

Social Engineering trumps a 0day every time.

Bruce E. Hughes
Exploit Prevention Labs, AVG Technologies USA, Inc.,
USA



Tough on Threats. Easy on You.

Where do your users want to go today and can you stop them?

Bruce E. Hughes
Exploit Prevention Labs, AVG Technologies USA, Inc

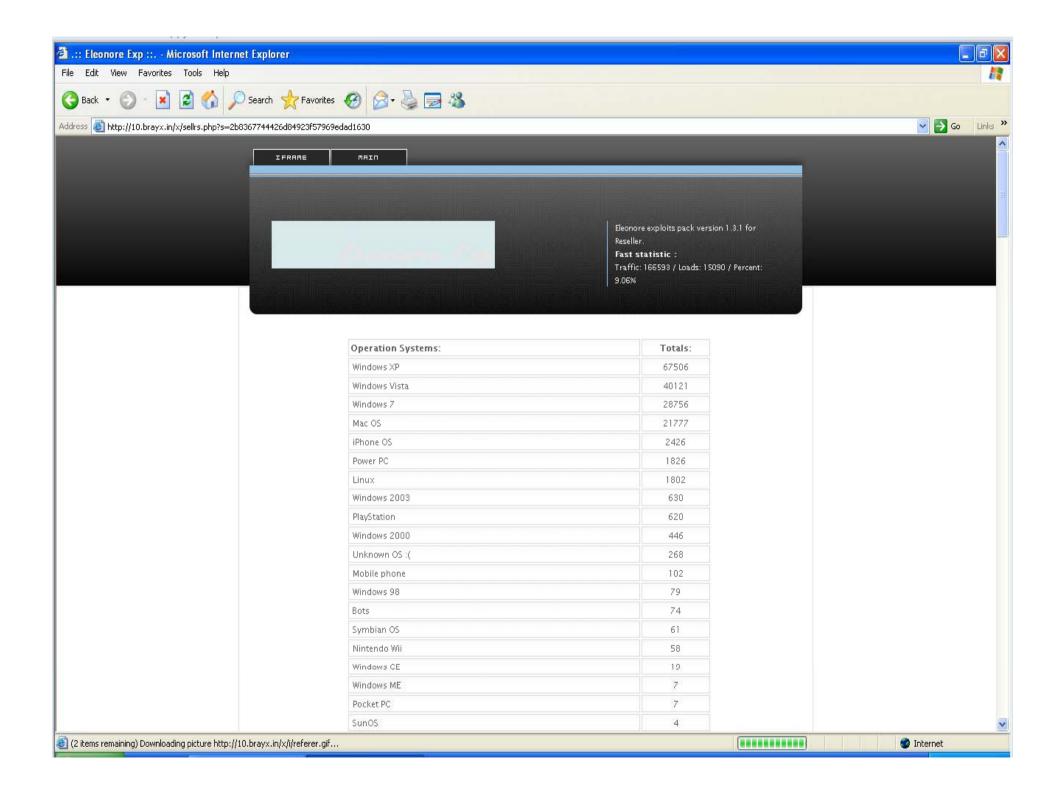


September 2010 LinkScanner Stats

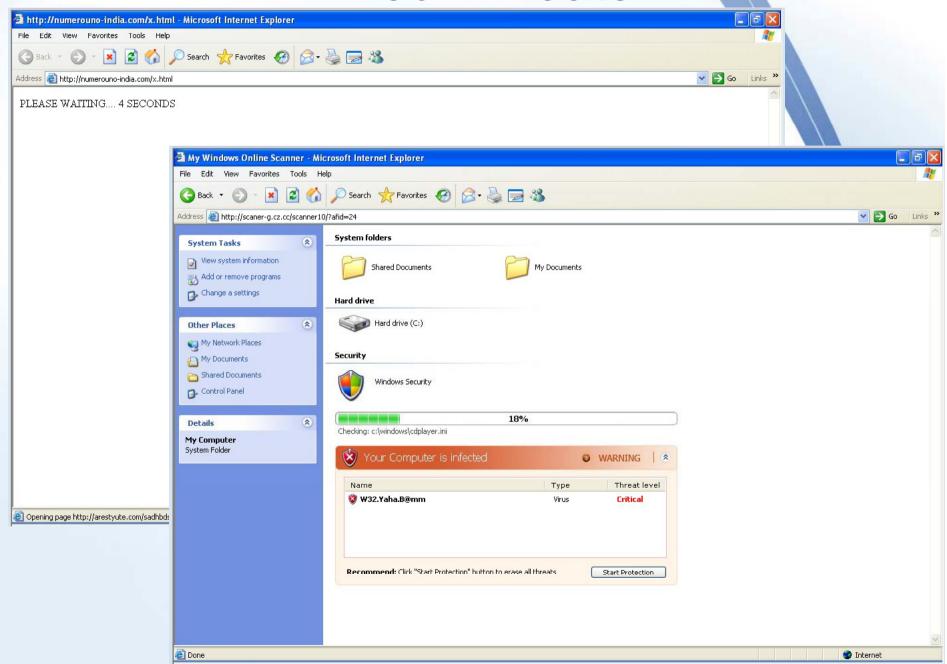
Tough on Threats. Easy on You.

Rogue Scanner	4,371,833	Social Engineering
Potentially Unwanted Site	2,081,040	Social Engineering
JavaScript Obfuscation	1,713,651	Exploit
Link to Exploit Site	1,504,465	
Pharmacy Spam Site	1,064,500	Social Engineering
Phoenix Exploit Kit	982,243	Exploit
Fake Codec	775,023	Social Engineering
SEO Exploit Kit	567,596	Exploit
Eleonore Exploit Kit	244,286	Exploit
Script Injection	243,680	

Social Engineering	8,292,396
Exploit	3,507,776



Mixed Threats



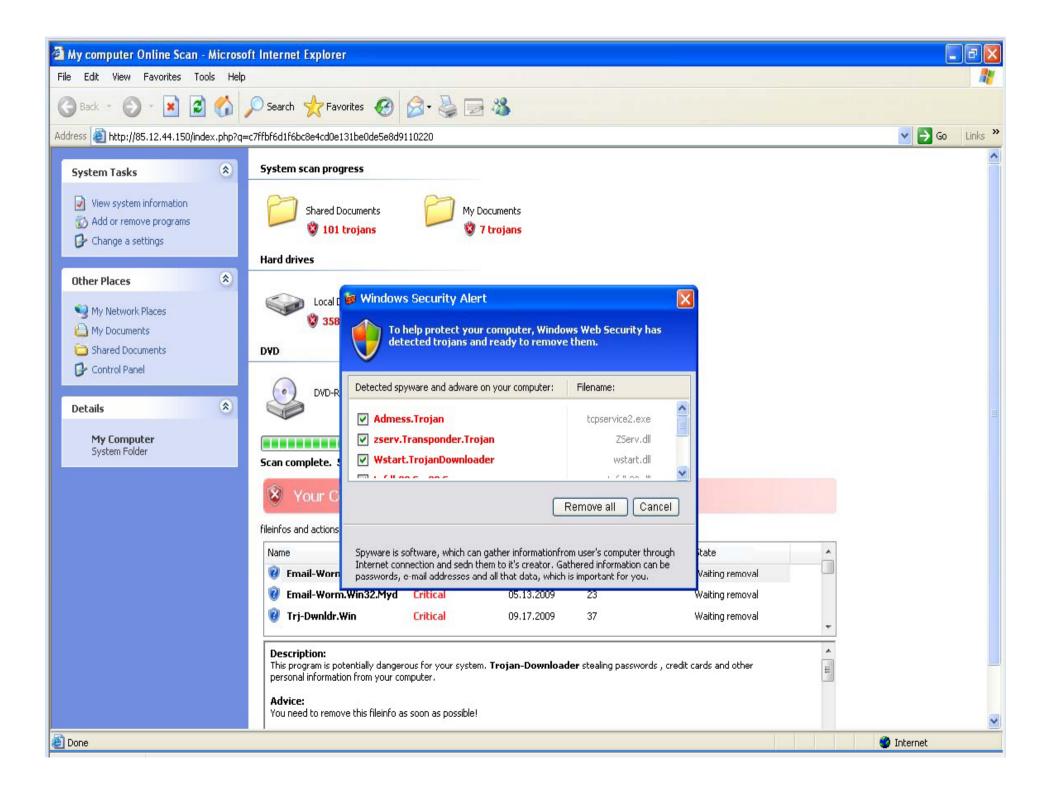


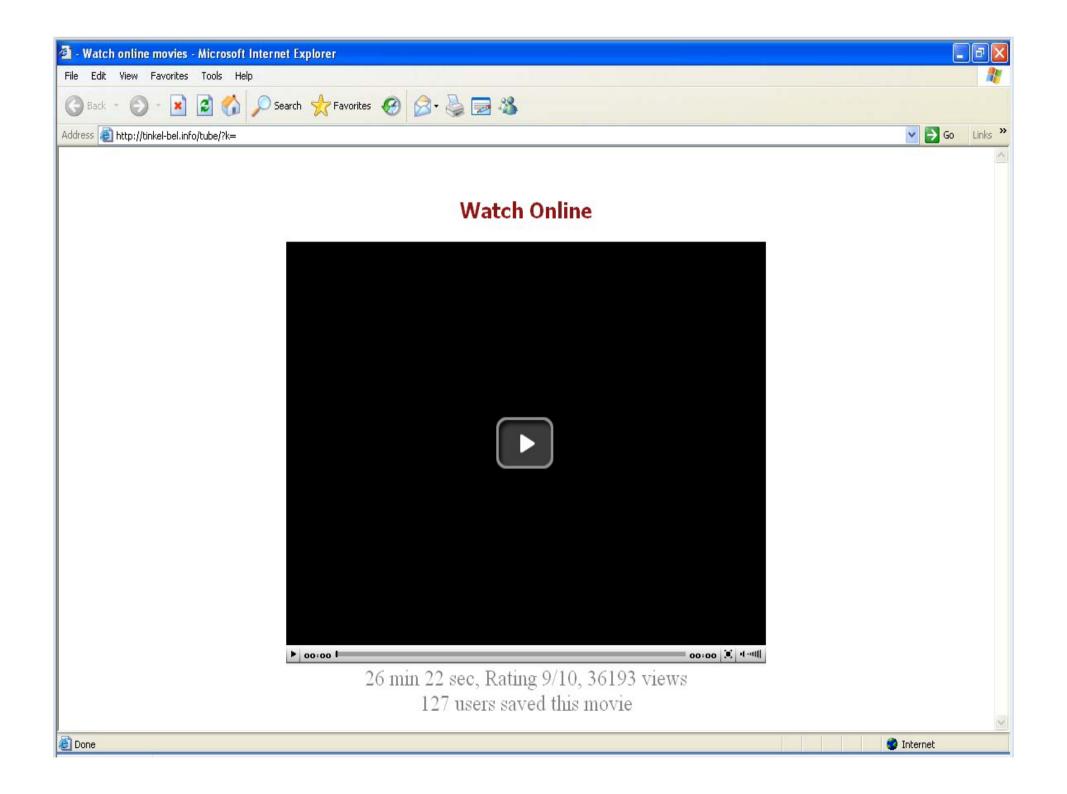
SOCIAL ENGINEERING SPECIALIST
Because there is no patch for
human stupidity



Social Engineering Examples?

- Rogue Scanner
- Fake Codec
- Survey's/IQ Tests







Tough on Threats. Easy on You.

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Watch Online

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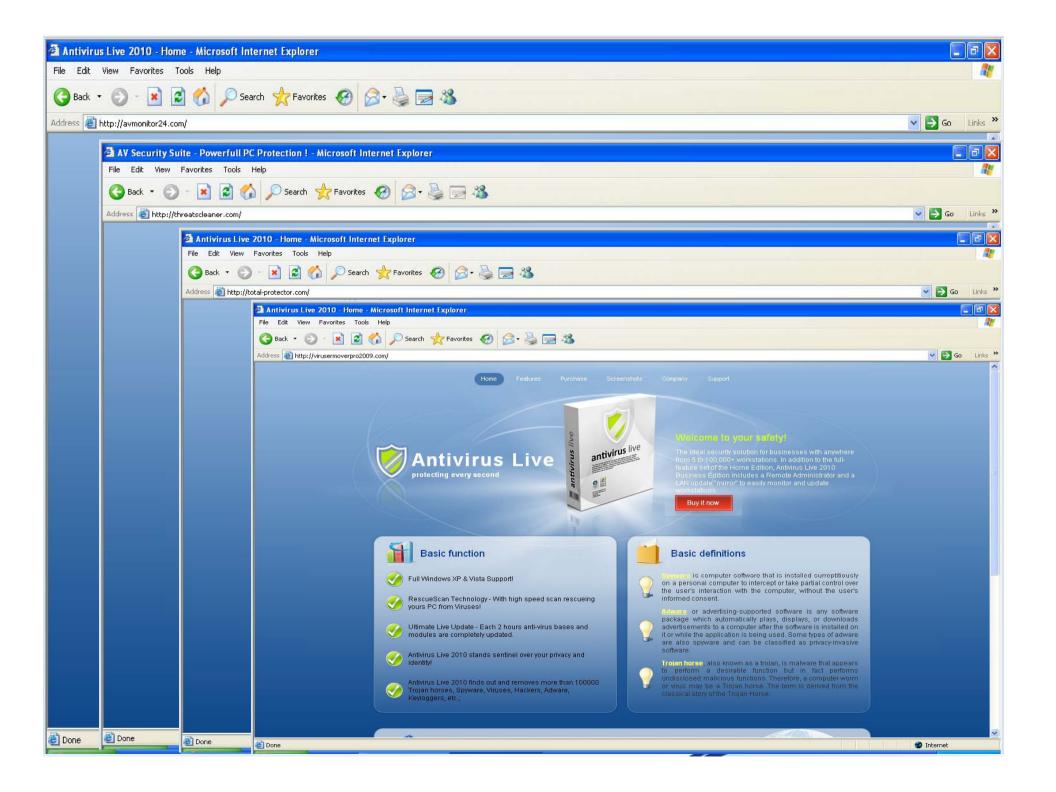
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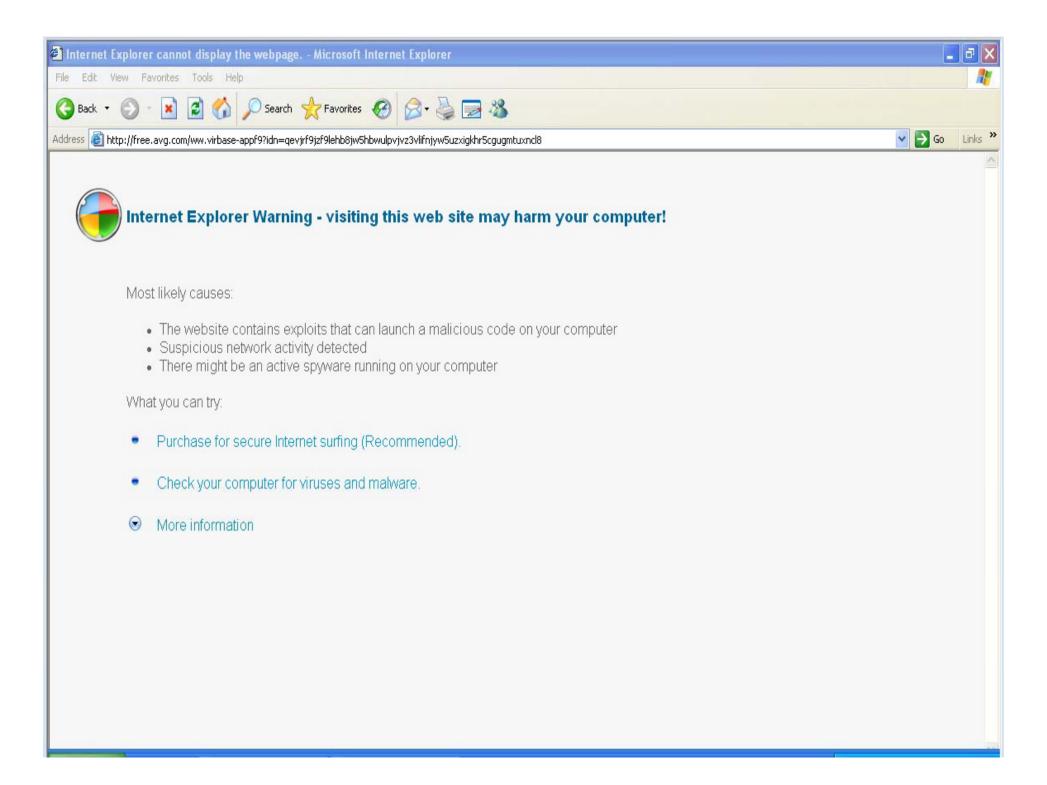
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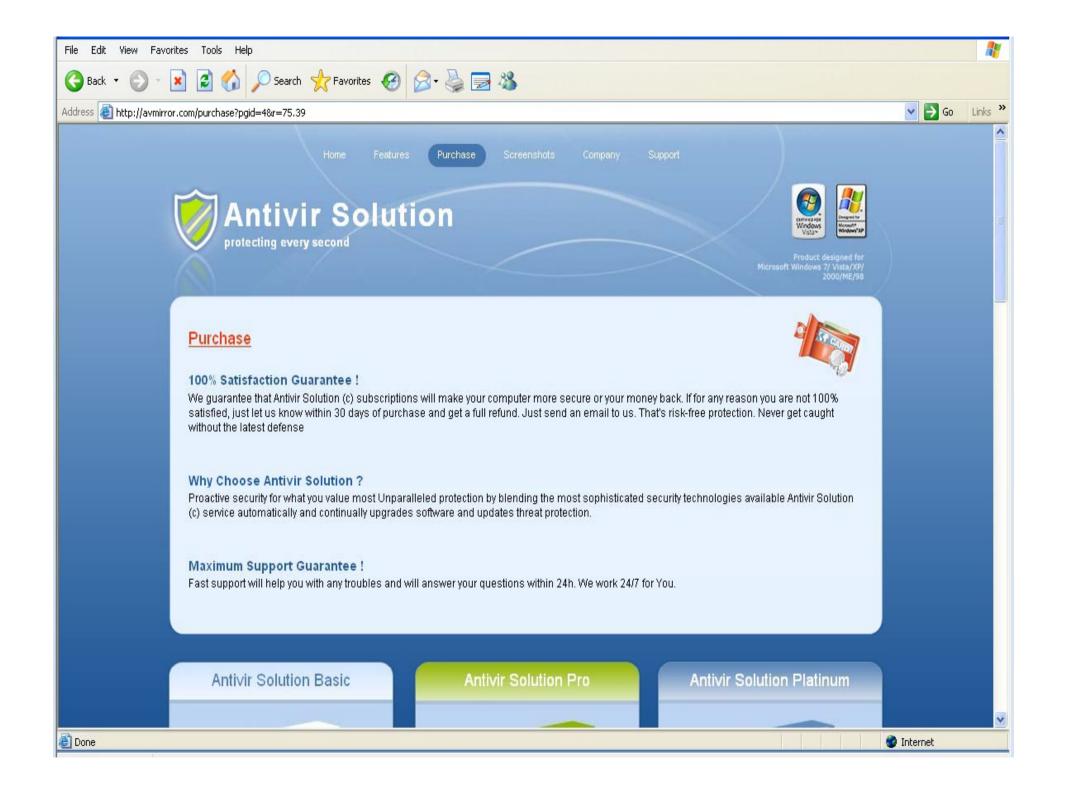
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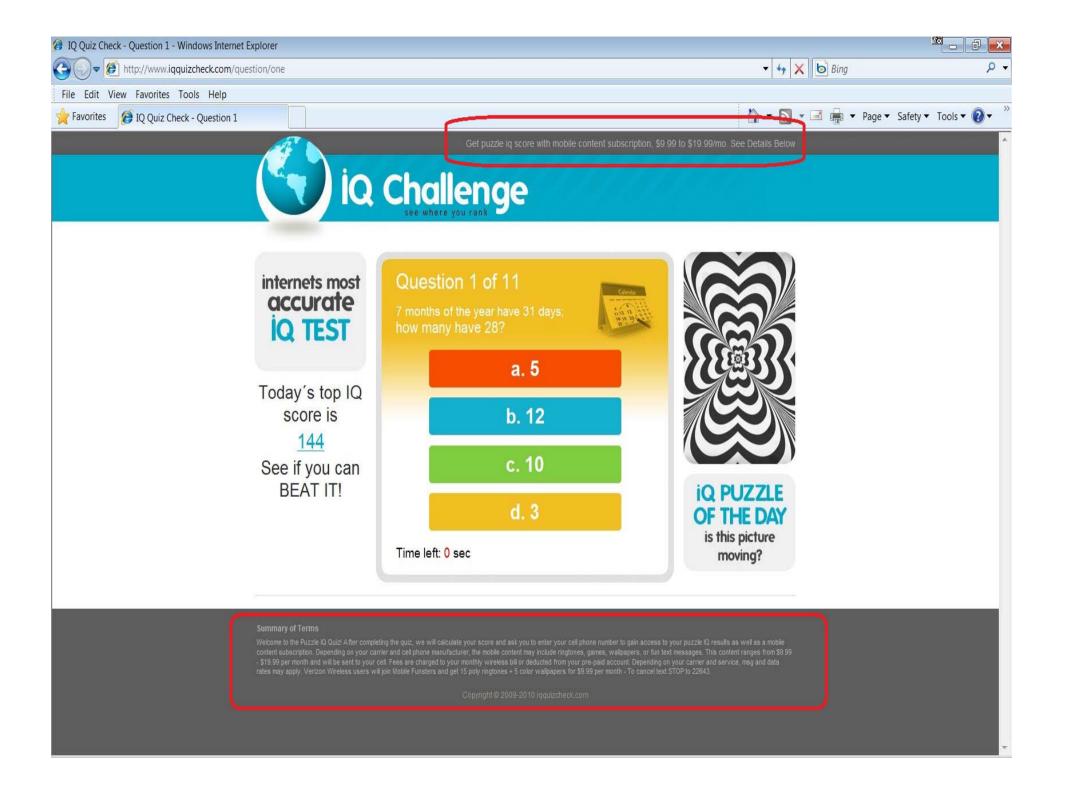
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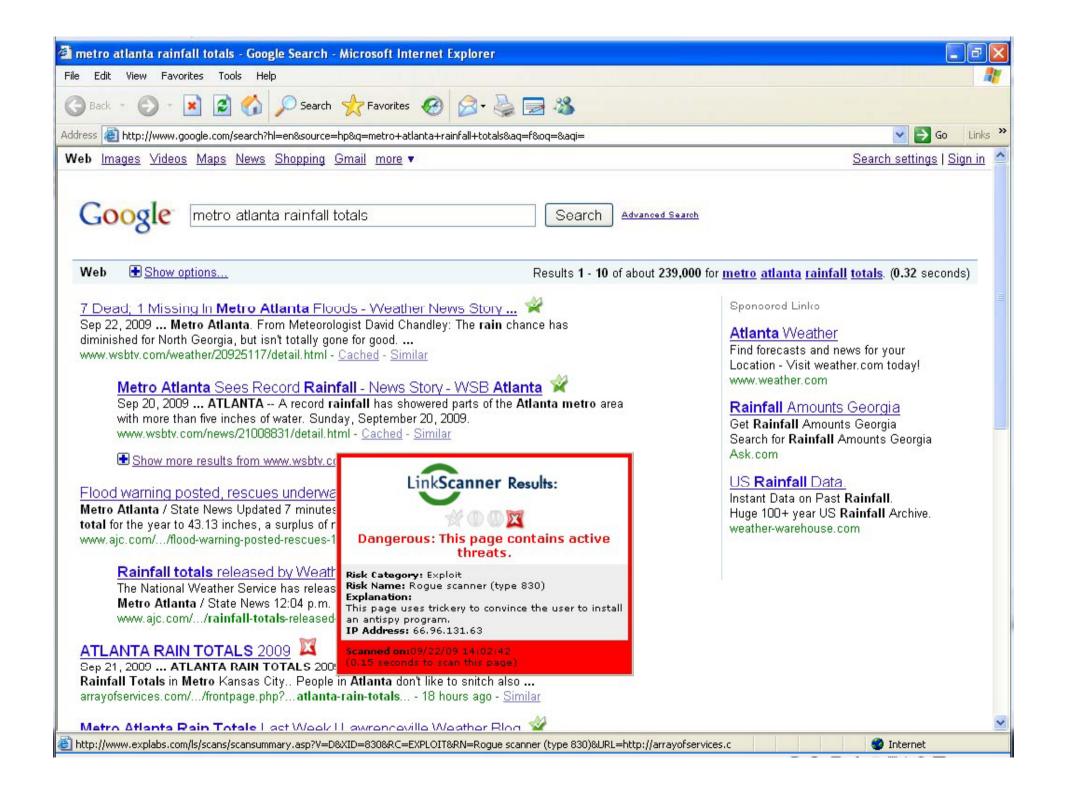


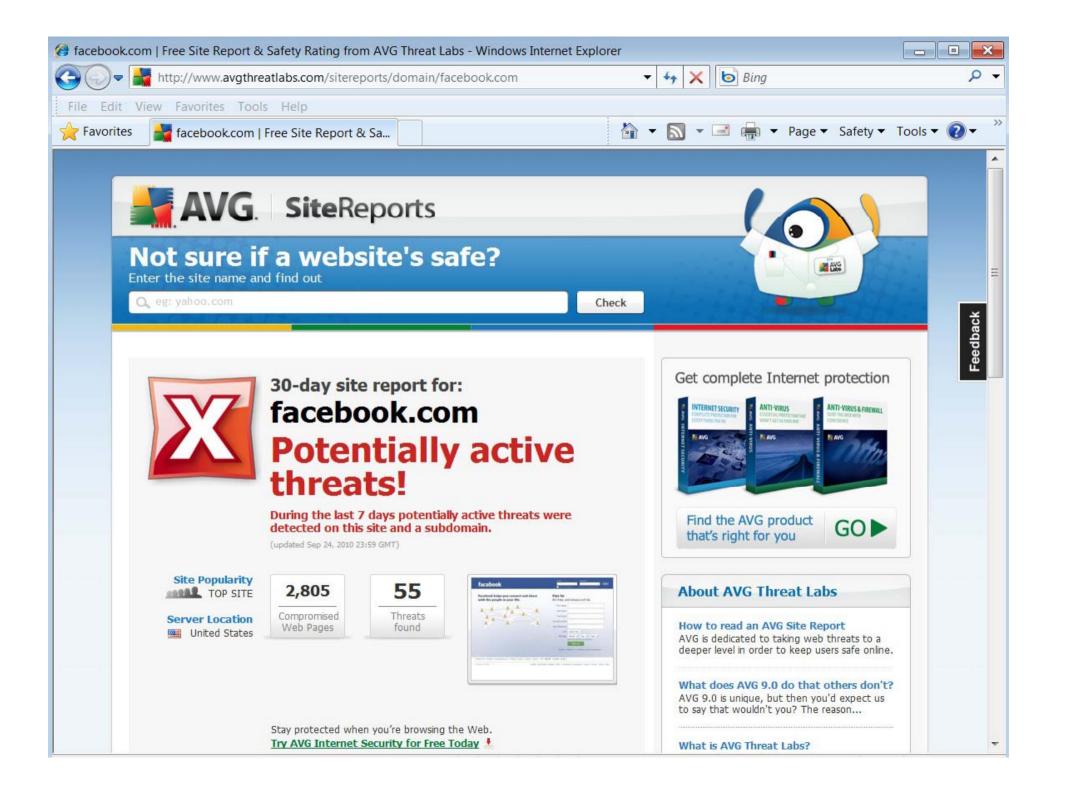


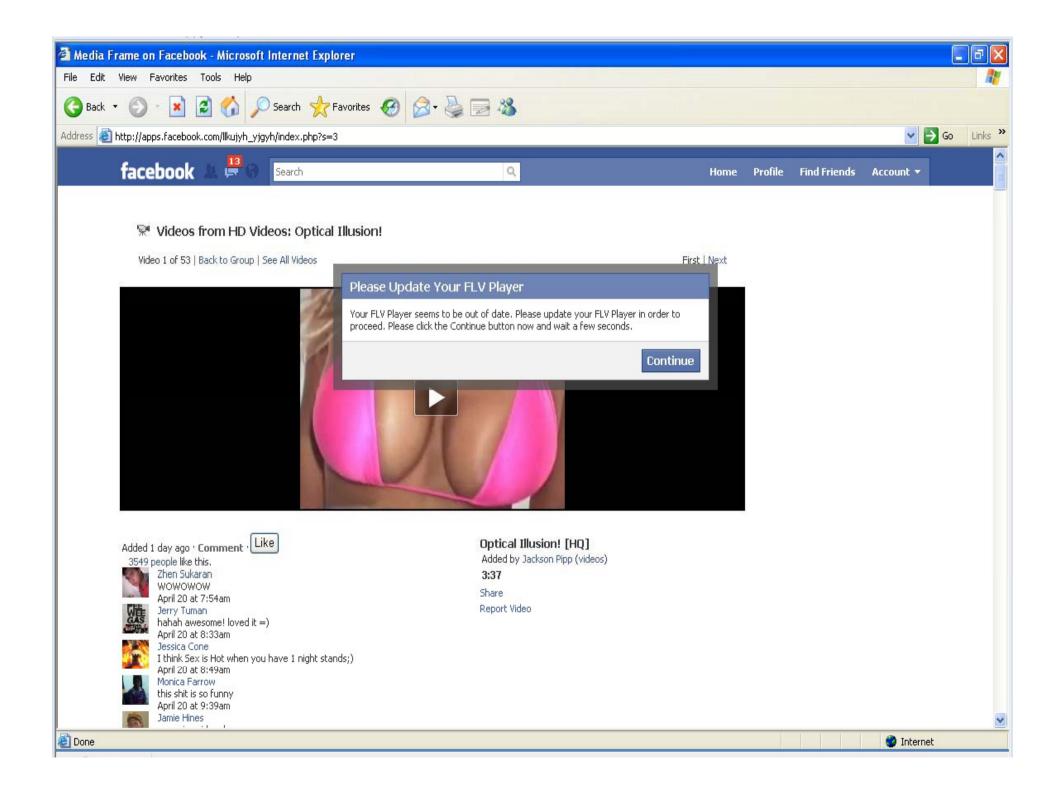


Tough on Threats. Easy on You.

- Search Engines (Current Events)
- Social Networks
- Popular Websites
- Email
- Porn, Free Movies, and Warez.











Send Elizabeth a Message



Report/Block this Person



Elizabeth Blumberg Respond to Friend Request

Q

Wall

Info

RECENT ACTIVITY

- Elizabeth and Pj Henson Bruce are now friends. Add as Friend
- Elizabeth and Bruce Weaver are now friends. Add as Friend
- Elizabeth and Bruce Kitchel are now friends. · Add as Friend
- Elizabeth and Bruce Toles are now friends. · Add as Friend
- Elizabeth and Bruce Hildom are now friends. · Add as Friend
- Elizabeth and Bruce Kim are now friends. Add as Friend
- Elizabeth and Bruce Ly are now friends. Add as Friend
- Lizabeth and Bruce Williams are now friends. · Add as Friend
- Elizabeth and Bruce Kelly are now friends. · Add as Friend
- Lizabeth and Bruce Jones are now friends. Add as Friend
- Elizabeth and Bruce White are now friends. Add as Friend
- Elizabeth and Nick Bruce are now friends. Add as Friend
- Elizabeth and Bruce Thompson are now friends. Add as Friend

Q Filters

Create an Ad



Traditional Japanese fly fishing simplicity. Only rod, line and fly.

Like

Ann Coulter Email Alerts





Get the latest emails alerts from Ann Coulter, It's Free!

Like

BikeGuys.com



We don't have any bikes, but we do have just about everything else. From Burley Trailers to Yakima racks, CycleOps trainers and more.

Like

More Ads



Gricelda Thomas - via Invite Tool

Please add me. 33

Add to List ▼

Confirm Ignore Send Message



Nancey Brock - via Invite Tool

ff Please add me. 33

Add to List ▼

Confirm Ignore Send Message



Louella Landin — via Invite Tool

Please add me.

Add to List ▼

Confirm Ignore Send Message



Betsey Baily - via Invite Tool

Please add me. 33

Add to List ▼

Confirm Ignore Send Message



Heather Kees - via Invite Tool

ff Please add me. 33

Add to List ▼

Confirm Ignore Send Message



Dusti Blackwell - via Invite Tool

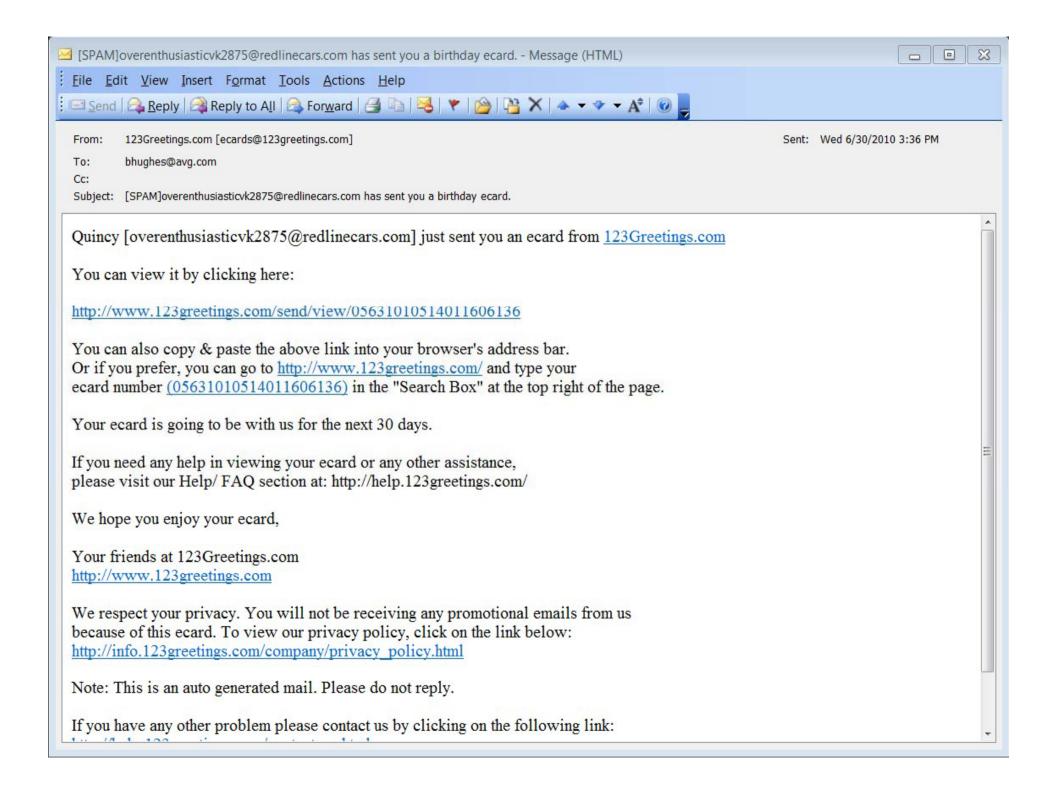
M Please add me. yy

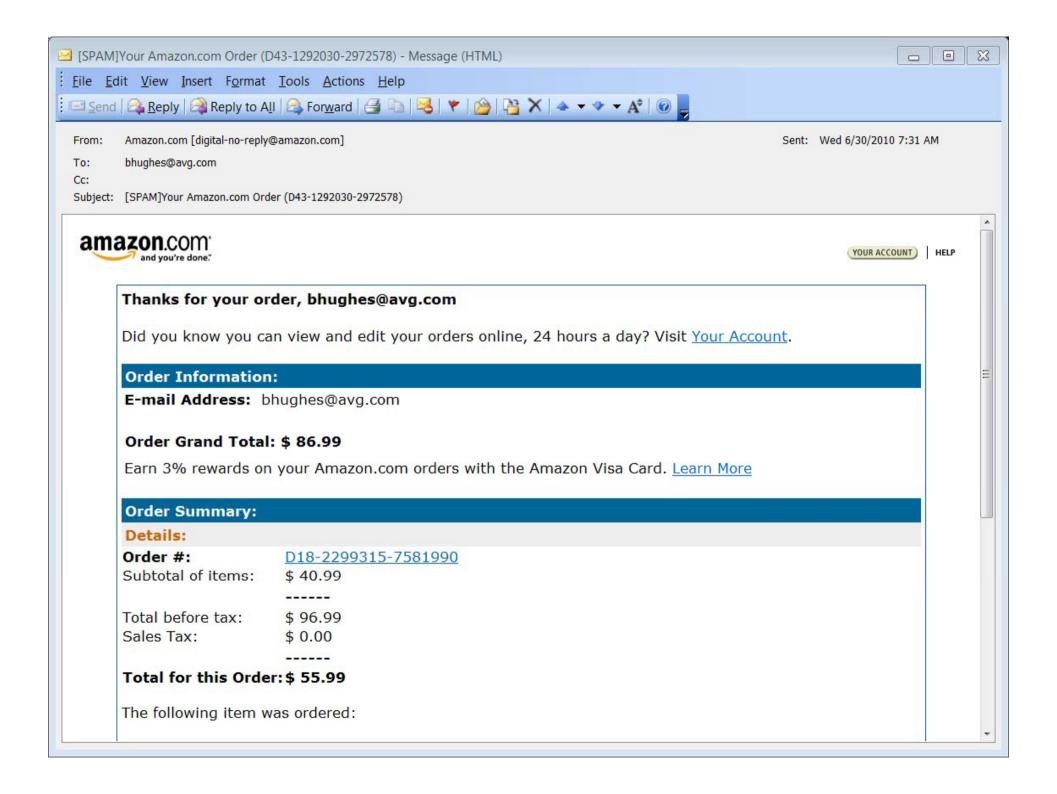
Add to List ▼

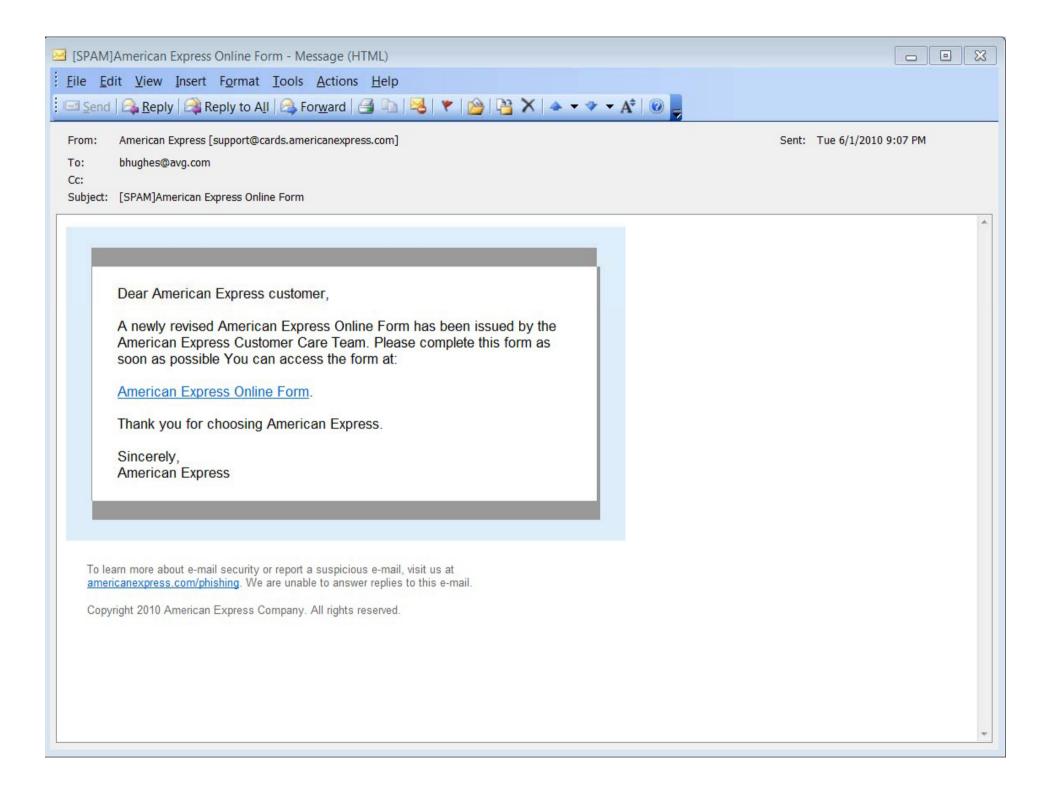


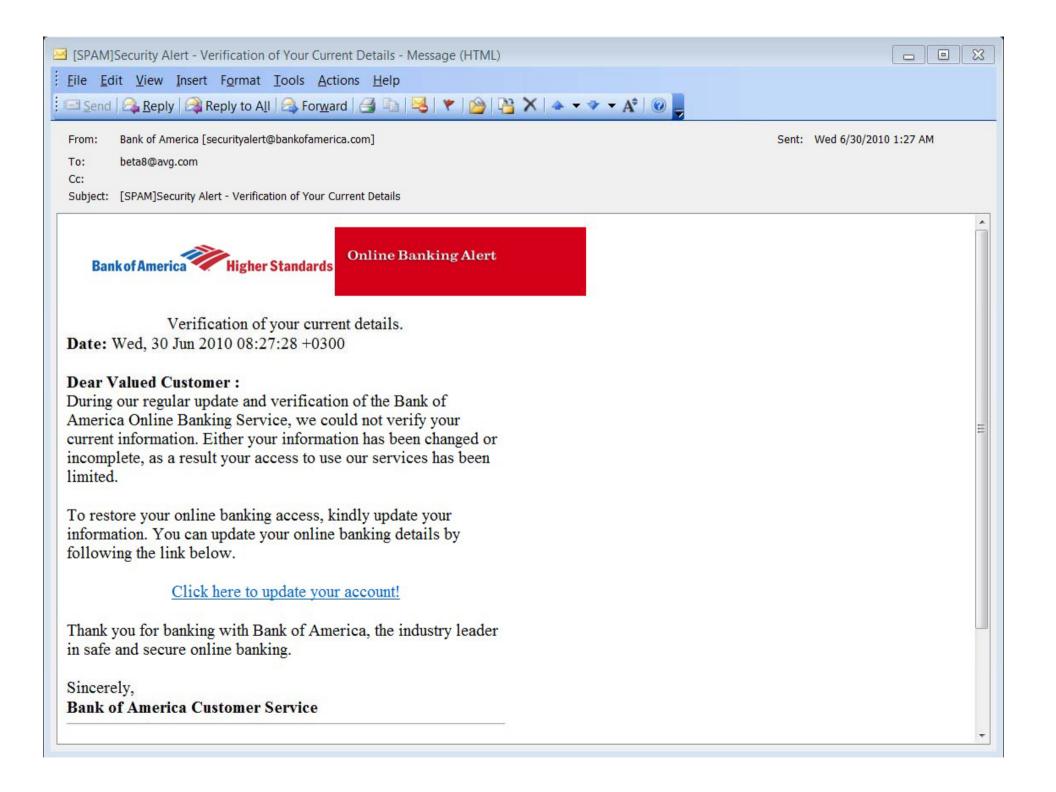


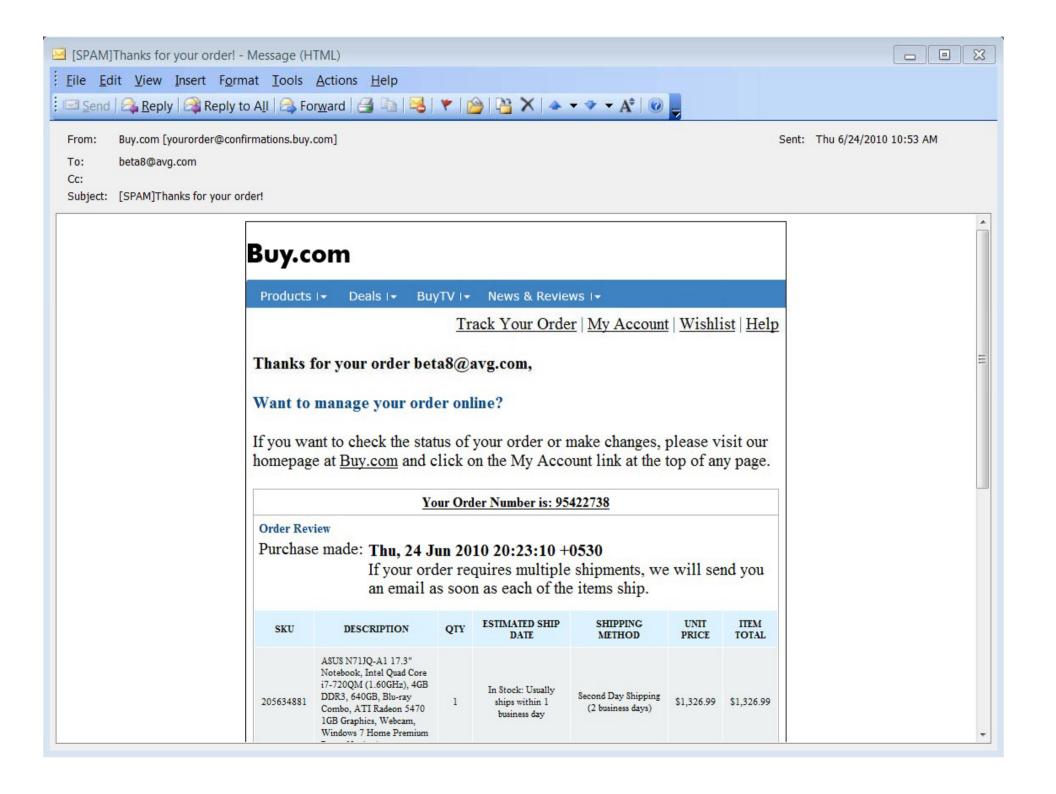


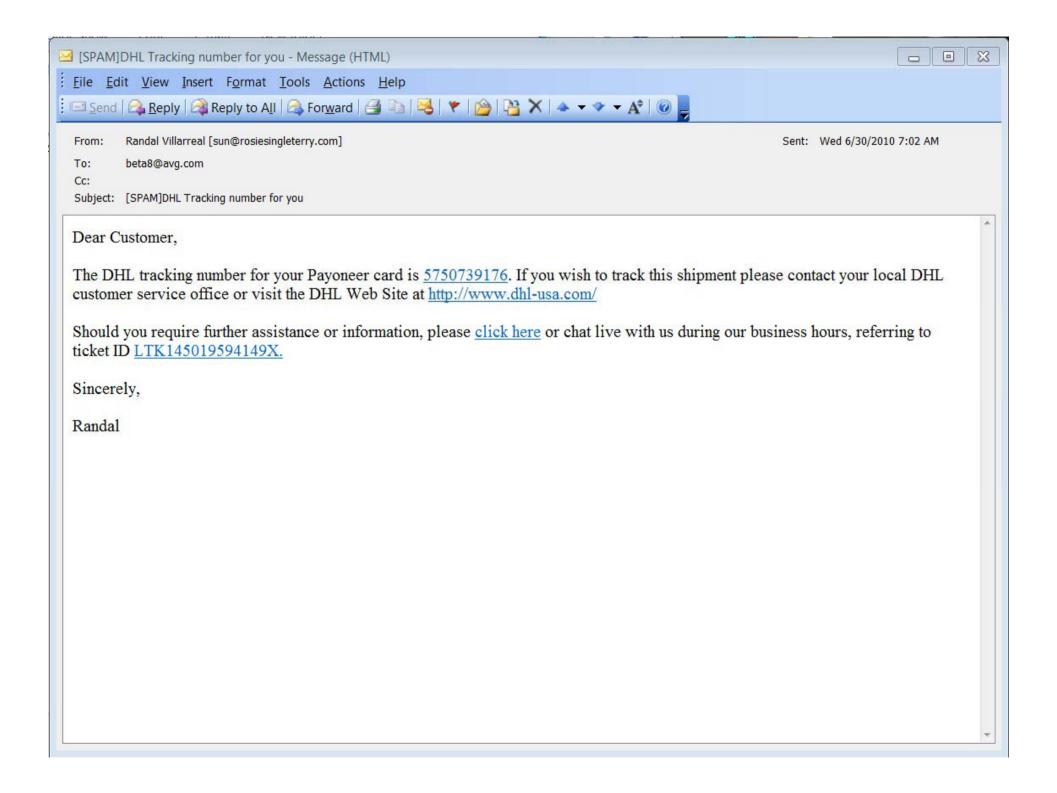


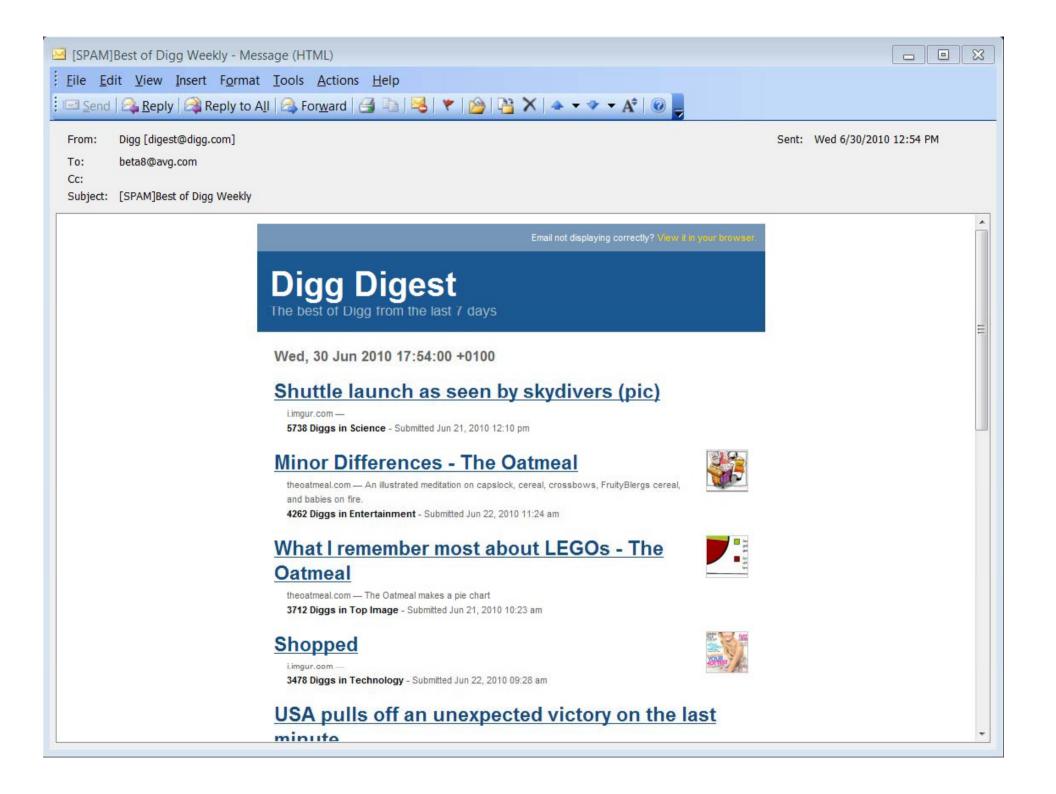


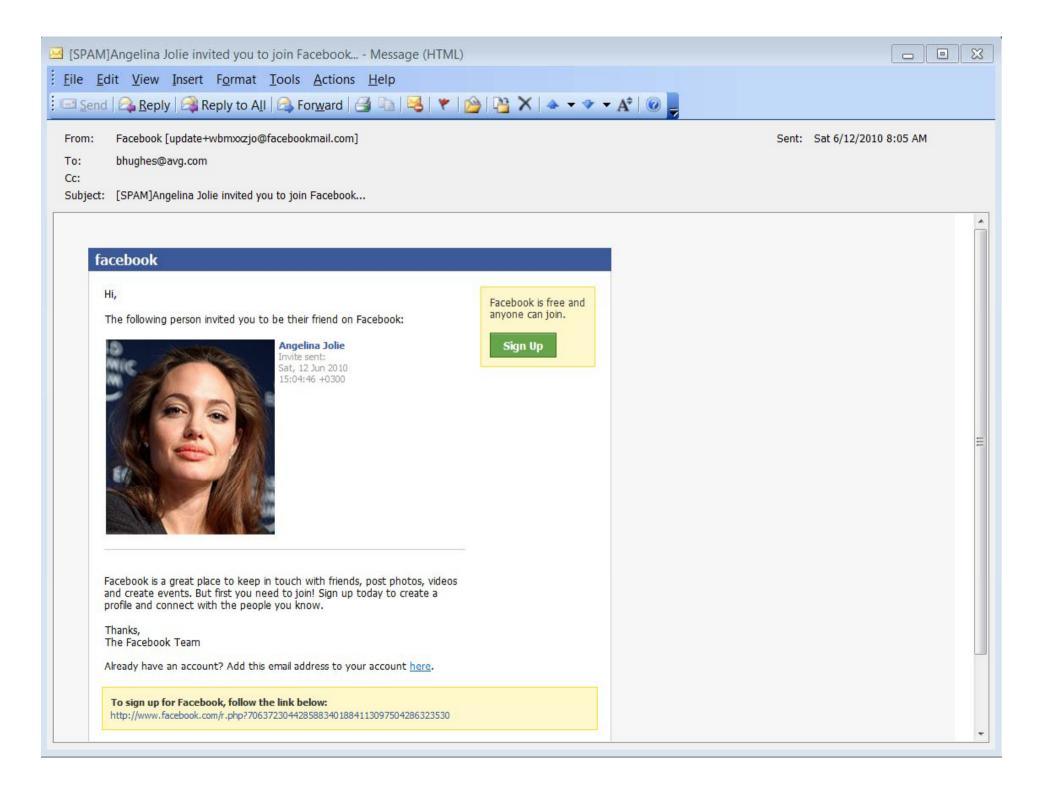


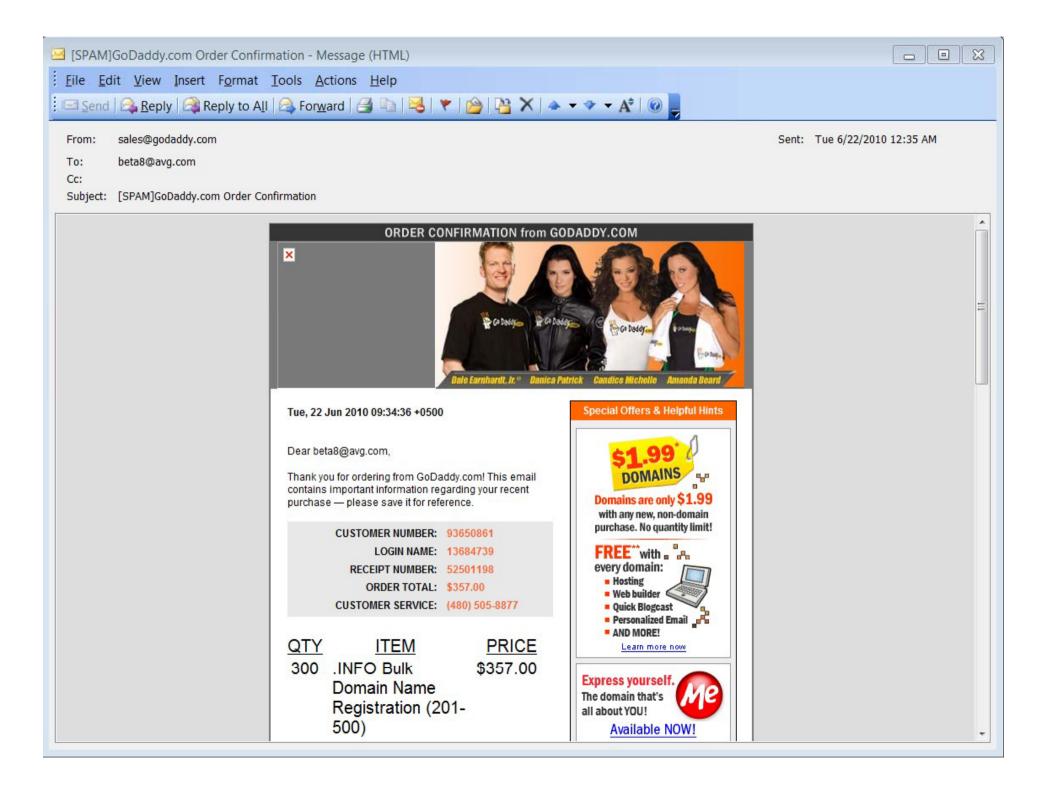


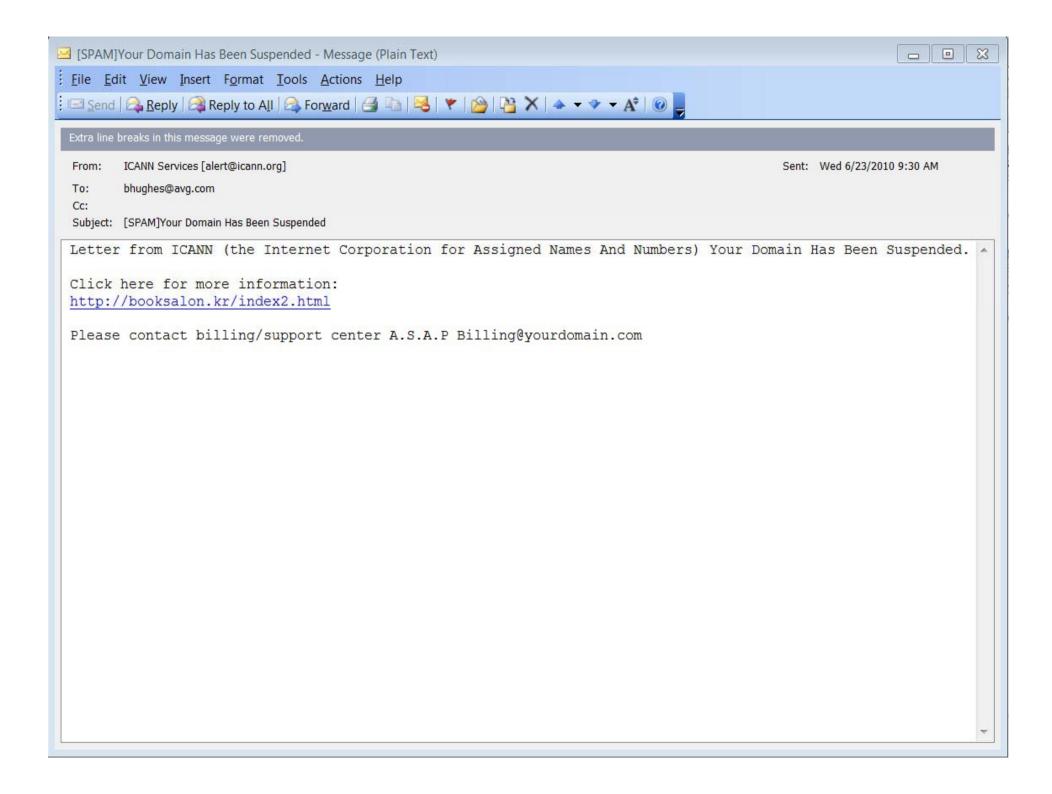


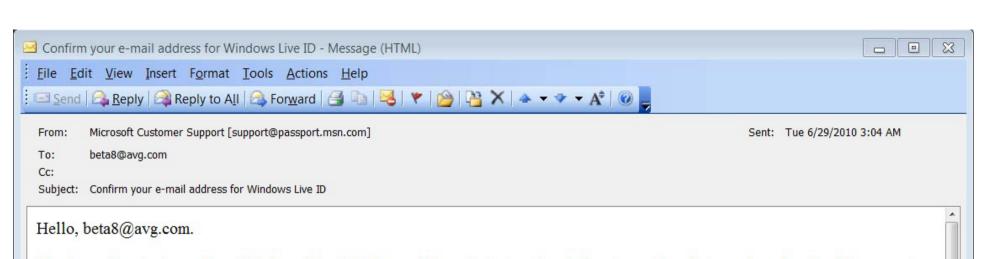












Thank you for signing up for a Windows Live ID. Please follow the instructions below to confirm that you signed up for this account, or to cancel the account if you did not sign up.

CONFIRM ACCOUNT

To help prevent unauthorized account creation, we need you to confirm your e-mail address. We will use this e-mail address to send you important messages about your account. Also, some Windows Live ID sites and services may require a confirmed e-mail address.

To confirm this e-mail address, select and copy the following link. Open a browser and paste the link in the address bar. Press Enter or Return on your keyboard and follow the instructions that display.

https://accountservices.msn.com/EmailPage.srf?emailid=dc/launch?.gx=1&.rand=1vlrf6v7m4ov9

CANCEL ACCOUNT

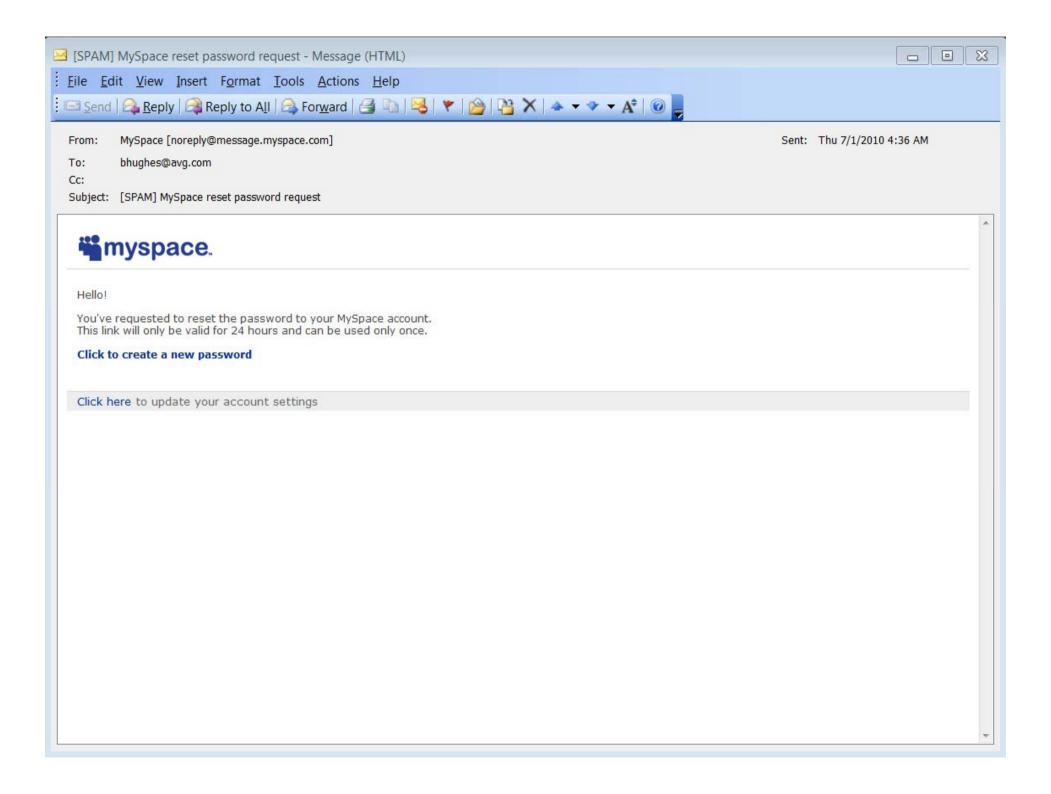
If you didn't sign up for the account with this e-mail address and want to cancel the account, select and copy the following link. Open a browser and paste the link in the address bar. Press Enter or Return on your keyboard and follow the instructions that display.

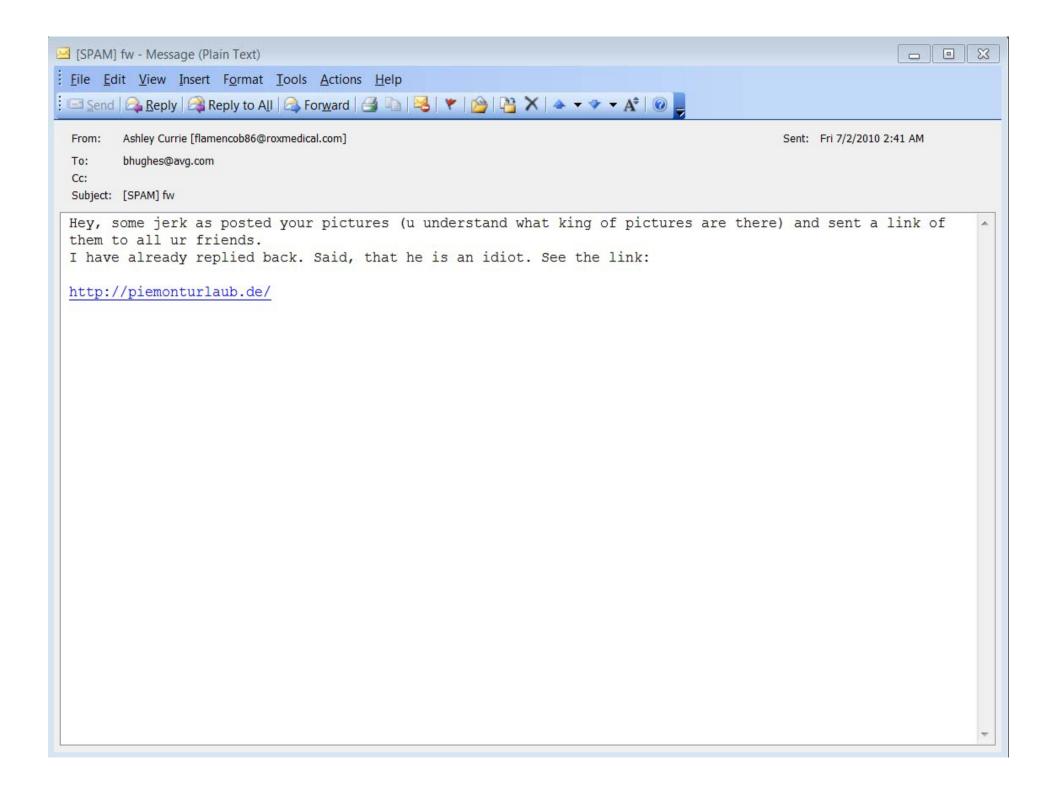
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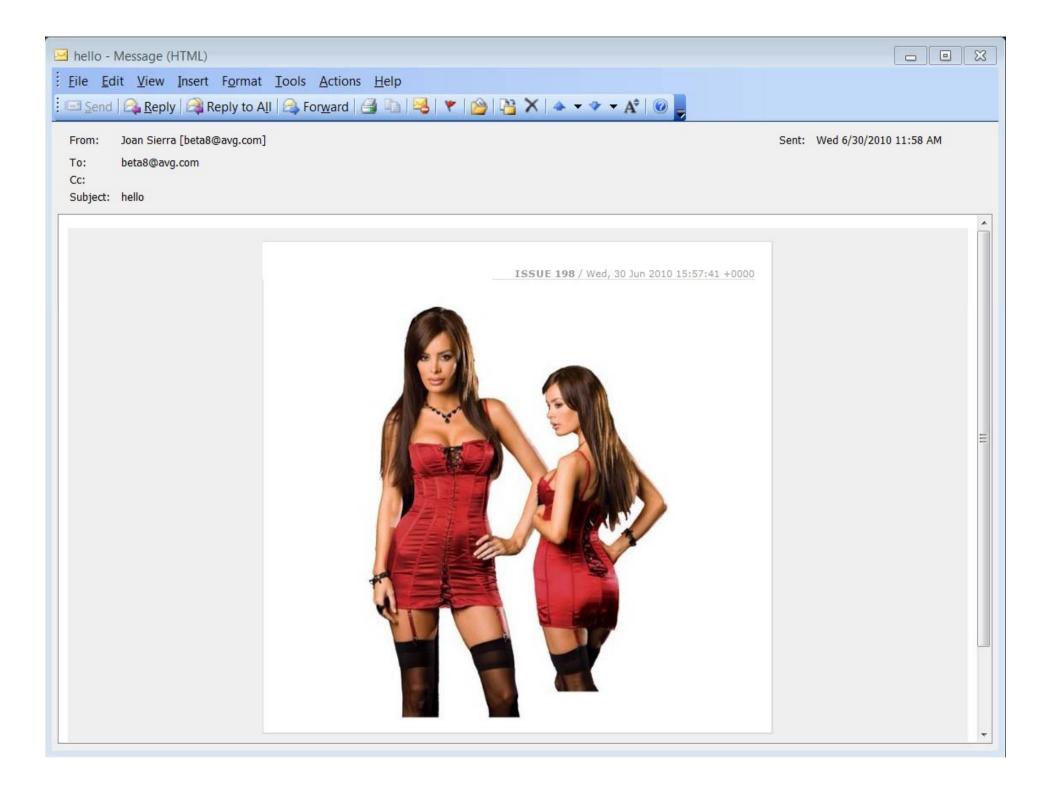
IMPORTANT

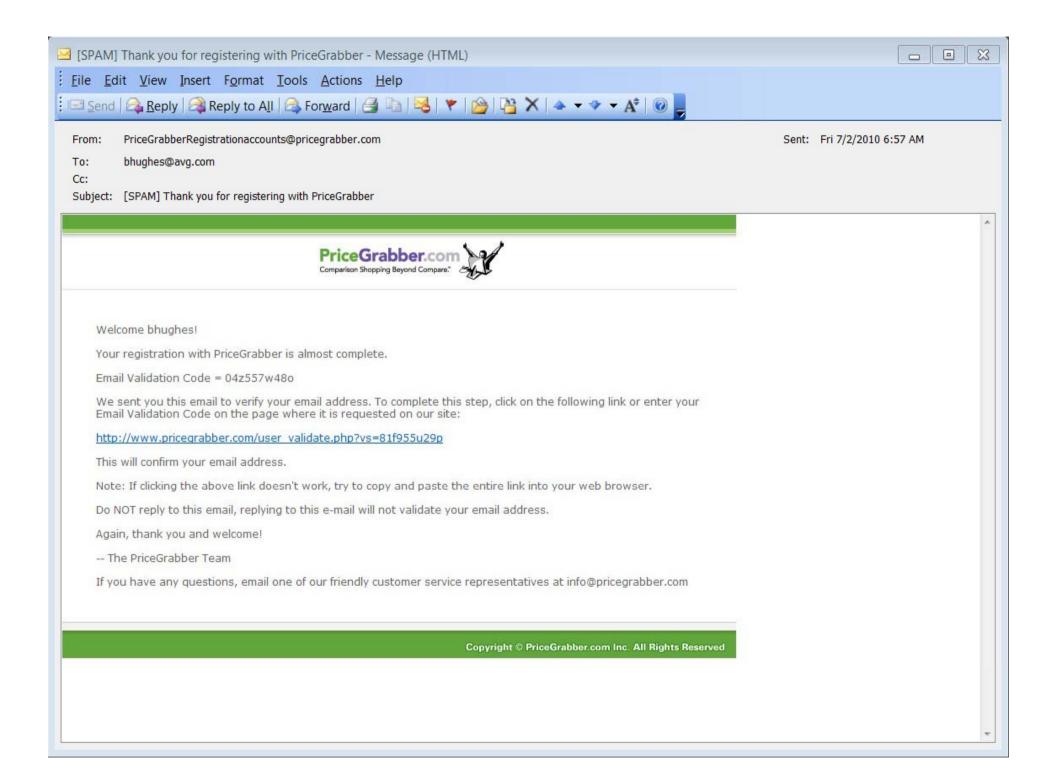
To help keep your personal information safe, Microsoft recommends that you never enter your credentials (e-mail and password) at a site you reached by clicking a link in an email. Instead of clicking the link, copy the address and paste it into the address bar in your web browser. While we may send e-mail that contains links, the links are provided for convenience only.

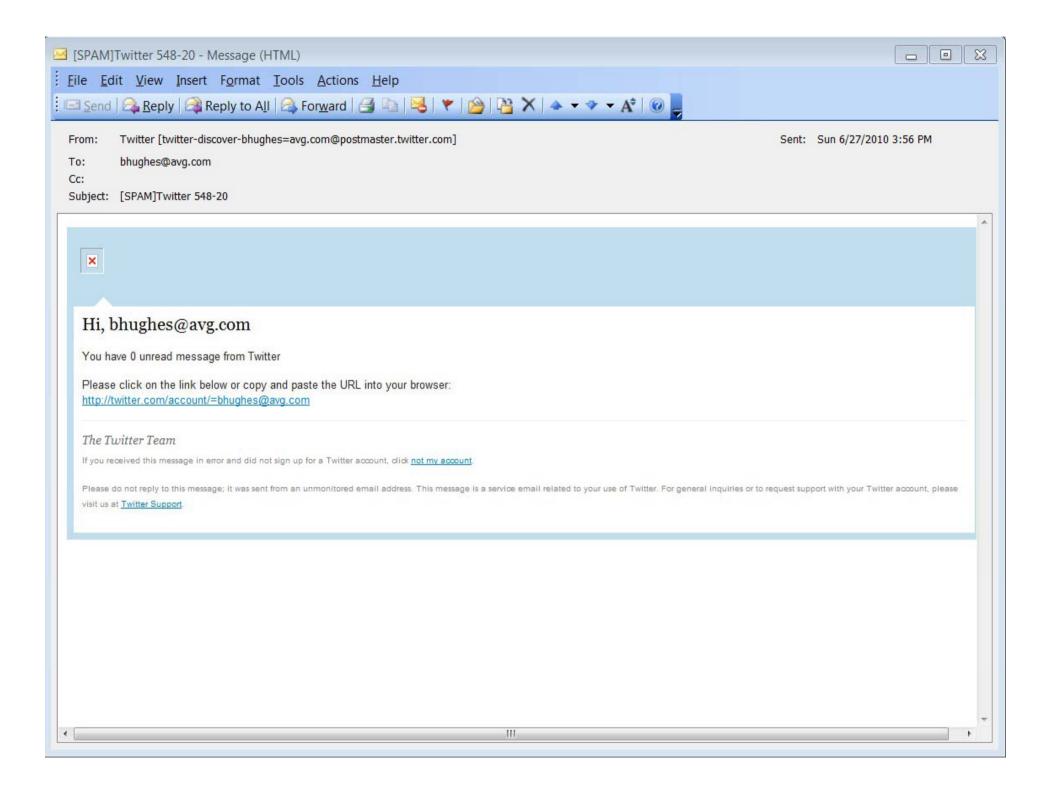
Windows Live ID is committed to protecting your privacy. We encourage you to review the Privacy Statement at

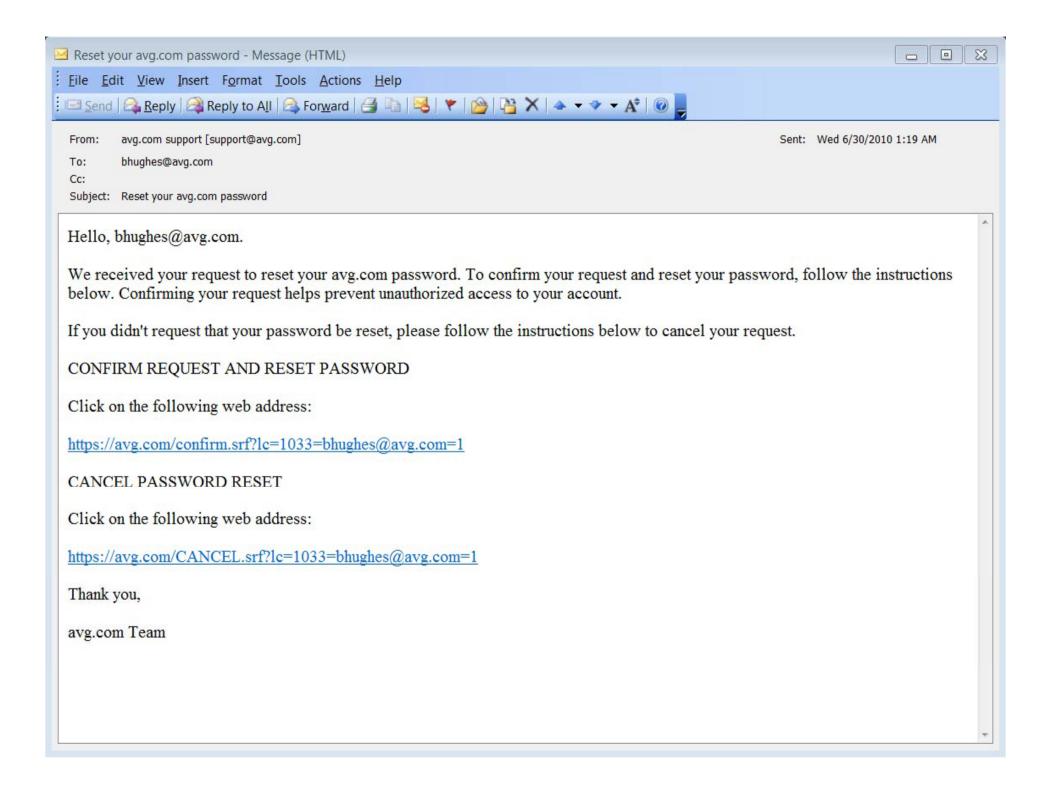


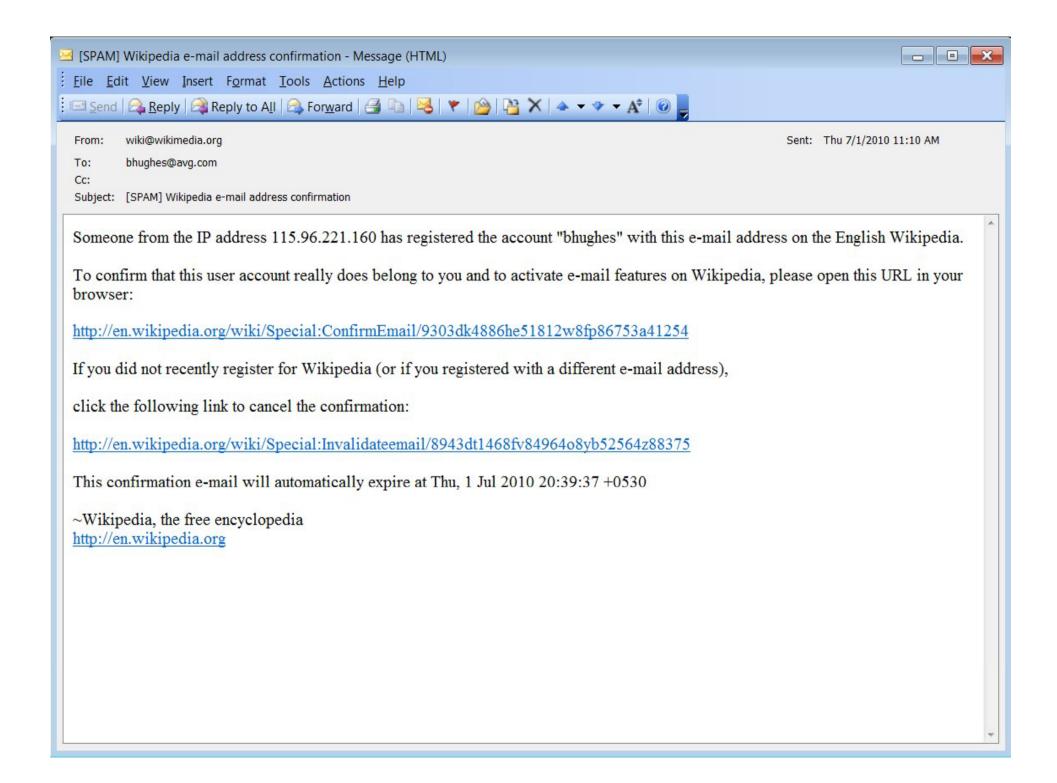


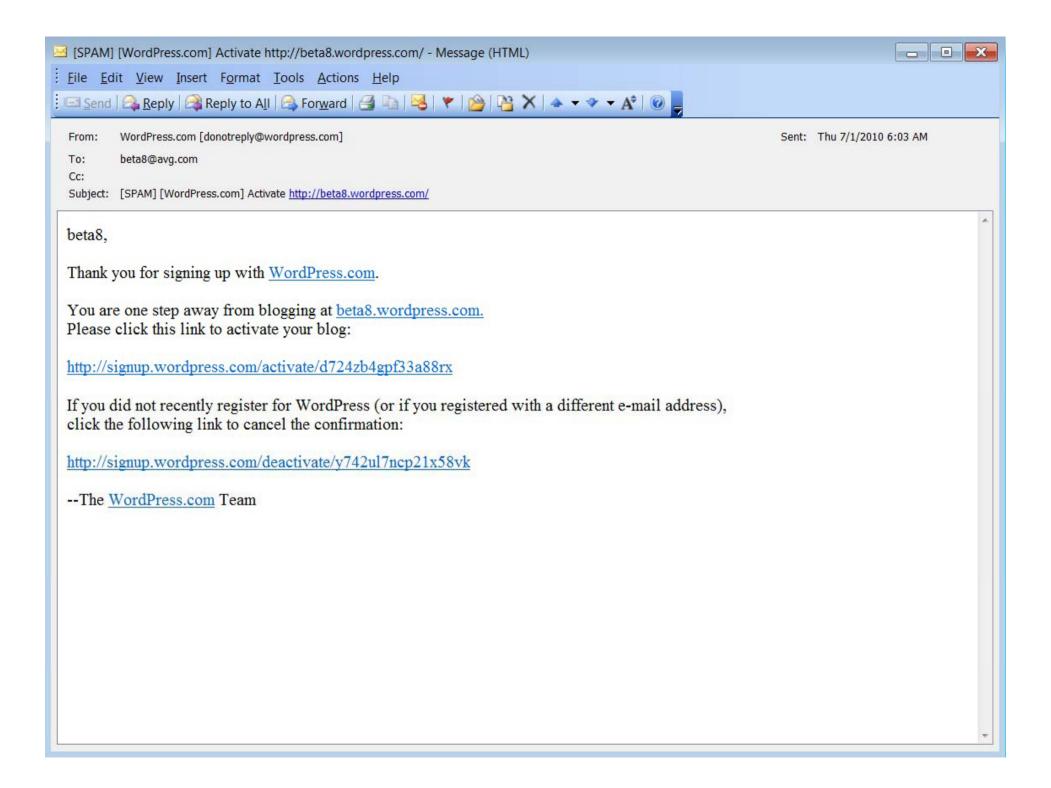


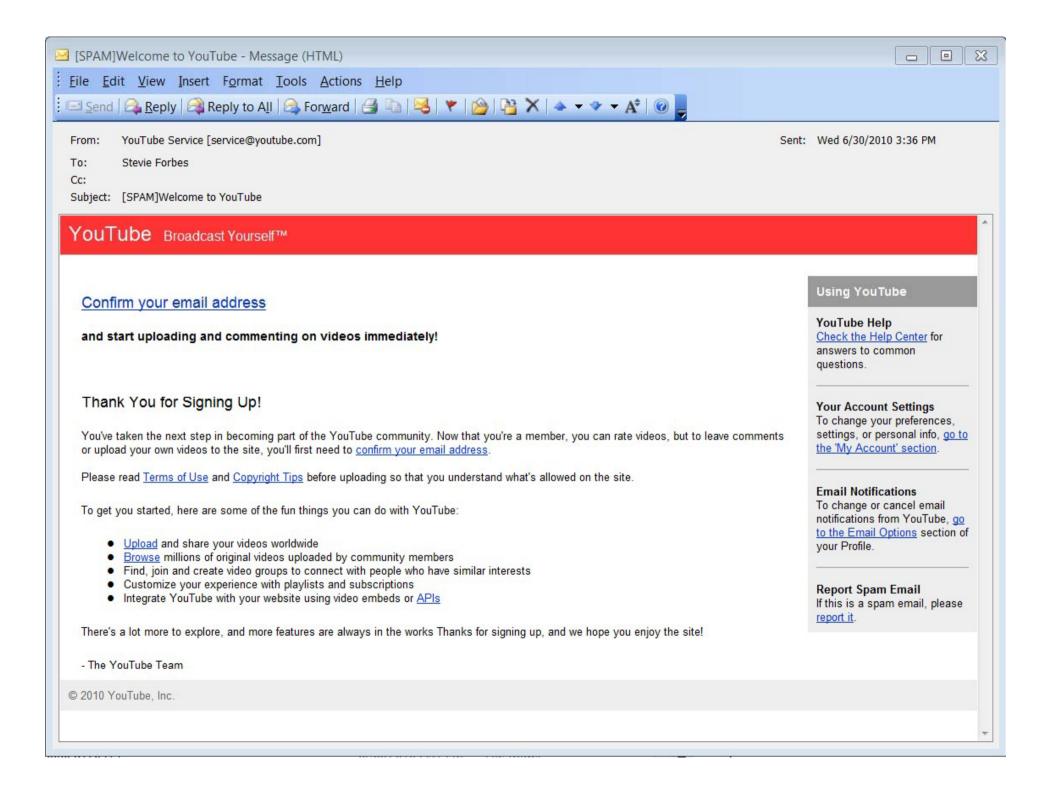












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🔀 🛭 Davis Duke	Jennifer Lopez Fatal Car Crash	Mon 8/23/2010 1:13 PM	112 KB	7
Sterling Guthrie	Alicia Keys Fatal Car Crash	Mon 8/23/2010 1:11 PM	111 KB	PE
🔀 🛭 Melva Wolf	Jennifer Aniston Fatal Car Crash	Mon 8/23/2010 1:06 PM	111 KB	P
Tamra Munoz	[SPAM] Tamra Munoz sent you a message on Facebook	Mon 8/23/2010 12:26 PM	21 KB	P
🔀 🛭 Card Platinum Service	[SPAM] Card Platinum e-Statement	Mon 8/23/2010 11:19 AM	152 KB	P
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	Your avg.com address, affiliate@avg.com, has been created	Mon 8/23/2010 9:26 AM	24 KB	7
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🔀 🛭 Burlando Cassetta	Your wife photos attached	Mon 8/23/2010 9:22 AM	20 KB	P
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Ivory Honeycutt	[SPAM] Give her extra emotions	Mon 8/23/2010 8:36 AM	21 KB	P
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Harriett Quintana	[SPAM] You have received an Greeting eCard	Mon 8/23/2010 7:00 AM	10 KB	P
Unique offers on Viagra	[SPAM] Our client bhughes, sale begins today. Egelsbach socialist Olympic be	Mon 8/23/2010 5:54 AM	27 KB	P
Pablo Shelton	[SPAM] Give her extra emotions	Mon 8/23/2010 5:45 AM	19 KB	P
Pay less for Brand Viag	. [SPAM] Our client bhughes, sale begins today. Best demodulator north the German	Mon 8/23/2010 5:34 AM	23 KB	P
bhughes@avg.com	[SPAM] bhughes@avg.com VIAGRA ® Official Seller -07%	Mon 8/23/2010 5:02 AM	17 KB	P
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Mannie Acevedo	[SPAM] Set macho-mode on	Mon 8/23/2010 2:20 AM	19 KB	7
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- 'N.Y. Firm Faces Bankruptcy from \$164,000 E-Banking Loss'
- 'Online Robbery: Hackers Steal \$50,000. Bank Says "Tough Luck"
- 'Computer virus steals \$325K from district'
- 'Computer hacker steals \$479,000 from Cumberland County Redevelopment Authority'
- 'IT Firm Loses \$100,000 to Online Bank Fraud'.



- Train employees about current threats!
- Put a policy in place and have users agree the day they are hired.
- Is internet access required for job responsibilities? Social Networking?
- Use updated AV, spam and web filtering software.
- Test employees!



EDUCATION IS KEY

User awareness of social engineering threats won't stop all attacks. It is required to help the non-IT savvy end-user, and even seasoned security professionals, be aware of things they may not have otherwise considered. The message needs to be constantly refreshed taking into account the latest techniques used by the bad guys.

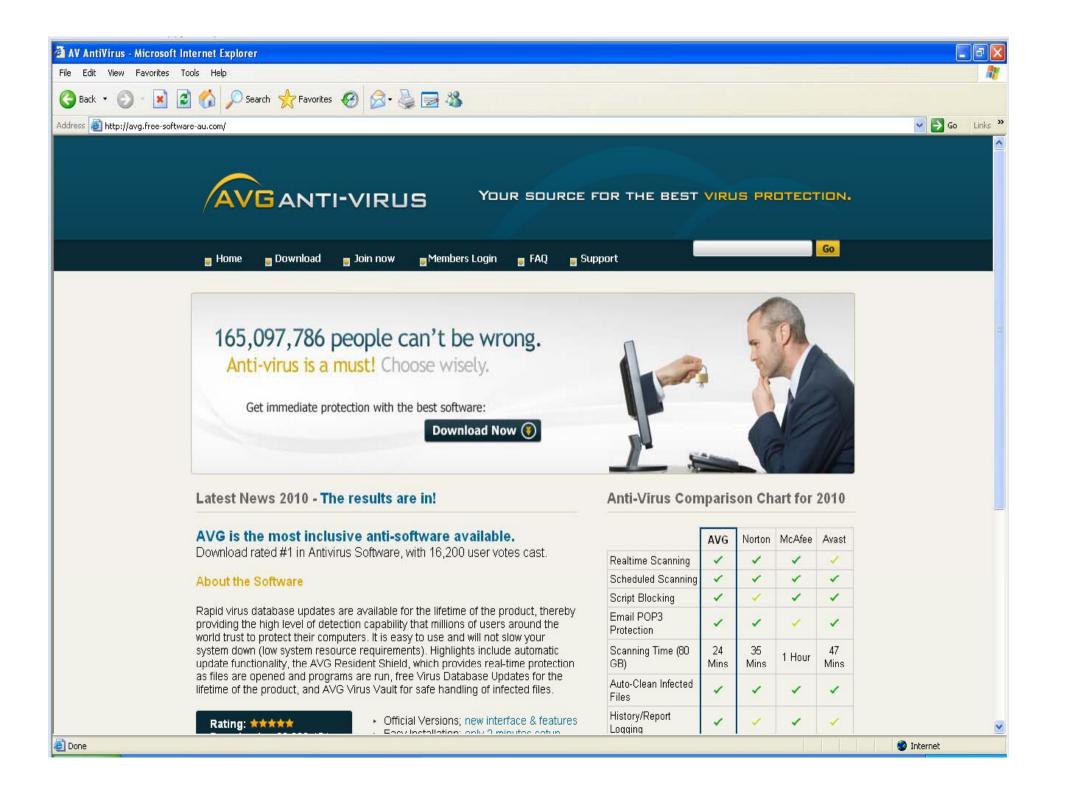


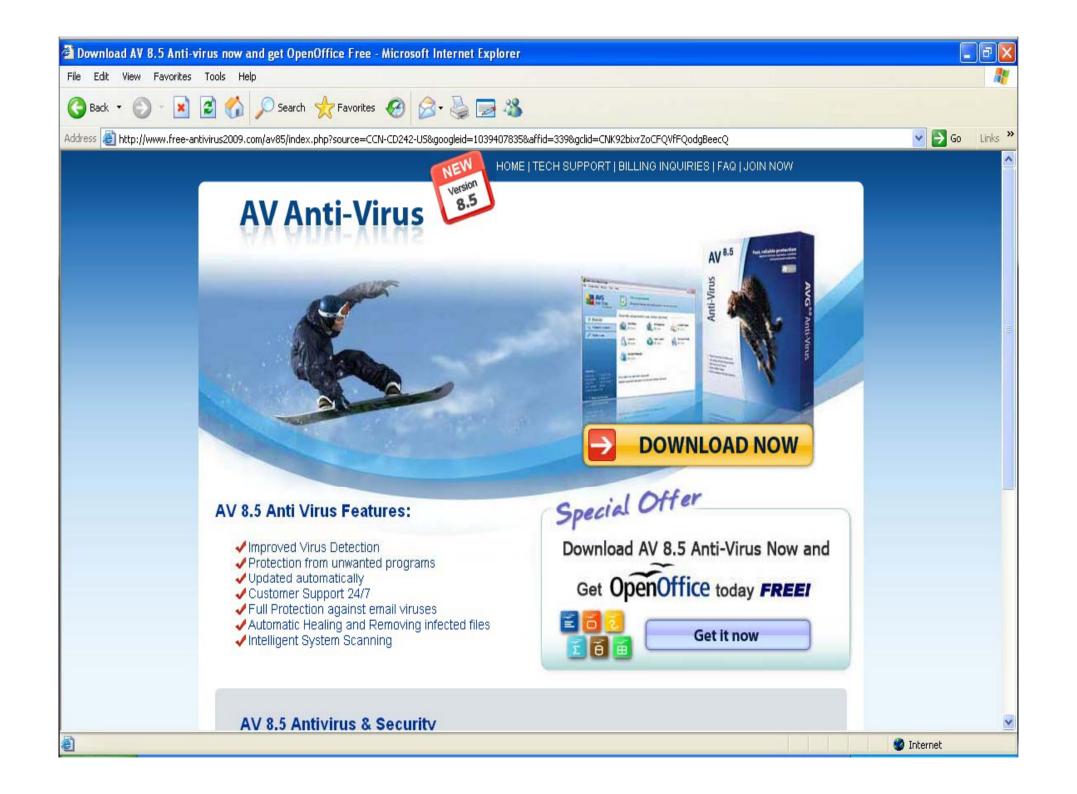
AVG Survey - Facebook, Twitter and MySpace

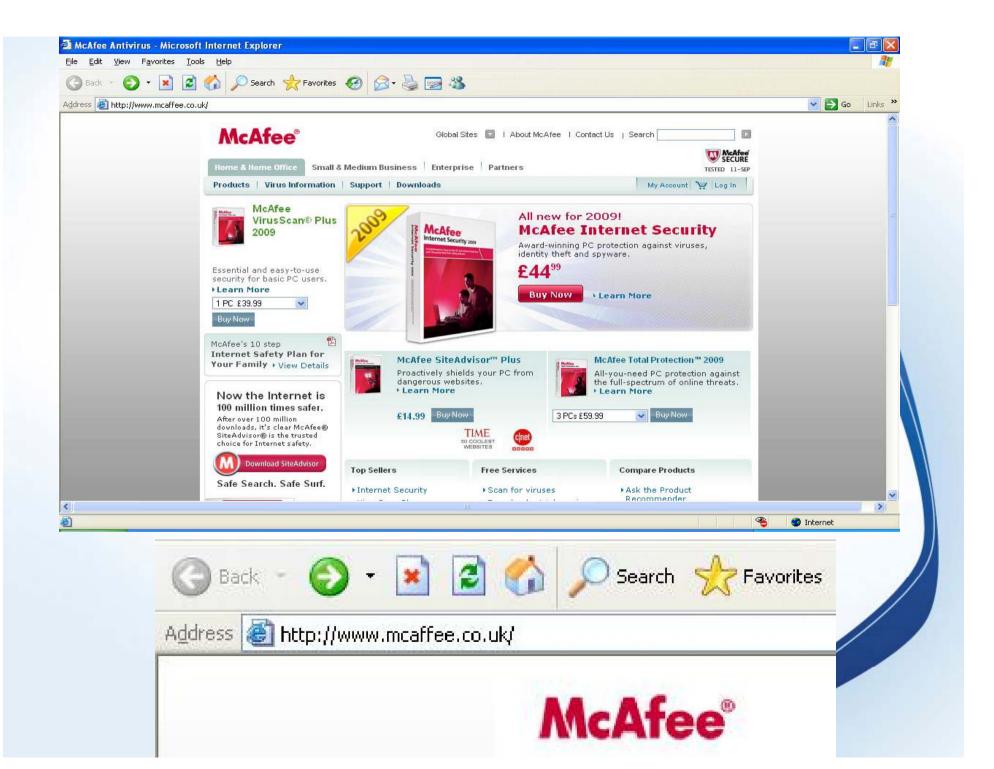
- 64% click on links offered by community members
- 55% received phishing emails
- 52% let friends access social networks on their machine
- 47% have been victims of malware infections
- 26% share files within social networks
- 21% accept contact from members they don't recognize
- 20% have experienced identity theft



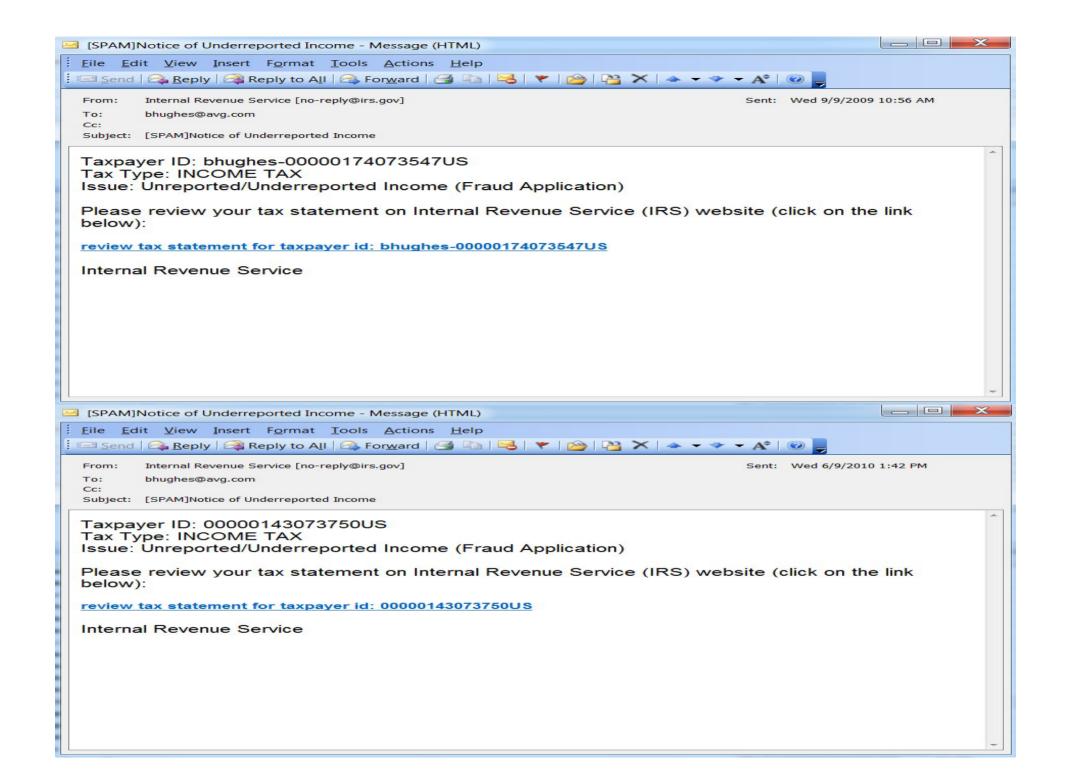
- Stay Safe Online US National Cyber Security Alliance: http://www.staysafeonline.org/
- Get Safe Online http://www.getsafeonline.org/
- Roger Thompson's blog http://thompson.blog.avg.com/
- Graham Cluley's blog http://www.sophos.com/blogs/gc/
- US-CERT http://www.us-cert.gov/cas/tips/
- Krebs on Security http://krebsonsecurity.com/

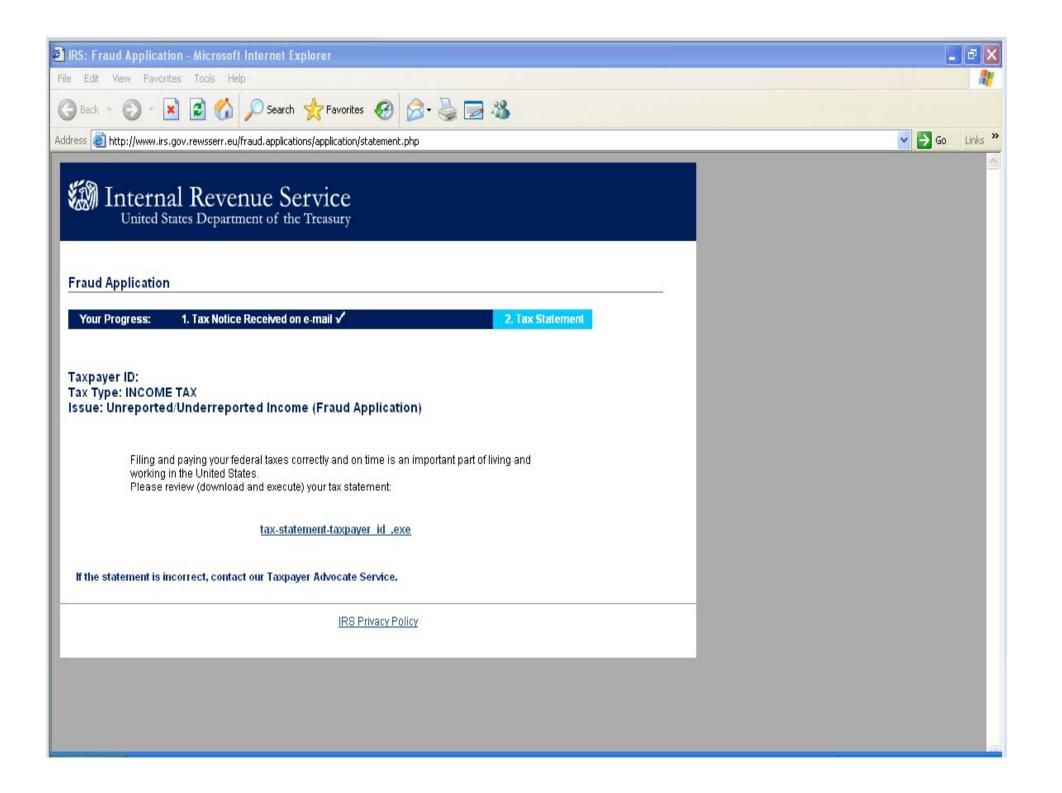


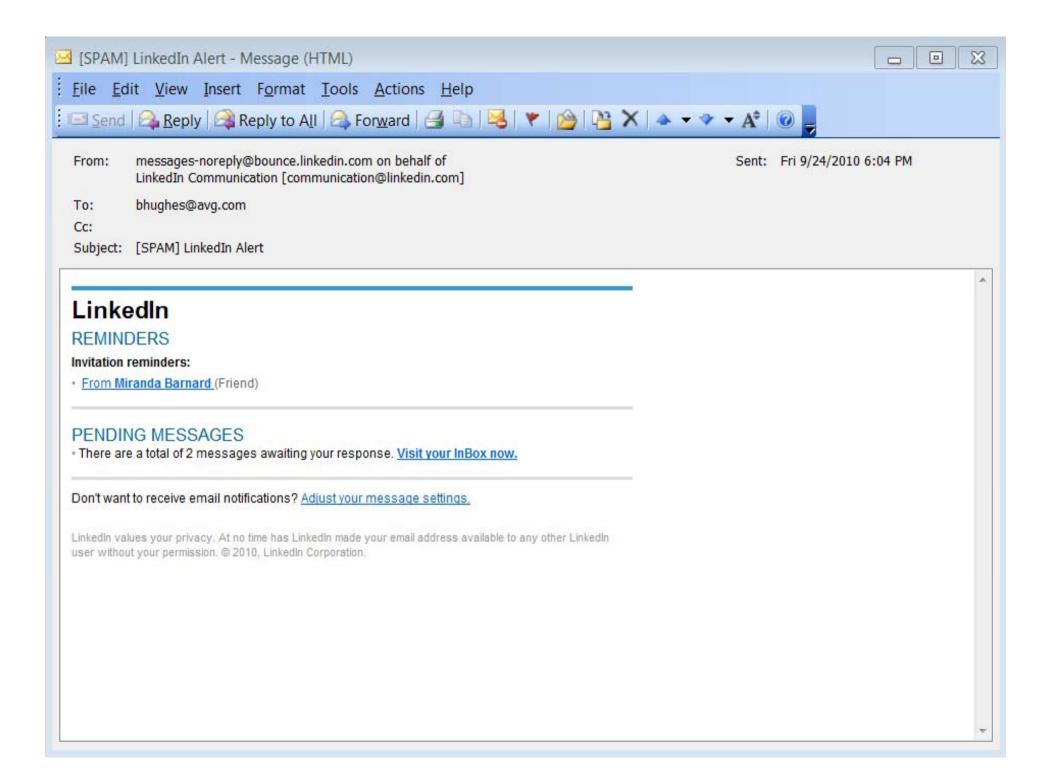
















Email Bruce.Hughes@avg.com