Hack in Paris, 2017
Paris, France

Social Engineering
Intro – about me
I like it simple

• Dominique C. Brack

My work

If it's:
Very Expensive or considered very Important I am involved.
This year 2017
No Framework pure raw SE

No Framework pure raw SE with hints to the framework.

- Governance
- Risk Management
- Compliance
- Intensity Levels
- Engagement Management
- Ethics
- Culture

Don’t bore hackers with this! They will die! literally.

Some of it. Don’t overdo it.

Not much use @ a hacker conference 😊
A Social Engineer's Dream
What I dreaming during the day – I don’t tell you what I dream @ night 😊

• CHMOD people
• Setting attributes as you like
• …
• Human to Social Engineer Interface
The "One" Thing
The one thing to remember when you are in action

Plausible Deniability
A Social Engineer is your human Stegosploit
Microtagging
Information delivery the old school way

• As they say: You can't teach an old dog new tricks.
Microtagging
Information delivery the old school way

• How about an old dog teaches some young dogs some old tricks!
Technology dependency
Do not assume tech always works
### SEEF Intensity Levels

Only bite what you can chew

<table>
<thead>
<tr>
<th>Level</th>
<th>Risk Appetite, Possible Consequences and Techniques used</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Legal, non-invasive, OSINT</td>
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<tr>
<td>2</td>
<td>simple, local or national, standard corporation</td>
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<tr>
<td>3</td>
<td>preservation of person/company integrity</td>
</tr>
<tr>
<td>4</td>
<td>Invasive, intrusive, medium complexity, international, well known corporation</td>
</tr>
<tr>
<td>5</td>
<td>Ethically questionable</td>
</tr>
<tr>
<td>6</td>
<td>Occasional risk of Illegal (misdemeanours) activity, legal implications not known entirely</td>
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<tr>
<td>7</td>
<td>Invasive, intrusive, highly complex, international, high profile political or medically present organization,</td>
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<tr>
<td>8</td>
<td>Coercion, unethical, risk of collateral damages</td>
</tr>
<tr>
<td>9</td>
<td>Illegal (felonies), active crime, bodily harm</td>
</tr>
<tr>
<td>10-12</td>
<td>Highly illegal, treason, breach of international law, possible death sentence, cyber warfare, industrial espionage, cost of lives</td>
</tr>
</tbody>
</table>

- **Risk management**
- **From a business view don't engage above Level 3**
Let's Get Started
Bootstrap your Social Engineering tasks

- Information collection
- I decided on *make*, *active* and *recon*
- The following task "micro tagging" a machine room is just a part of the attack chain
1. Define data to be placed: Wi-Fi pwd, logins, workproces', org chart, etc.

2. Prepare planting objects: 2-d barcode, rfid tag, beacon, check smallest form factor, UV tag, protect film

3. Apply microtag: self plant, insider, favour, postal services, etc.
Microtagging
Information delivery the old school way

- How to carry your microtag
- Ready and UV activated
- Useful for machine rooms
• Having different identities or personas is sometimes useful
• It's like old whiskey, cured and real they cost/ are worth a lot of money
• Do not assume false titles or copy real companies
Some examples
The first layer is usually enough
1. Get a name – free just start thinking
2. Go to fiverr and make a logo – 5$
3. Get a domain i.e. Godaddy – 15$
4. Go back to fiverr for b-cards – 5$
5. Go back to i.e. Godaddy for hosting– 8$/ month

6. Total 30$ will hold first glance easily
The Office Case
Official 404 award

• The "Shredderer"

• Task: go and shred those documents

• He shredded them, made a video to show he shredded them
I started an investigation
And concluded
He must go...because it's against policy
The shredder because he doesn't cross cut
Let's check the menu
What I am having today?
I get "technology based (cyber)" & "location" based
Topped with "curiosity"
With a high chance of success
And intensity Level 1-3
Result: The Art of baiting
The Art of Baiting
Make your USB sticks kick ass

• Basic ingredients for baiting
The Art of Baiting
Make your USB sticks kick ass

- Used as standard payload baites
- Variance in the placements
- Addition of folders, maps shopping bag etc.
The Art of Baiting
Make your USB sticks kick ass

- The fidget spinner
- Everyone likes it
- Let’s pimp it…
The Art of Baiting
Make your USB sticks kick ass

• Plant USB inside
• Print new packaging label
• In corresponding colors
The Art of Baiting - Fidget Spinners
Fidget spinners a hot item wanted by everyone

- He likes it…
- Concerned daddys will take the USB stick and try it out (hero problem)
- Maybe on Mum's computer, even better
- Or give it to someone to try it out…
The Art of Baiting
Make your USB sticks kick ass

- Print packaging label
- Prep USB key with FIMO
- Plant the USB key
- Packaging not damaged
- Put it back into the shelf?
The Art of Baiting

Make your USB sticks kick ass

- Take another item to pimp
- Get inspired by ist shape
- Decide on the theme
The Art of Baiting
Make your USB sticks kick ass

- Baiting is hard work
- Decide on payload or destruction
The Art of Baiting
Make your USB sticks kick ass

• Fitting the theme of the subject
• Maleficent had to become the destructive one

From the tech department: use the USB the right way, holes must be up.
The Art of Baiting
Make your USB sticks kick ass

• Today's catch of the day
• Fresh baites…
The Art of baiting
The environment your place your baites

• Context placement
The "Romance bait"

Plays well all year round and peaks on Valentine's Day.

Sometimes you have to go through the neck of the turtle.

The Art of Baiting

It is about how you do it; deliver in style;
The Art of Baiting
It is about how you do it! deliver in style ;-)
The Art of Baiting
It is about how you do it! deliver in style ;-)
The Art of Baiting
It is about how you do it! deliver in style ;-)
Microtagging extended
Link baiting gone to far… Intensity Levels 4 and more/ not recommended

- I love clipboards
- Badgeholders are useful
- Expecting high success rate
Try if your hands are clean.
Use the attached UV light to test if your handwashing works.
If your hands light up under the UV light use the following link to get more information.
www.phishrne.com/handwash or send an email to: clean@phishrne.com

Thank you!

We want to maintain and raise the profile of hand hygiene in health care every day of every year.
Together we can achieve these goals.

Try Levels 4 and more/ not recommended

- I love clipboards
- Badgeholders are useful
- Expecting high success rate
Microtagging *extended*

Link baiting gone too far... Intensity Levels 4 and more/ not recommended

- I love clipboards
- Badgeholders are useful
- Expecting high success rate
Goodbye

Questions? The link will come just in sec
Free download code!
The numbers and links for collecting your freebie

• Go there: http://bit.ly/1IYHDoN or https://reputelligence.selz.com
• Punch this in: 4ONLLC6X
• First name, last name and email is required → use a valid email you will get the eBook sent there...

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