DON'T BE FOOLED

SOCIAL ENGINEERING

Social engineering is a term that describes a broad spectrum of malicious activity. Cyber criminals, both on line and off, try to trick unsuspecting people into giving away their personal information and/or installing malicious software onto their computers, devices or networks. Success is based upon appearing legitimate, even helpful, making it easy to deceive users.

Here are some common scams:

- **Phishing** is email which entices users to click email links directing them to malicious websites to steal IDs and passwords.

- Short for SMS Phishing, **SMiShing** is a variant of phishing scams that utilizes SMS services to send bogus text messages.

- **Social Media Phishing** is phishing on social media sites like Facebook and LinkedIn.

- **Voice Phishing** is a new name for the traditional phone scam.

- A **USB Drop** is the practice of leaving small malware infected USB thumb drives on the ground.

- A **CD/DVD Handout** is an offer from someone, giving you music or a movie for free. Similar to the USB drop, a CD or DVD can infect your machine.

Tips for protecting yourself:

- Suspicious texts, emails, and phone calls asking you to urgently confirm information, offering help, and claiming you won something are not legitimate. Be wary of communications that implore you to act immediately.

- Don't be intimidated. Legitimate organizations, including the Service Desk, will never ask for personal information or passwords.

- Be wary of hyperlinks, unsolicited file attachments or downloads. Think before you click on them.

- Keep mobile devices and computers up-to-date with the latest operating system, anti-virus, anti-spyware and application security patches.

- Limit the information on your public profile. Don't share your cell phone number on social media.

- Spelling errors are telltale signs of a scam.

- Don't accept 'friend' requests from people you don't know.

- Never use found or free items like USB drives, DVDs or CDs on your computer if you do not personally know the source.

IT Security
itsecurity@uchc.edu

UCONN
HEALTH