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| Phishing | A fraudulent email or text message disguised as a legitimate email, often claiming to be from a trusted source. The message is meant to trick the recipient into sharing personal or financial information or clicking on a link that installs malware. |
| Spear phishing | A targeted attack via email on specific individuals or enterprises with a tailored message based on characteristics, job positions, and contacts belonging to the recipient to make the attack less obvious. This attack is harder to detect and has a higher success rate when done skillfully. |
| Whaling | An email or website that targets senior management who have complete access to sensitive data. The goal is to trick an executive into revealing personal or corporate data. |
| Vishing | The use of social engineering over the phone to gather personal and financial information from the target. |
| Tailgating | The act of gaining entry into a secured building by following someone with an access card. The unauthorized individual may pretend to be a delivery person, visitor, student, or employee. |
| Impersonation | Practice of pretending to be someone else with the goal of obtaining information or access. Can be done over the phone, in person or via e-mail. Best technique used by social engineers because people want to be helpful. |
| Dumpster diving | The act of searching through trash to gather sensitive information. Improperly discarded documents can provide a huge amount of material that can even be used to impersonate an employee. |
| Shoulder surfing | Perpetrator gains access to sensitive information by watching what you are typing, viewing the screen, or simply eavesdropping on phone calls or conversations. |
| Baiting | The act of leaving USB devices in parking lots or the waiting area of airports in the hopes that a person will find it and insert it into a computer to see what is on the drive. It can then automatically install malware, ransomware or a virus on the device.It can also be in the form of an enticing ad or email that leads to a malicious site or that encourages users to download malware. |
| Scareware | Tricking a person into thinking their computer is infected with malware or has inadvertently downloaded illegal content. Then the attacker offers a downloadable solution to fix the bogus problem but in reality, installs malware. Can appear in the form of a popup banner or via spam email. |
| Smishing | The use of SMS texts sent to a mobile phone to initiate a scam. The goal is for the target to log onto a fake website with their smartphone, and download malicious code that could give the hacker access to anything on the phone. |
| Surveys | Attempt to gather information online, via telephone or in person. May be for legitimate purposes or it might be a scam. In either case, be aware of unwittingly disclosing information that may be used inappropriately. |
| What has a head and a tail but no body?-- | Wich-- |
| If you have me, you want to share me. If you share me, you haven't got me. What am I?-- | Mywlyn-- |