The Biggest Hole

U ID10T

- OSI LAYER 8 PROBLEM
- PEBKAC
- PICNIC
- PROBLEM IS IN WETWARE
- ID10T ERROR

I don't have anything important

- Personally Identifiable Information
- Financial Information
- Business Contacts
- Mailing Address

- Phone number
- Friends
- Family
- Hobbies
- Sports

Who wants my stuff anyway?

- Impersonation
- Behavior Modification
- Direct Harm

I make my own decisions

- Market Conditioning
- Social Proof
- Pre-loading
- Emotional Manipulation
- Authority Figures

Red Pill or Blue Pill

- HIPPA

- Geolocation

- Medical Device Vulnerabilities

- SCADA Controls

- MMORPG Economies

Hacking the Human

Human Vulnerabilities

- Greed
- Gluttony
- Pride
- Lust

- Sloth
- Wrath
- Envy

Greed

An inordinate desire to acquire or possess more than one needs

Yeah! Free Stuff

- Free giveaways
- Found items

- USB SWITCHBLADE
- AUTORUN SCRIPTS
- MALICIOUS TROJAN HORSES
- STUXNET

You may be the next winner!

- Surveys
- Contact Information

- SPAM CONTACT LISTS
- MARKET DEMOGRAPHICS
- USER PROFILING
- FRIEND CONTACTS

Yo-ho-ho and a bottle of rum!

- Pirated software
- Pirated media

- TROJAN HORSES
- METASPLOIT: MSFPAYLOAD

GLUTTONY

The over-indulgence and over-consumption of anything to the point of waste

I'm just here for the food

- Vendors provide dinners/lunches

- Industry mixers with drinks and hors d'oevre
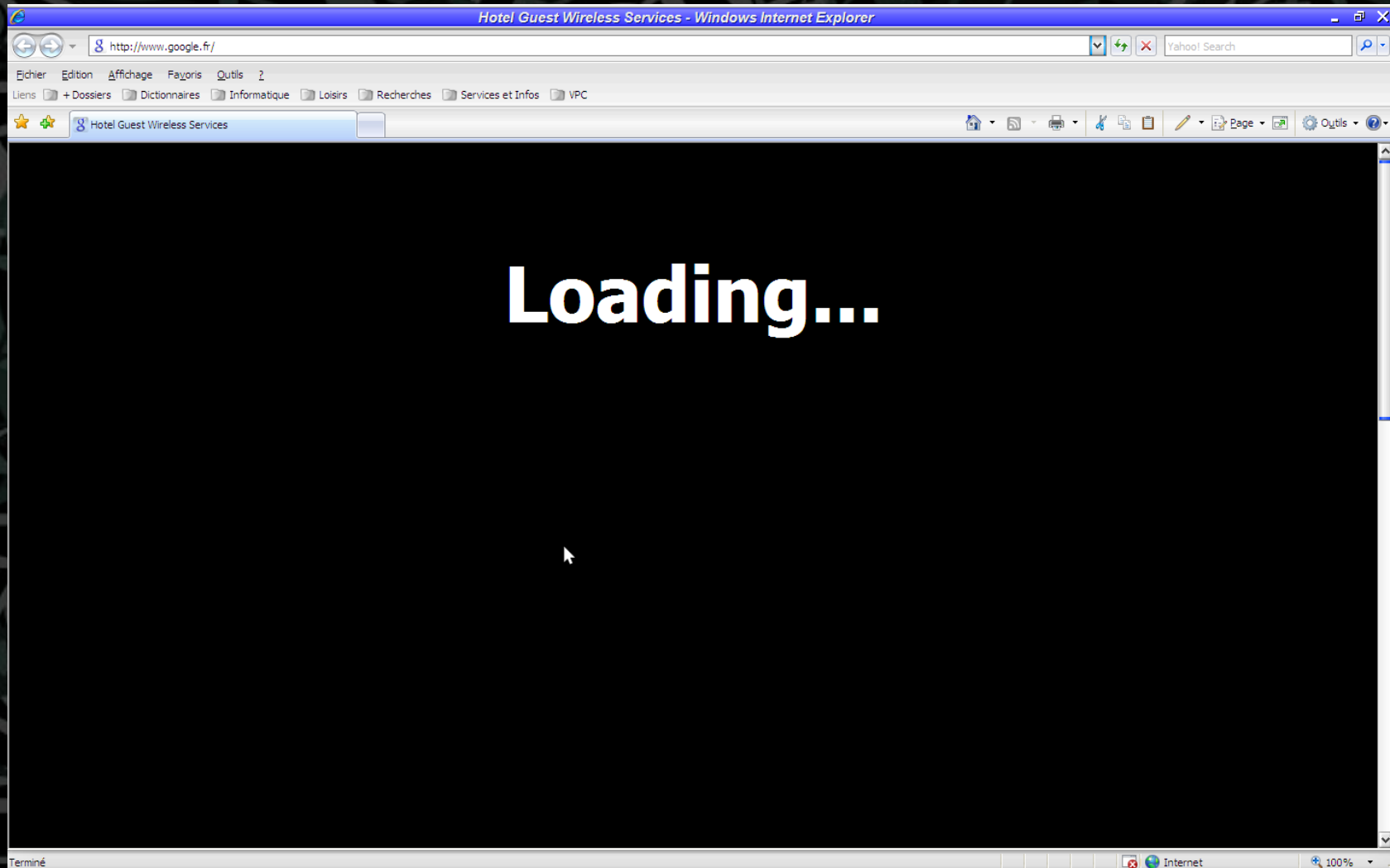
- British study collecting passwords for candy bars

Free Wifi

- ROGUE ACCESS POINTS

- MAN IN THE MIDDLE ATTACKS

- BEHAVIOR TRACKING

- KARMAMETASPLOIT

- WIGLE.NET

- SOCIAL ENGINEERING TOOLKIT

KARMA PWND!

Hotel Guest Wireless Services - Windows Internet Explorer

http://www.google.fr/

Yahoo! Search

Fichier   Edition   Affichage   Favoris   Outils   ?

Liens   + Dossiers   Dictionnaires   Informatique   Loisirs   Recherches   Services et Infos   VPC

Hotel Guest Wireless Services

Page   Outils

Loading...

Terminé   Internet   100%

WIGLE.NET

SOCIAL ENGINEERING TOOLKIT

```
Select from the menu:

1.   Spear-Phishing Attack Vectors
2.   Website Attack Vectors
3.   Infectious Media Generator
4.   Create a Payload and Listener
5.   Mass Mailer Attack
6.   Teensy USB HID Attack Vector
7    Update the Metasploit Framework
8.   Update the Social-Engineer Toolkit
9.   Help, Credits, and About
10.  Exit the Social-Engineer Toolkit
```

```
1. The Java Applet Attack Method
2. The Metasploit Browser Exploit Method
3. Credential Harvester Attack Method
4. Tabnabbing Attack Method
5. Man Left in the Middle Attack Method
6. Web Jacking Attack Method
7. Multi-Attack Web Method
8. Return to the previous menu

Enter your choice (press enter for default):
```

Apps Galore

- Free phone apps
- Google apps
- Cloud based apps

- MALICIOUS PHONE APPS
- BEHAVIOR TRACKING
- TARGETED ADVERTISING

PRIDE

The desire to be more important or attractive than others

Look at me!

- Twitter
- Facebook
- LinkedIn
- FourSquare
- Image Services

- MALTEGO
- CREE.PY
- PLEASEROBME.COM

Showing Off

- Industry Mixers
- Conferences
- Vendor Parties
- User Groups
- Business Meetups
- Vanity Blogs

The Good Samaritan

- Tailgating
- This is an emergency!

I'm On Your Team

- Forced teaming
  - Smokers
  - Political
  - Sports

LUST

Emotion or feeling of intense desire in the body

Conference Table Attractions

- Fancy Graphics
- Cool Widgets
- Swag
- **BOOTH BABES!**

The Internet is for PORN!

- MALICIOUS WEBSITES

- MALICIOUS MEDIA FILES

- DRIVE BY INSTALLS

- RANSOMWARE

- BEEF, METASPLOIT

RANSOMWARE

BeEF

SLOTH

A failure to perform one's responsibilities

THESE AREN'T THE DROIDS YOU'RE LOOKING FOR

- Trust in Anonymous Authorities
  - Invisible Man
  - Grey Man
  - Scepters of Authority

I know someone that knows someone ...

- **Name Dropping**

- **Pulling Rank**

I Don't Want No Trouble

- Non-confrontation
- People look like they belong in an area
- Don't want to embarrass anyone

You mean I have to make changes?

- Default configurations
- Default passwords
- Shared passwords
- Fear of making changes
- Asking for help on the Internet

WRATH

Inordinate and uncontrolled feelings of hatred and anger

Who's that tripping over my bridge

- Internet Trolls
  - IRC
  - Forums
  - Newsgroups
- Link Baiting

ENVY

Painful or resentful awareness of an advantage enjoyed by another joined with a desire to possess the same advantage

Keeping up with the Joneses

- Big Data

- Customer Buying Cycles

- Friend Lists

Leaked Celebrity ****

- PHISHING SCAM
- MALICIOUS WEBSITES

EMAILS

Don't Become A Statistic

Questions?