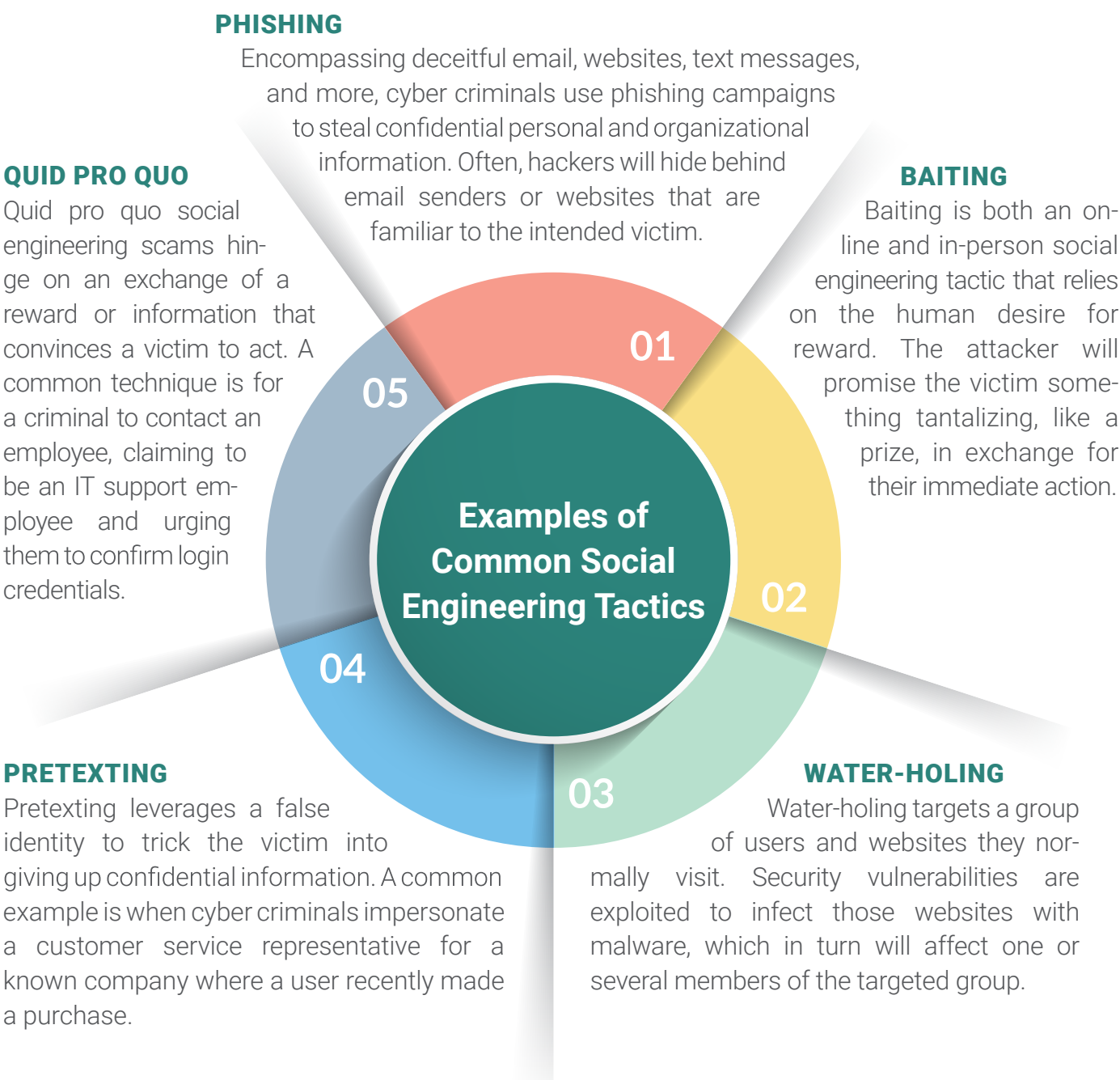


What Is Social Engineering?

Social engineering is a manipulation technique used to trick victims into following malicious instructions. Social engineering relies on the basic human instinct of trust and, because of this, can be hard to defend against. Cyber criminals hope to catch victims off-guard and gain access to systems or sensitive organizational data, such as login credentials and personal information.



Who Could Be a Social Engineering Target?

Any type of business, government, organization, or individual could be a social engineering target. Cyber criminals look to victimize anyone who isn't alert to the presence of a cyber threat. It's not uncommon for people to become repeat victims of social engineering attacks due to busy schedules, complacency, or forgetfulness.

