

# Social Engineering – How to Avoid Being a Victim

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Social engineering (an act of exploiting people instead of computers) is one of the most dangerous tools in the hacker's toolkit to breach internet security. The Ubiquiti Networks fell victim to a \$39.1 M fraud as one of its staff members was hit by a fraudulent "Business Email Compromise" attack. Thousands of grandmas and grandpas are victim of phishing emails and are forced to pay ransom to have their data released.

In this new millennium, the cyber security game has changed significantly from annoying harmless viruses to stealing vital personal data, causing negative financial impact, demanding ransom, and spreading international political feud. Anyone with presence in the Cyber space has to protect himself/herself, the infrastructure, customers, and also deal with the legal repercussions in the event of a breach. In this talk, Bhushan will present the different types of social engineering practices, including use of social networks such as Facebook, Twitter, LinkedIn, the bad guys successfully use. The victims can range from the "C" levels (CEO, CFO, CTO), down to the individual contributors in an organization, or even to a grandparent on their laptop. The presentation will also discuss a variety of ordinary but effective measures such as awareness campaigns that organizations can take to minimize the risk of breach.

*Proven champion for quality and well-versed with software quality engineering, measurements, metrics, **Bhushan Gupta** is the principal consultant at Gupta Consulting, LLC. A Certified Six Sigma Black Belt (ASQ, HP), he possesses deep and broad experience in solving complex technical problems, change management, and coaching and mentoring. As a member of Open Web Application Security Project (OWASP) Portland Chapter, he is dedicated to the integration of Web application security into Agile software development life cycle.*

*Bhushan has a MS in Computer Science (1985) from New Mexico Tech and has worked at Hewlett-Packard and Nike Inc. in various roles. He was a faculty member at Oregon Institute of Technology, Software Engineering, from 1985 to 1995.*