

2550 Intro to cybersecurity

L13: Social Engineering

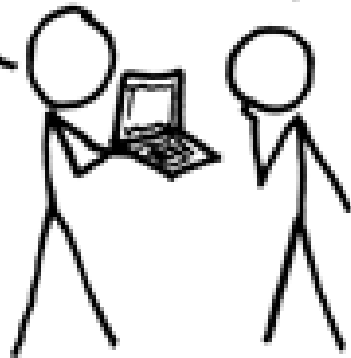
abhi shelat/Ran Cohen

A CRYPTO NERD'S
IMAGINATION:

HIS LAPTOP'S ENCRYPTED.
LET'S BUILD A MILLION-DOLLAR
CLUSTER TO CRACK IT.

BLAST! OUR
EVIL PLAN
IS FOILED!

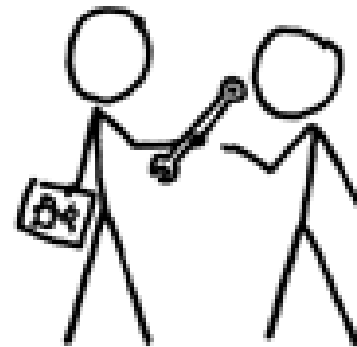
NO GOOD! IT'S
4096-BIT RSA!



WHAT WOULD
ACTUALLY HAPPEN:

HIS LAPTOP'S ENCRYPTED.
DRUG HIM AND HIT HIM WITH
THIS \$5 WRENCH UNTIL
HE TELLS US THE PASSWORD.

GOT IT.

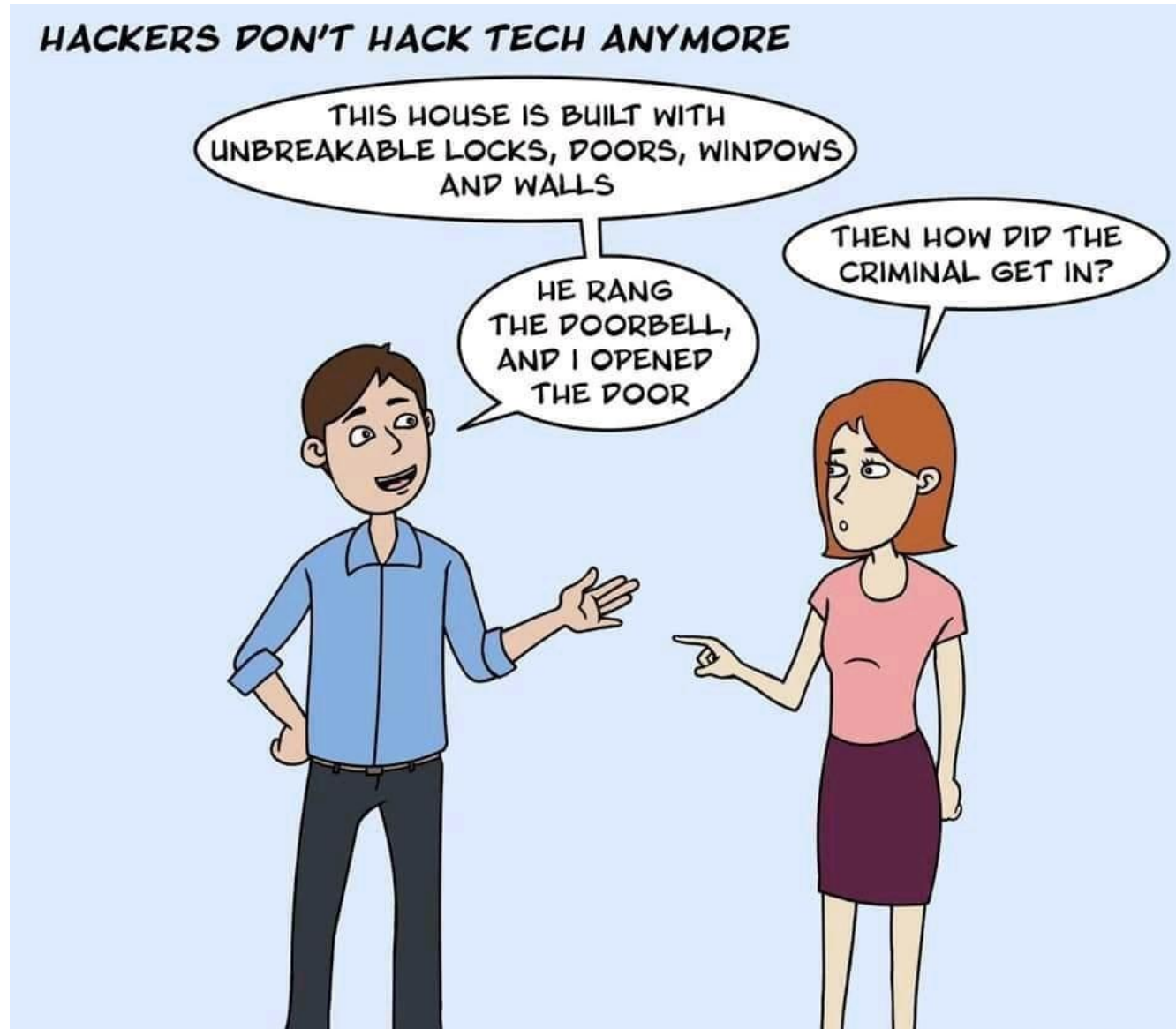


HACKERS DON'T HACK TECH ANYMORE

THIS HOUSE IS BUILT WITH
UNBREAKABLE LOCKS, DOORS, WINDOWS
AND WALLS

HE RANG
THE DOORBELL,
AND I OPENED
THE DOOR

THEN HOW DID THE
CRIMINAL GET IN?



Social Engineering

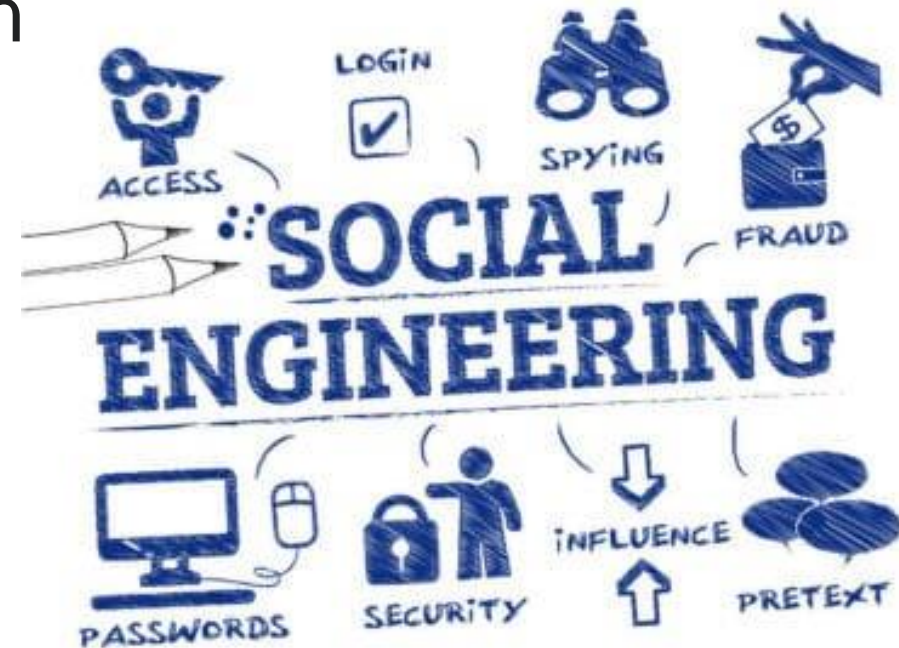
A term used for a broad range of malicious activities accomplished through human interactions

Mainly using psychological manipulation to trick users into making security mistakes

- Disclose confidential/sensitive information
- Transfer money
- Enable access to restricted systems

Demonstration from Jimmy Kimmel

<https://www.youtube.com/watch?v=opRMrEfAlil>



Social engineering 100 years ago

In 1906 Friedrich Wilhelm Voigt, a shoemaker,

- Purchased a used military officer uniform
- Gathered 10 soldiers and took a train to Köpenick
- Arrested the mayor and treasurer for crooked bookkeeping
- Confiscated 4000 marks (left a receipt)
- When the police came he had them serve coffee to the soldiers



Social engineering 100 years ago

In 1908 George C. Parker sold the Brooklyn bridge, several times

- Forged ownership documents
- Targeted newcomers to the 'land of opportunity'
- Convinced his buyers they could control access to the roadway
- Buyers started collecting toll fees
- Also sold the Statue of Liberty, ...



Social engineering 100 years ago

In 1925 Victor Lustig sold the Eiffel Tower, twice

- Read about the costly maintenance of the Eiffel tower
- Impersonated as a legitimate authority
- Forged official documents
- Profiling: targeted his victim
- Made an extremely good deal to the buyer



<https://medium.com/>

Social engineering 100 years ago



The man who tried to sell the Ritz

When Anthony Lee offered buyers the hotel on the cheap, the deal looked to good to be true. It was – he didn't own it

By **Mark Hughes** | Wednesday 28 July 2010 00:00



Social engineering 50 years ago

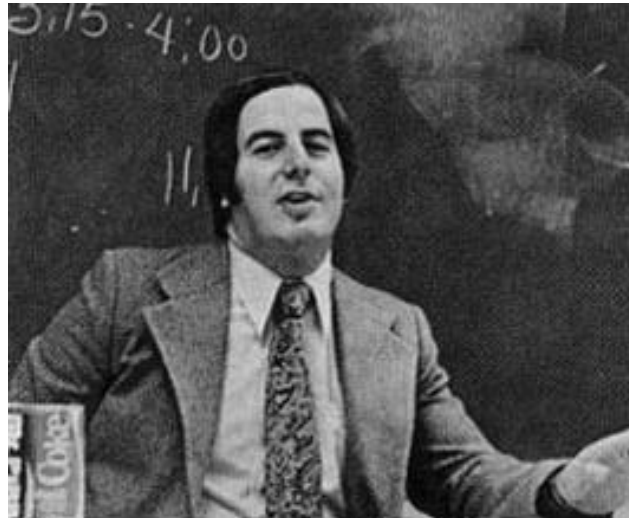
Frank Abagnale impersonations in the '60s

- Airline pilot at Pan Am
- TA at Brigham Young University
- Resident pediatrician in a Georgia hospital
- Forged a Harvard University law transcript and worked at the Louisiana State Attorney General's office



<https://en.wikipedia.org/>

Social engineering 50 years ago



leonardo dicaprio tom hanks



Social engineering 50 years ago

Man arrested for impersonating pilot in Philadelphia

Nancy Trejos USA TODAY

Published 10:38 a.m. ET Mar. 22, 2013 | Updated 11:03 a.m. ET Mar. 22, 2013

Man arrested at Indian airport for impersonating Lufthansa pilot

Manveena Suri, CNN • Updated 21st November 2019



Social engineering 20 years ago

ILOVEYOU worm

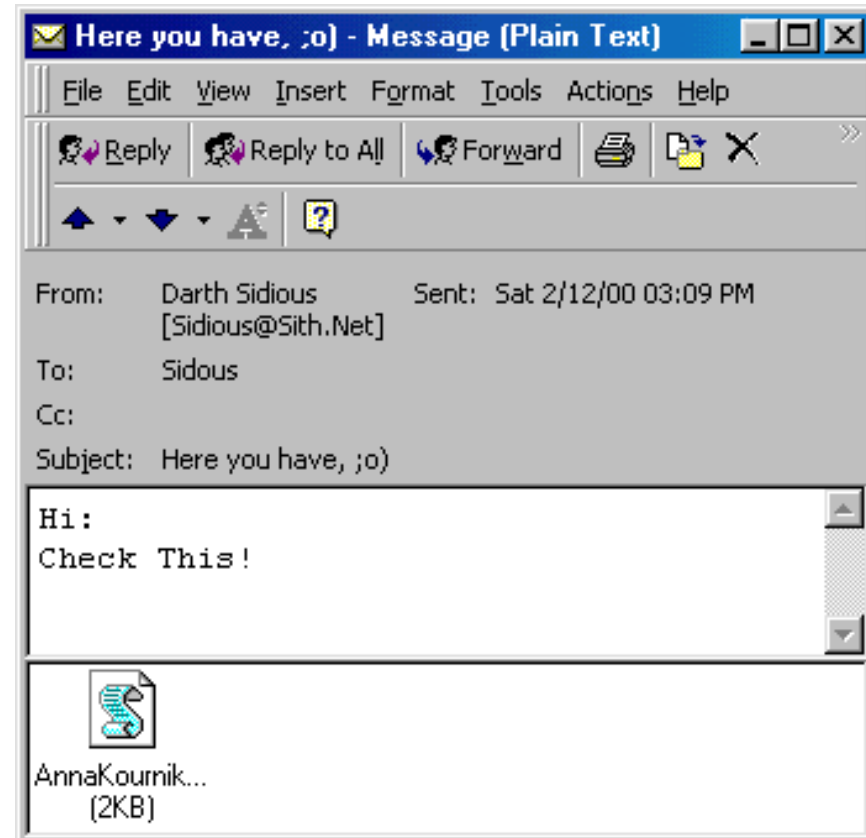
- Spread via emails on May 4th, 2000
- Attachment: LOVE-LETTER-FOR-YOU.txt.vbs
- vbs extension was hidden in Windows by default
- Considered as 1st socially engineered computer virus
- Overwrote files
- Spread to all contacts
- Infected 10% of connected computers
- Over \$5 billion damages



Social engineering 20 years ago

Anna Kournikova virus

- Spread via emails on Feb 11th, 2001
- Attachment: AnnaKournikova.jpg.vbs
- Very simple virus, written in hours
- No local damage, but mail servers crashed



Social Engineering Techniques



Baiting

Very simple physical attack

- 1) Preload USB keys with malware
- 2) Drop the keys in public, near victims
- 3) Wait for victims to pick up and plug in
- 4) Victim executes malware
 - Either by accident due to curiosity
 - Or autorun by the OS (e.g. Windows)



Baiting

Does dropping USB drives really work?

- Elie Bursztein, Black Hat 2016
- Dropped 297 USB sticks on the University of Illinois Urbana-Champaign campus
- “Solutions to final exam”
- 98% were picked up
- 45% were plugged in and someone clicked on files
- Black Hat presentation:
<https://www.youtube.com/watch?v=ZI5fvU5QKwQ>



Baiting

- Stuxnet is a computer worm
- Targeted Iran's nuclear program
- Discovered in 2010
- Very sophisticated (exploit four zero-day flaws)
- According to Snowden made by US and Israel
- Initially spread through infected USB flash drives



Quid Pro Quo

- The attacker provides a service, whereas baiting usually takes the form of a good.
- Impersonate as a government entity and ask to confirm the SSN for the purpose of committing identity theft.
- People would give their password for chocolate



Quid Pro Quo

- Edward Snowden is an ex-contractor for NSA
- Since 2013 he published thousands of super-secret classified NSA documents
- When stationed in a spy base in Hawaii, 20-25 NSA employees gave their passwords to Snowden
- Snowden convinced them he needed the login details to do his job as a systems admin



INTERNET NEWS NOVEMBER 7, 2013 / 10:07 PM / UPDATED 7 YEARS AGO

Exclusive: Snowden persuaded other NSA workers to give up passwords - sources

By Mark Hosenball, Warren Strobel

4 MIN READ

Dumpster diving

Going through trashcans and dumpsters looking for information

- IP addresses, usernames, passwords, emails
- Medical records, resumes, bank statements
- Old computers



www.thebalancesmb.com



<http://www.subliminalhacking.net/>

Dumpster diving



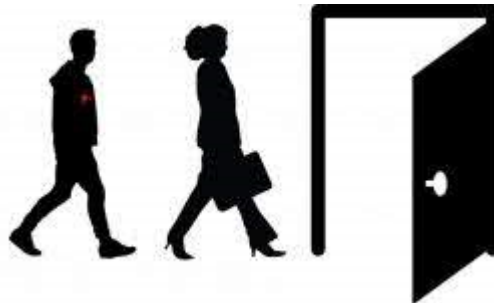
Pittsburgh's Action News 4, 2017

Tailgating / Piggybacking

Enable an attacker entering a restricted area

- Walk behind an authorized person
- Impersonate delivery man holding packages asking to hold the door
- Join smokers next to a side door

Once in the building can access to internal networks, workstations, etc.

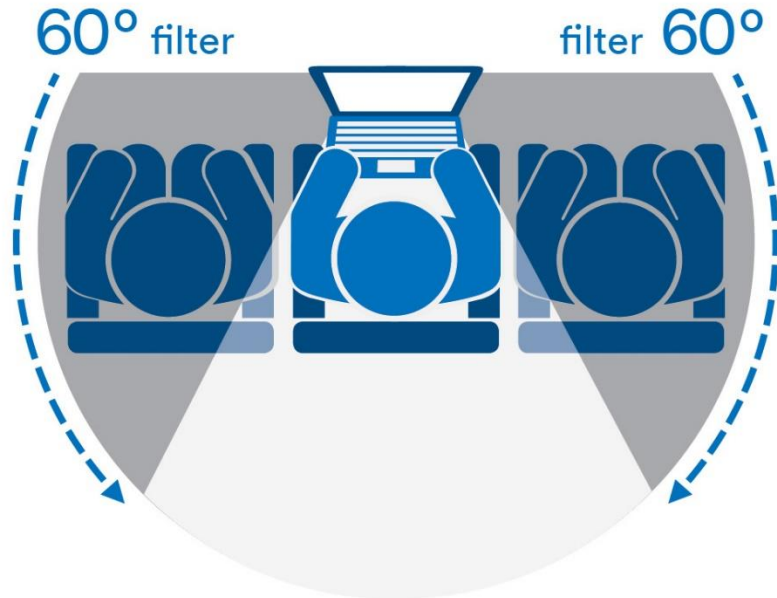


<https://trustaira.com/>



<https://en.wikipedia.org/>

Shoulder surfing



Private screens, www.3m.com



<https://travelskills.com/>



Pretexting

- Manipulate victims into divulging sensitive information
- Creating false trust
- Email from head of IT support
- Illustration:
<https://www.youtube.com/watch?v=BllvsJ3yi8o>



Phishing

- Attempt to steal users' sensitive data
- E.g., login credentials, credit card numbers, SSN, bank accounts, etc.
- Spreads via emails, SMS, IM, social media
- The recipient is tricked into clicking a malicious link:
 - Install malware
 - Redirect to malicious website

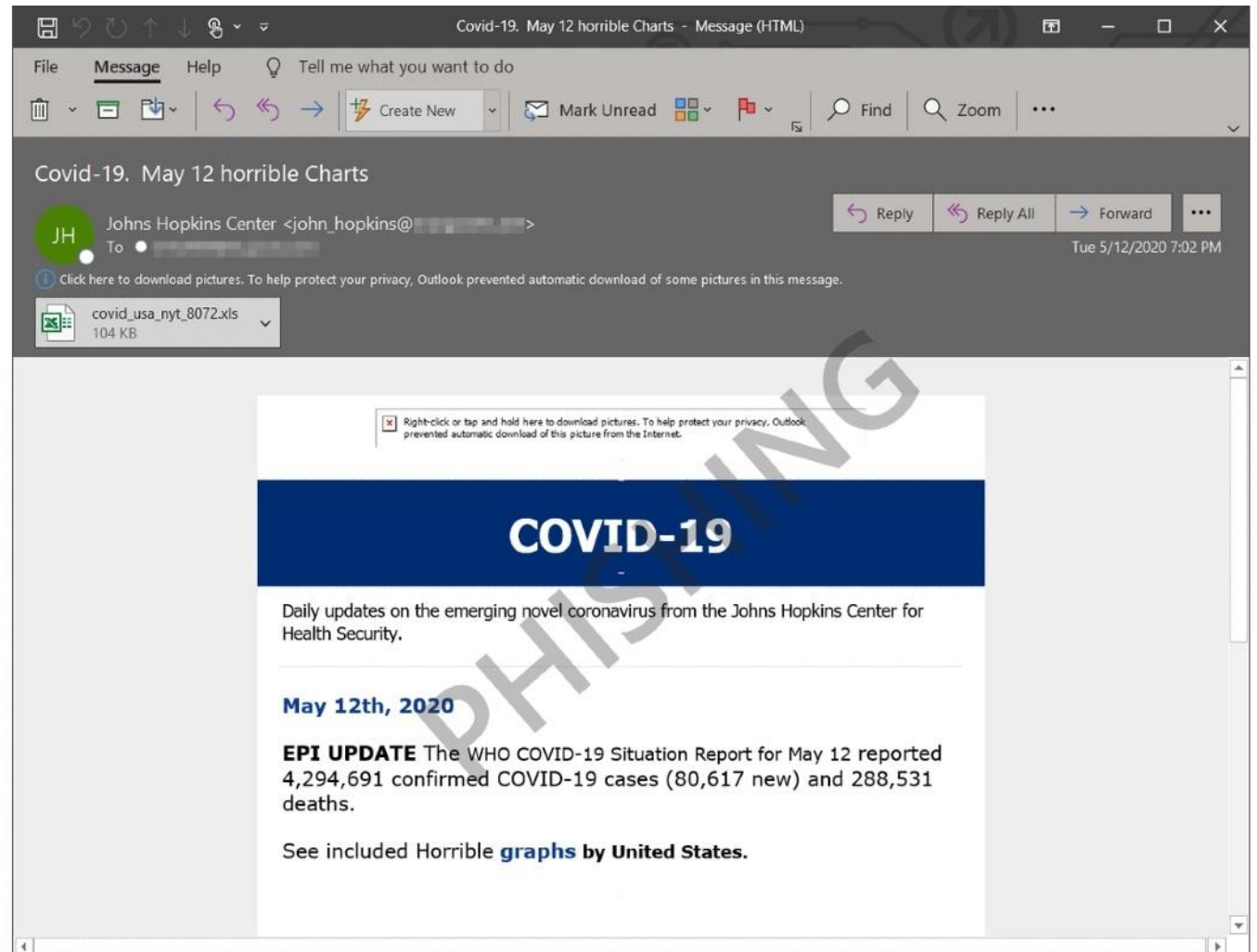


Phishing

- Most common form of social engineering cyber attack
- In 2014:
 - 90% of all emails are spam
 - 77% of SE-based attacks rely on phishing
 - 88% of recorded phishing involve clicking links in emails

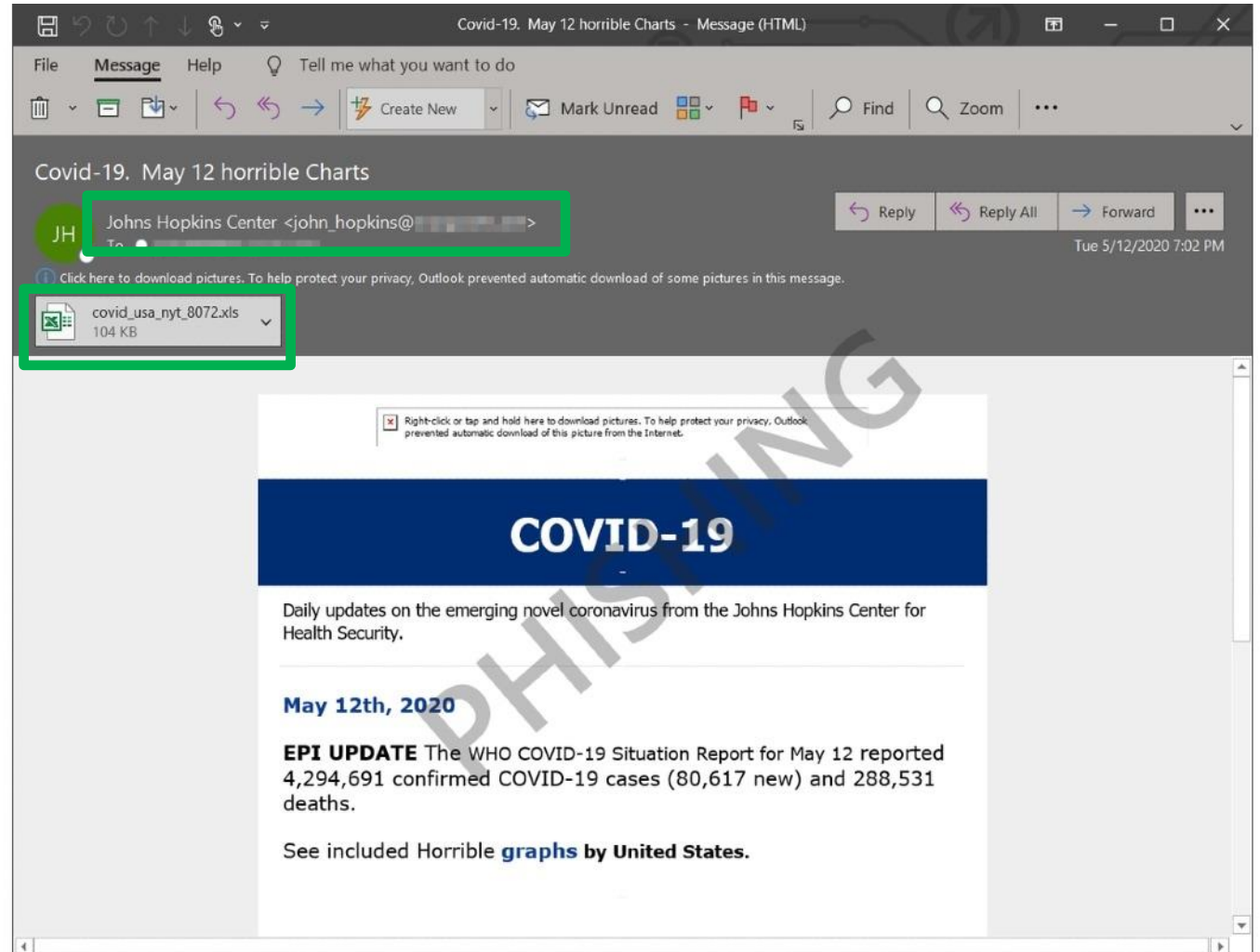
Phishing

- In April/May 2020, Microsoft discovered a phishing campaign based on COVID-19



Phishing

- In April/May 2020, Microsoft discovered a phishing campaign based on COVID-19
- Opening the Excel file opens a pop-up to enable macros
- Accepting installs a RAT (Remote Access Trojan)



Phishing

↩ Ответить ↩ Ответить всем → Переслать Больше ▾

От CDC-INFO <cdchan-00426@cdc.gov> ☆

Тема **2019-nCoV: Coronavirus outbreak in your city (Emergency)** 04.02.2020, 22:26

Кому

Distributed via the CDC Health Alert Network
February 4, 2020
CDCHAN-00426

Dear ██████████

The Centers for Disease Control and Prevention (CDC) continues to closely monitor an outbreak of a 2019 novel coronavirus (2019-nCoV) in Wuhan City, Hubei Province, China that began in December 2019. CDC has established an Incident Management System to coordinate a domestic and international public health response.

Updated list of new cases around your city are available at (
<https://www.cdc.gov/coronavirus/2019-nCoV/newcases-cities.html>)

You are immediately advised to go through the cases above to avoid potential hazards.


Sincerely,
CDC-INFO National Contact Center
National Center for Health Marketing
Division of eHealth Marketing
Centers for Disease control and Prevention

Phishing

Message


Coronavirus (2019 -nCoV) Safety Measures - Temporary Items

Coronavirus (2019 -nCoV) Safety Measures

 [Redacted] @who-pc.com>

Tuesday, February 4, 2020 at 7:08 PM

[Show Details](#)



[Download All](#) [Preview All](#)

Dear Sir/Madam,

Go through the attached document on safety measures regarding the spreading of corona virus.

This little measure can save you.


WHO is working closely with global experts, governments and partners to rapidly expand scientific knowledge on this new virus and to provide advice on measures to protect health and prevent the spread of this outbreak.

Symptoms to look out for; Common symptoms include fever, cough, shortness of breath, and breathing difficulties.

Regards

[Redacted]


General Internist
Intensive Care Physician
WHO Plague Prevention & Control


 World Health Organization


Phishing

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User Name:
Password:
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ZIP code:

Personal Banking
Welcome to your community bank.
First job. Last job. New home. College tuition. We're here to help guide your finances through the challenges of every life stage. Stop by a branch to experience our hallmark service for yourself.
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[Savings & CDs](#) [Consumer Loans](#)
[Debit & Credit Cards](#) [Private Banking](#)
[Online Banking](#) [More ...](#)


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Taking care of business. Across town. Around the globe.
As you navigate your business through all its cycles, you're not on your own. We assign a dedicated relationship manager to help you make the right financial choices. Give us a call. We pick up the phone!
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CONSUMER ALERT!
Tips on protecting yourself and


Phishing


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Password:

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HOME EQUITY
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Locations
State:
ZIP code:

Personal Banking
Welcome to your community bank.
First job. Last job. New home. College tuition. We're here to help guide your finances through the challenges of every life stage. Stop by a branch to experience our hallmark service for yourself.
[Checking](#) [Wealth & Trust](#)
[Savings & CDs](#) [Consumer Loans](#)
[Debit & Credit Cards](#) [Private Banking](#)
[Online Banking](#) [More ...](#)

Small Business Banking
Taking care of business. Across town. Around the globe.
As you navigate your business through all its cycles, you're not on your own. We assign a dedicated relationship manager to help you make the right financial choices. Give us a call. We pick up the phone!
[Business Checking](#) [Loans & Lines](#)

CONSUMER ALERT!
Tips on protecting yourself and

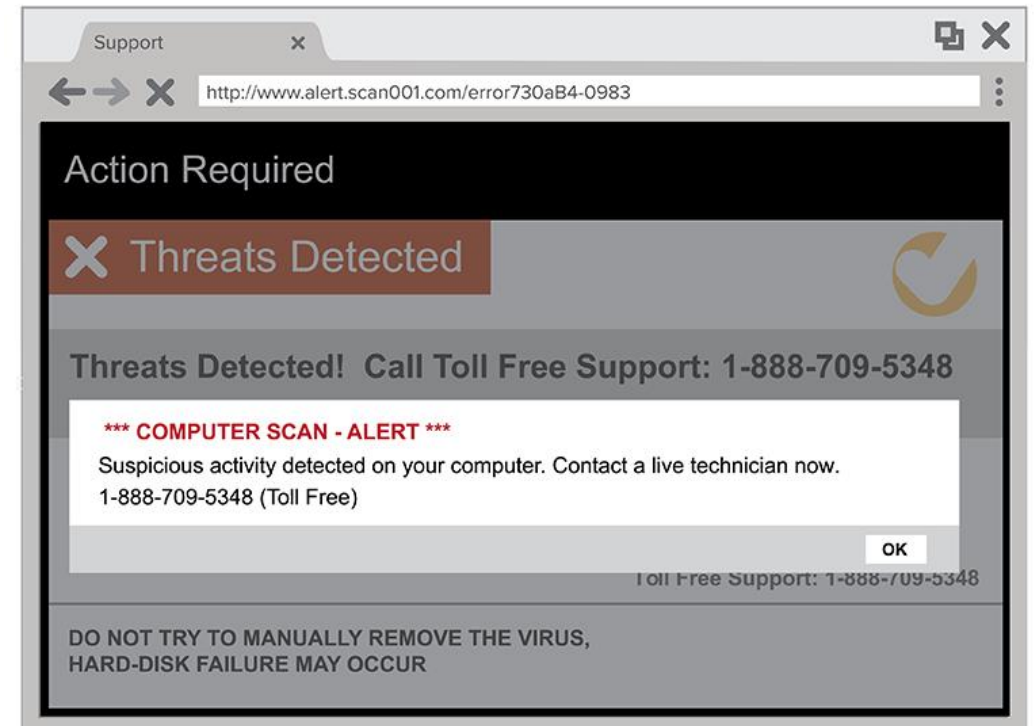
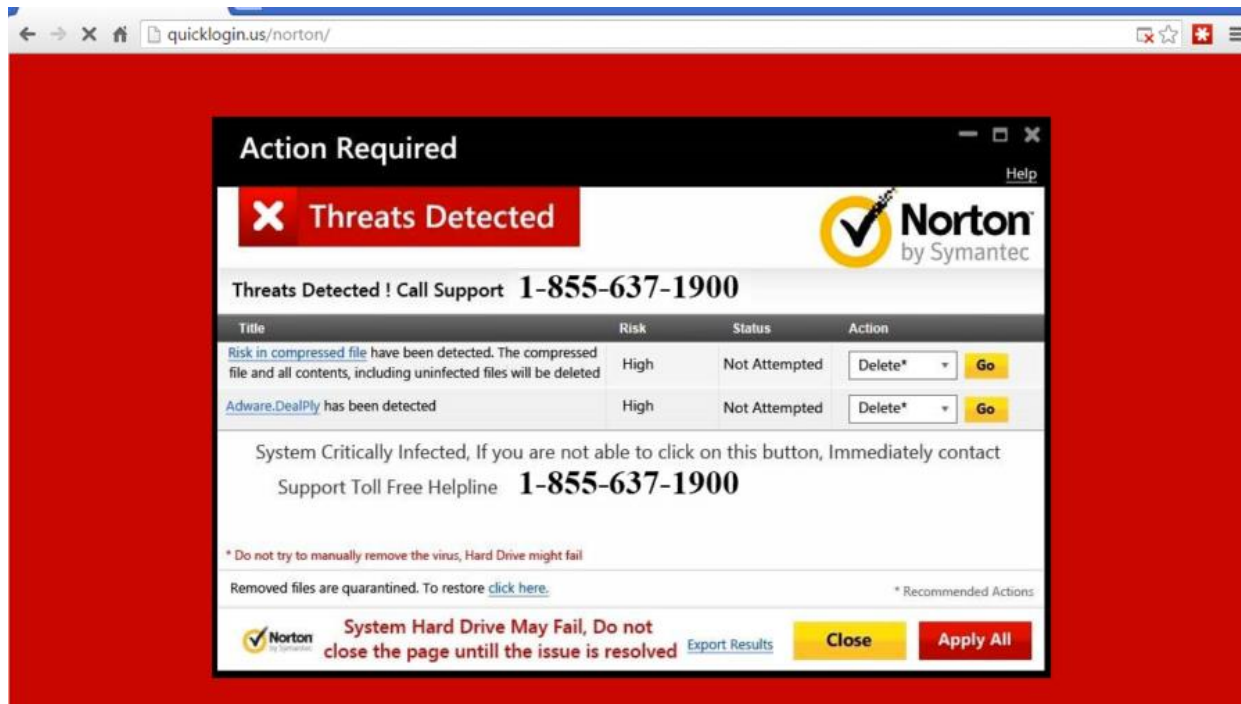
Phishing

<https://www.phishingbox.com/phishing-test>

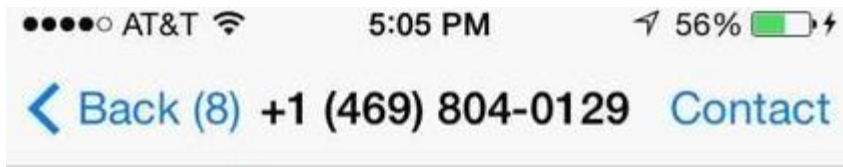


Vishing

- Phone-based phishing
- Using caller-id spoofing
- Get the target to call a bogus 1-800 number

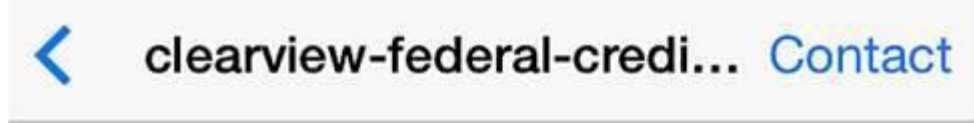
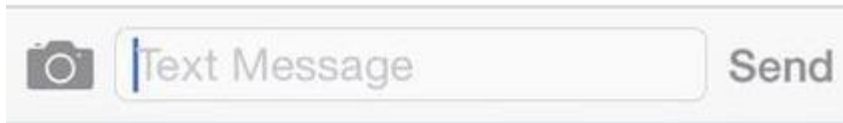


SMiShing



Text Message
Today 5:04 PM

wtf, why did you post my pic on fb?? <https://bitly.com/1Ac3yQN>



Text Message
Today 9:45 AM

Debit-card SUSPENDED !
Click to reactivate: <http://themis.pe/service.clearview-federal-credit-union.html>



Text Message
Today 01:15

Dear Customer,

Your AppleID is due to expire Today, Please tap <http://bit.do/cRqb6> to update and prevent loss of services and data.

Apple smsSTOPto43420

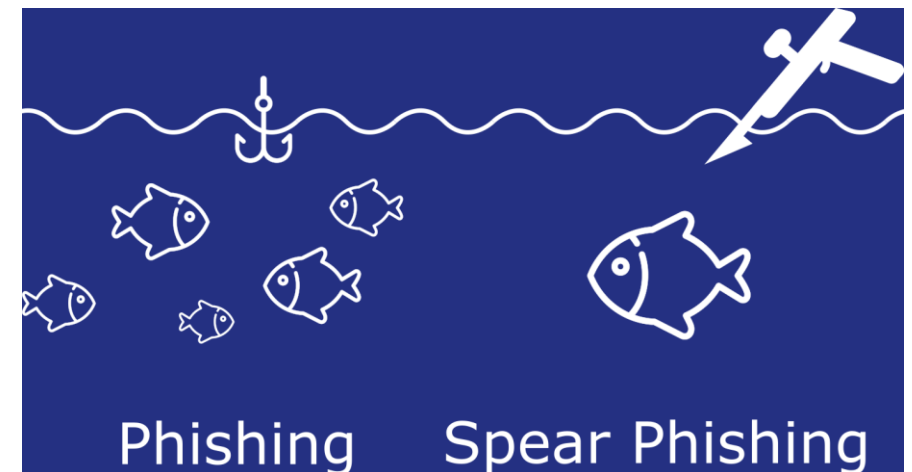
Water-hole attack

- “Phishing without a lure”
- Monitor which websites the targets browse
- If those websites are vulnerable infect them
- 2012 US Council on Foreign Relations was infected with 0-day vulnerability in Internet Explorer
Triggered when language was set to English, Chinese, Japanese, Korean and Russian
- 2015 attack on Forbes.com showed malicious versions of ‘Thought of the Day’ leveraging 2 zero-day vulnerabilities (Internet Explorer & Flash)



Spear Phishing

- Highly targeted phishing attack
- Involves a lot of background research: social media, corporate websites, publicly available information
- Does not trigger spam filters
- Very challenging to detect by people and anomaly detectors
- May be sent from hacked, legit email accounts



John Podesta Phishing Email

- Campaign manager of Hillary Clinton
- On March 19, 2016 received a Google security alert
- This was a spear-fishing attack by Russian intelligence

Google



Someone has your password

Hi John

Someone just used your password to try to sign in to your Google Account
john.podesta@gmail.com.

Details:

Saturday, 19 March, 8:34:30 UTC
IP Address: 134.249.139.239
Location: Ukraine

Google stopped this sign-in attempt. You should change your password immediately.

CHANGE PASSWORD

Best,
The Gmail Team

John Podesta Phishing Email

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- Podesta forward the email to his chief of staff, Sara Latham, who asked IT support

Subject: *Re: Someone has your password*

Sara,

This is a legitimate email. John needs to change his password immediately, and ensure that two-factor authentication is turned on his account.

He can go to this link: <https://myaccount.google.com/security> to do both. It is absolutely imperative that this is done ASAP.

If you or he has any questions, please reach out to me at 410.562.9762

```
> *From:* Google <no-reply@accounts.googlemail.com>
> *Date:* March 19, 2016 at 4:34:30 AM EDT
> *To:* [REDACTED]@gmail.com
> *Subject:* *Someone has your password*
>
> Someone has your password
> Hi John
>
> Someone just used your password to try to sign in to your Google Account
> [REDACTED]@gmail.com.
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> immediately.
>
> CHANGE PASSWORD <https://bit.ly/1PibSU0>
>
> Best,
> The Gmail Team
> You received this mandatory email service announcement to update you about
> important changes to your Google product or account.
```

www.cbsnews.com

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- Account compromised, emails dumped to Wikileaks
- Massive political scandal

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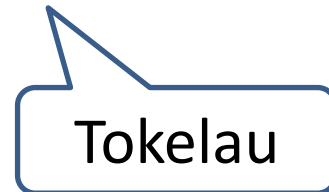
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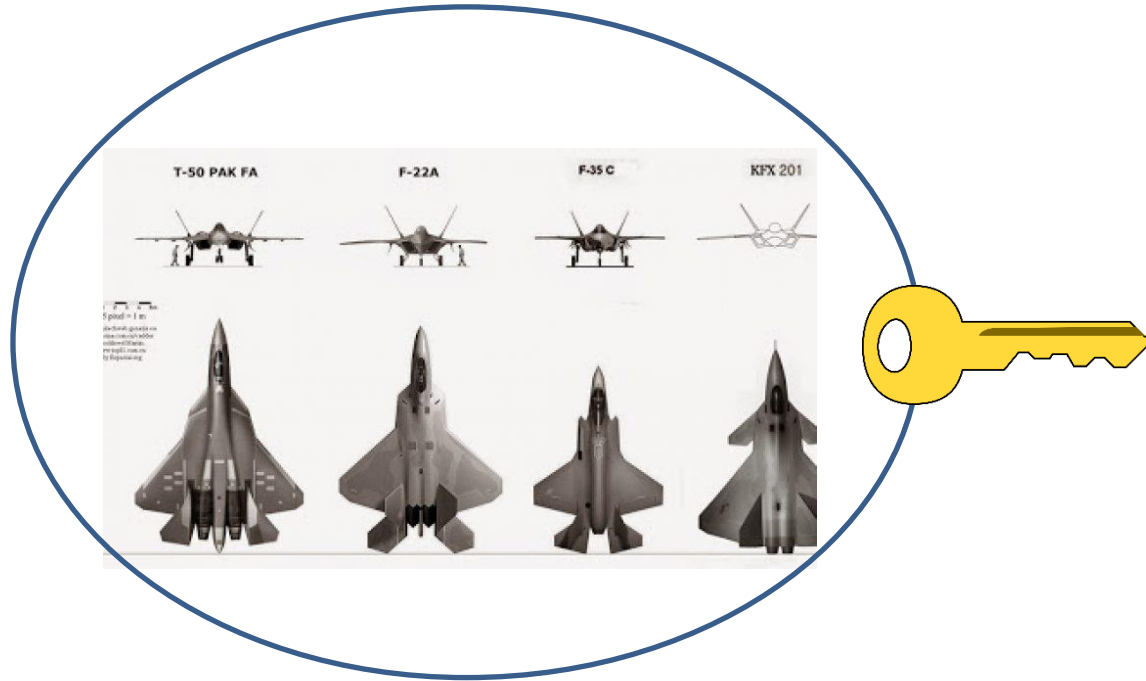
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>
> Best,
> The Gmail Team
> You received this mandatory email service announcement to update you about
> important changes to your Google product or account.
```

John Podesta Phishing Email

- Bitly is a URL shortening service
- Bitly link is <https://bit.ly/1PibSU0>
- Expands to [http://myaccount.google.com-securitysettingpage.tk/security/signinoptions/password?e=am9obi5wb2Rlc3RhQGdtYWVsLmNvbQ==&fn=Sm9obiBQb2Rlc3Rh&n=Sm9obg== ...](http://myaccount.google.com-securitysettingpage.tk/security/signinoptions/password?e=am9obi5wb2Rlc3RhQGdtYWVsLmNvbQ==&fn=Sm9obiBQb2Rlc3Rh&n=Sm9obg==...)
- The top-level domain is **com-securitysettingpage.tk**



Lockheed Martin

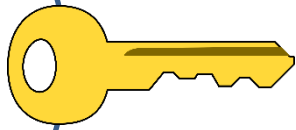


Lockheed Martin

Defense Contractor Lockheed Martin Gets Hacked



Hackers stole data on Pentagon's newest fighter jet



New Snowden Documents Reveal Chinese Behind F-35 Hack

Experts have long argued that China has copied the F-35 design for its own fighter jets. Is this the proof?

By Franz-Stefan Gady
January 27, 2015



LOCKHEED

Lockheed Martin

- In 2011 Lockheed Martin was hacked
- F35 design plans were stolen
- The attackers initially hacked RSA security
- Sent phishing emails to 2 groups
- Subject line “2011 Recruitment Plan”
- One employee retrieved the mail from the junk folder and opened the Excel file
- The Excel file contained a malware that exploited a zero-day vulnerability in Adobe Flash to install a backdoor



Mia Ash

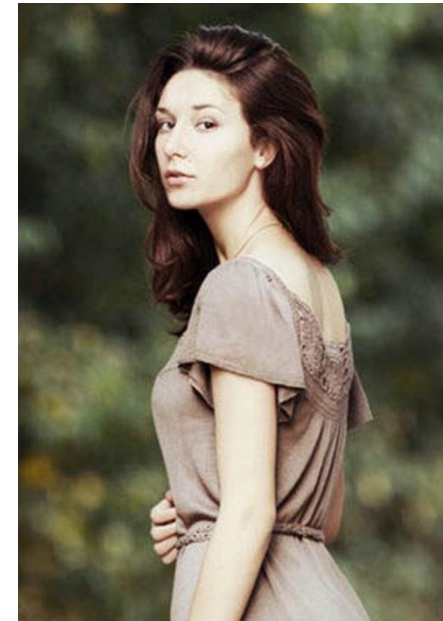
- 30-year-old British woman
- Two art school degrees
- Successful career as a photographer
- 500+ friends on LinkedIn (many known photographers)
- Active Instagram/Facebook accounts
- Relationship status: 'It's complicated'



Mia Ash
500+ connections

Photographer at Mia's Photography
London, Greater London, United Kingdom | Photography

Current	Mia's Photography
Previous	Loft Studios, Clapham Studios
Education	Goldsmiths, University of London



Mia Ash

- In Dec 2016 – Jan 2017 there were phishing attacks targeting Middle East companies
- Trying to inject PupyRAT (Remote Access Trojan)
- The phishing attack was unsuccessful
- Iranian hackers (Cobalt Gypsy) created a fake virtual entity: Mia Ash
- Jan 13, Mia Ash contacted an employee via LinkedIn
- Jan 21, Mia asked to continue Facebook
- Correspondence continues via email/WhatsApp/Facebook
- Feb 12 Mia emailed 'Copy of Photography Survey.xlsxm'
- Mia encouraged to open the email at work using corporate email account
- The Excel file contained a macro that downloaded PupyRAT

Mia Ash

- Most content taken from other accounts



:Delicate:
by bittersweetvenom
Photography / People & Portraits / Expressive ©2011-2017 bittersweetvenom

APR 2



The flower in the vase smiles, but no longer laughs.

Posted 2nd April 2016 by [Mia Ash](#)
Location: [England, UK](#)
Labels: [Flowers](#), [London](#), [Passion](#), [Red roses](#)





Mia Ash
Photographer at Mia's Photography
London, Greater London, United Kingdom | Photography

500+ connections

Current	Mia's Photography
Previous	Loft Studios, Clapham Studios
Education	Goldsmiths, University of London



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[#aww](#) [#boomerang](#)

[Log in to like or comment.](#)

<https://www.instagram.com/bittersweetvenom24/>

Mia Ash

- Mia's job description is almost identical to an account of a U.S.-based photographer

Photographer

Mia's Photography

January 2014 – Present (3 years 3 months) | London, United Kingdom

- Lead editor for numerous books, gallery shows, and images for media and multimedia broadcasts
- Consulted as photo editor for various International shows
- Implemented processes and structure for digital archiving, trafficked imagery, and conducted photo research and photo editing for publishing, multimedia, and exhibition projects
- Secured digital image submissions and prepared digital image priming and prepress for multi-platform projects
- Managed writing image use, photographer agreement contracts, and negotiated licensing terms and fees

Manager, Photo Editing + Image Collection + Special Projects

International League of Conservation Photographers

2009 – 2010 • 1 yr

- Lead editor for numerous books, gallery shows, and images for media and multimedia broadcasts
- Selected to edit a Christies Auction House gallery of "Best Nature Photographs of All Time"
- Consulted as photo editor for Conservation International
- Implemented processes and structure for digital archiving, trafficked imagery, and conducted photo research and photo editing for publishing, multimedia, and exhibition projects such as "Freshwater: The Essence of Life"
- Secured digital image submissions and prepared digital image priming and prepress for multiplatform projects
- Managed writing image use, photographer agreement contracts, and negotiated licensing terms and fees

<https://www.secureworks.com/research/the-curious-case-of-mia-ash>

Robin Sage

- A virtual entity created in 2009 by Robin Casey and Thomas Ryan (Black Hat 2010)
- 25-year-old 'cyber threat analyst'
- MIT graduate
- Works at Naval Network Warfare Command in Norfolk, Virginia
- Has 10 years of work experience
- Facebook/LinkedIn/Twitter accounts
- Offered consulting work with Google and Lockheed Martin
- Received dinner invitations from several male contacts



Robin Sage



I wanted to Thank those
of you who offered me
dinner. Where are we
going tonight?



<https://www.youtube.com/watch?v=4pnKbibi6QY>