



Social Engineering

Many data breaches and scams are achieved through the use of Social Engineering. Instead of hacking their way into your finances, etc., scam artists find it much easier to trick you into opening the door for them. Unfortunately, the person sitting in front of the computer (or using a tablet or smartphone) is the weakest link in the security defense. People are often tricked into giving up their Social Security number, their debit card PIN and other personal information. Sometimes, people are misled and wind up sending money or paying outrageous prices for unneeded services.

Social Engineering

- ◆ Ransomware
- ◆ Stolen identity
- ◆ Compromised credit cards
- ◆ Fake computer service

These are all bad things that can happen to us and, often, they are accomplished through Social Engineering.

Social Engineering doesn't refer just to scams through Social Media sites like Facebook or Twitter. Social Engineering just means that we are fooled through pop-up warnings or nice sounding emails or email attachments or other examples of the three main tricks used by scam artists.

Please take a few minutes to read this brochure to find out how Social Engineering works.

Beware of Social Engineering

A brief review of Social Engineering in the computer world.

Presented by
Keystone Computer Concepts, Inc.
where

"We Speak English, Not Geek"

Remember: Microsoft and Apple will NEVER call you or come onto your computer without prior contact by you.





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Thieves and hackers depend on Social Engineering to get them what they want.

What are the three major types of Social Engineering?

FEAR AS A MOTIVATOR

- * A pop-up tells you your computer is infected.
- * Your IP address is being broadcast all over the Internet.
- * Your financial information may be at risk.
- * If you turn your computer off, you'll lose all your data.

These are just some of the examples of how bad guys will try to use fear to motivate you into falling for their scam. They will say and do anything to make you afraid so they can steal your money.

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YOUR WILLINGNESS TO HELP OTHERS

- * You receive an email stating that a friend is in trouble, lost his wallet, has no money and can't get home.
- * You pick up the phone and it's someone claiming your grandchild is in trouble and you need to send money.

Scammers know that the majority of us like to help others. Just think of the response when there's a tragedy like a hurricane or other disaster. Evil people will try to appeal to this side of your personality.

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WE ALL HAVE DREAMS

- * You've won a car!
- * We've deposited money into your account.

We all have dreams especially when it comes to money. Why do you think people play the lottery? Crooks will try to appeal to our desires for a dream vacation, a new house, more money than we can count. When you see offers promising to fulfill your desires, always remember the adage: "There is no such thing as a free lunch."