

Mission Cybersafe

The background of the entire image is a dark, moody illustration. A large, shadowy figure in a black hoodie with glowing cyan eyes looms over a classroom. This figure is manipulating thin, glowing strings that are attached to a young person sitting at a desk in the foreground, who is looking at a laptop. The laptop screen shows a glowing cyan profile of a human head. Other students are visible in the background, also at desks, but they are in deep shadow. The overall color palette is dark with accents of glowing cyan.

Empowering Young Minds
for a Safer Digital World

 sosafe

What is social engineering?

A: When engineers study sociology

B: When people are manipulated to obtain data

C: When two computers synchronize their data

D: A new Netflix series about IT-teams (starring Tom Cruise)

Rank these events
in order of
probability,
from high to low:

A: Getting hacked

B: Pick the right 6 numbers + bonus
number in the lottery

C: Go on a diet – and stick with it for
more than 9 months

D: Sign up for the gym – and go
regularly for more than 3 months



What is the main focus of attackers?

A: The firewall

B: The sourcecode

C: The user

D: The cloud

How many victims
of cybercrime
previously
thought they were
of no interest to
criminals?

A: 10 %

B: 30 %

C: 50 %

D: >80 %

You are smart



You've be online for a while

You're kids

You're safe

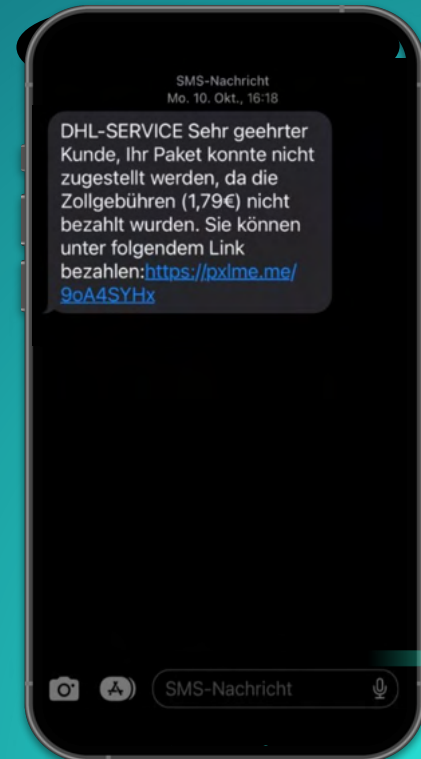
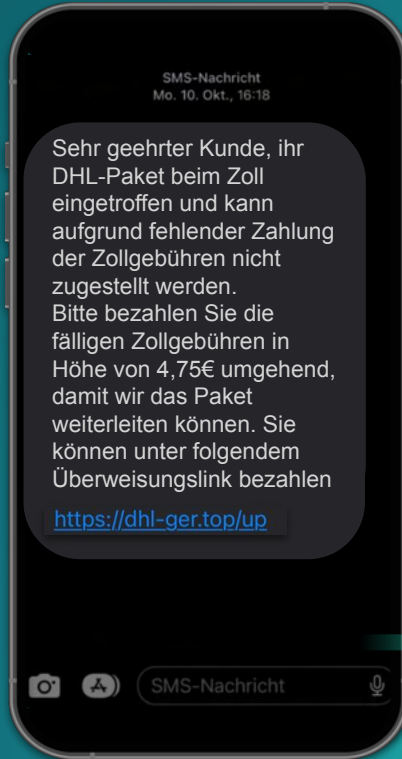
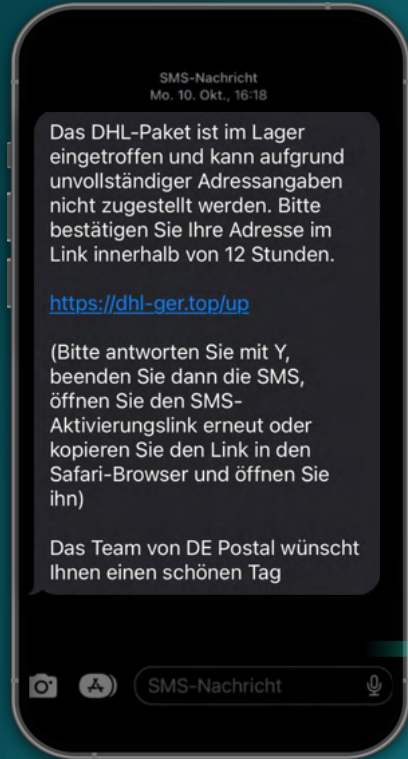
Are you?

You are all the focus of
attackers.

No one is 100% secure.



Already received? ... Cybercriminals learn fast



Attackers
focus on
one main
target

sosafe



US

68%

All security incidents involve a person who has been manipulated.

Data source: Verizon, 2024

Social Engineering



A **method of fraud** that **manipulates human characteristics** such as trust, helpfulness, or fear to trick people into revealing confidential information or performing actions that jeopardize their safety.

Social engineering: an old trick in a new guise



Phishing



Von: Netflix <H493SS64VBF984@siteground.eu>

Gesendet: Mittwoch, 13. März 2019 13:20

An: [REDACTED]

Betreff: Konto in der Warteschleife



NETFLIX

Konto in der Warteschleife

Sehr geehrter Kunde,

Einige Informationen auf Ihrem Konto erscheinen fehlende oder falsch zu sein, aktualisieren Sie bitte Ihre Kontoinformationen sofort, so dass Sie auch weiterhin alle Vorteile von Ihrem Konto genießen.

[JETZT ÜBERPRÜFEN](#)

Wenn Sie Ihre Informationen nicht innerhalb von 72 Stunden aktualisiert werden wir begrenzen, was Sie mit Ihrem Konto tun können.

Wir sind hier um zu helfen, wenn Sie es brauchen. Besuchen Sie die [Hilfe](#) für weitere Informationen oder [Kontakt](#) mit [uns](#) auf .

-Ihre Freunde bei Netflix

Smishing



Hallo, ein Paket kann nicht zugestellt werden. Es sind 2,99 EUR Zoll fällig. Bitte zahlen Sie innerhalb von 48h, sonst geht das Paket kostenpflichtig zurück an den Absender. Hier zahlen: dhl-zoll.com

How to avoid being Smished

01. Don't click hyperlinks in texts from unknown or suspicious numbers.

02. Always be wary, if urged to pay or give out sensitive information.

03. Never respond to texts from unknown or suspicious numbers – not even to insult them.

04. Always keep your phone's operating system and apps up to date.

05. Pay attention to social engineering red flags, such as emotionalization.

Vishing



Quishing

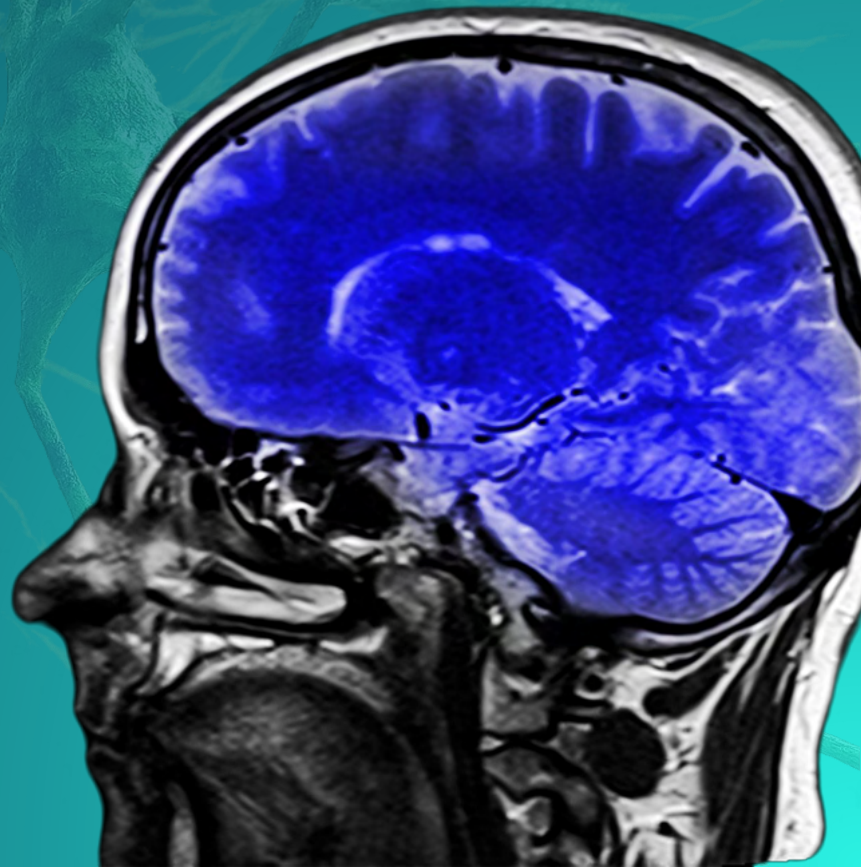


What is Quishing?



Our Brain

**Precisely:
Our emotions**



Emotional Wave



Why is this so successful?

1

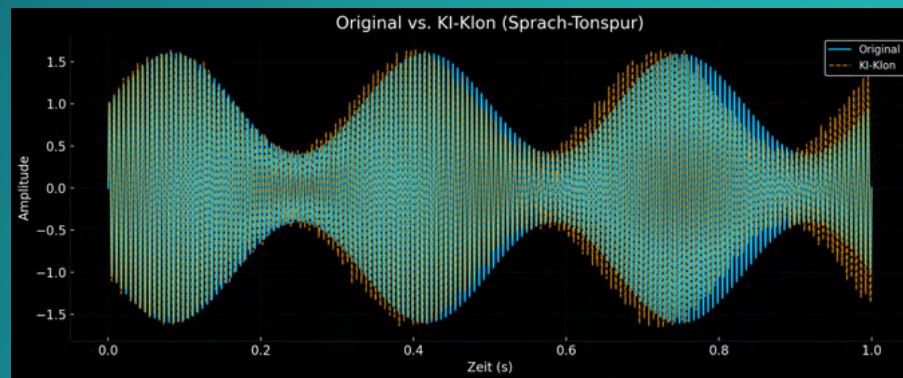
Voice analysis

2

Identification

3

Social & Emotional
Processing



Why don't we recognize that?

Top-Down-Processes:

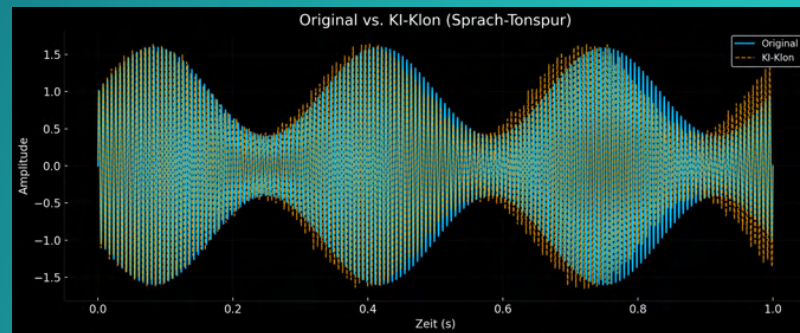
When I expect a certain person to call, I am more likely to identify the voice as that person's

Missing Red Flags:

The fakes are so good that there are almost no interference signals anymore.

Pattern recognition:

The brain reacts more strongly to “familiar” than to “perfect.” A few characteristic patterns are sufficient



Spot and stop the manipulation



3 Important Tricks

Whenever a message triggers strong emotions – be alarmed!



Coffee



Colleagues



Research

Responsibility



Fairplay

A game is only fair when all players recognize and accept their own responsibility.



We will only be safe if we all recognize and accept our responsibility.

**Sounds interesting?
Let's chat.**

Dr. Christian Reinhardt
Director Human Risk
Management

in

