This is me...

13,000,000 phish

&

PHISHING DARK WATERS
The Offensive and Defensive Sides of Malicious E-mails

WILEY
SOCIAL

ANY ACT THAT INFLUENCES A PERSON TO MAKE A DECISION THAT MAY OR MAY NOT BE IN THEIR BEST INTERESTS

ENGINEERING
Study the good to understand the bad
Why did I say yes?

Chemical release allows me to make decisions I would not normally make.

dopamine
“I started a quest to understand how we make those decisions then learn to exploit them…” - me
Need to understand the 4 vectors:

- Phishing
- Vishing
- SMiShing
- Impersonation
Area of study #1: Ekman

• 1/25th of a second muscular response to emotional stimuli

• Making the expression can create the emotion
Leave you feeling better
Area of study #2: Oxytocin

- Linked to **trust**
- Stronger when you **feel** trusted not when you trust
Area of study #3: Amygdala

- Walnut shaped piece of grey matter
- Processes all emotional stimuli
- Stimulates response before brain can kick in
Phase I: THE PHISH FACTS:
1000 people
New iPhone Raffle
Sent all at same time
Only needed domain credentials
Phase 2: The Phone Call

Oxytocin: compliments on doing something right
There is no patch for human stupidity

WRONG!!
Embarrassment

COMMENCE

13,000,000
Embarrassment

COMMENCE
The 5 Tips to Safety

1. Realize it is ok to wait
2. Educate the weakness, reward the positive
3. Use technology to safeguard not as the savior
4. Actionable Policies
5. Realistic Testing… from the top down
Human Hacking Conference
seville.org
Feb 20-22

innocentlivesfoundation.org

Q&A

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