance executive to change recipient's bank account information in a wire transfer.

Why it Matters

- People lose their information with scams everyday because of negligence or simple oblivious acts.
- Businesses are affected the most



How to Stay Safe

- Pause before you click or respond
- Double check who sent the message
- Never share passwords or personal information
- Use strong passwords and 2FA

CYBER SECURITY



Conclusion

Social engineering shows that cybersecurity is not just about computers but people as well. Hackers don't need advanced technology all the time when they can just trick someone into giving their information. They take advantage of how we react naturally, like trusting others or acting quickly without thinking. That's why anyone can be a target. The best way to protect yourself is just being aware and slowing down before clicking or responding. Even small decisions can make a big difference in staying safe online.

References

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