Top Scams and Phishing 2021: The Evolution of Social Engineering

(aka why it’s easier for scammers to just trick you)

PRESENTED BY BETTER BUSINESS BUREAU SERVING DELAWARE
Marketplace scams represent a $50+ billion scourge on our economy that impacts one in four households and one in five individuals each year.

According to the FTC, in 2019:

• Delaware was #3 in fraud reports
• Victims in 23% of the reports lost money
• Consumers aged 20-29 lost money in 33% of reports

and in 2020:

• Delaware was #2 in fraud reports
• Victims in 34% of the reports lost money
• Consumers aged 20-29 lost money in 44% of reports
What is BBB?

- Non-profit organization
- Began in 1912
- BBB locations throughout U.S., Canada & even one in Mexico

Mission:

To be the leader in advancing marketplace trust. We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses
BBB was started because of this:
These days it looks like this:
Or this:
Or even this:

https://www.loom.com/share/1a765a762ac84fb7be1ac715eb59d570
Specific Social Engineering Tactics

**Phantom Riches**
Dangling the prospect of wealth, enticing you with something you want but can’t have.

**Source Credibility**
Trying to build credibility by claiming to be with a reputable firm or to have a special credential or experience.

**Social Consensus**
Leading you to believe that other savvy investors have already invested.

**Reciprocity**
Offering to do a small favor for you in return for a big favor.

**Scarcity**
Creating a false sense of urgency by claiming limited supply.
Who are the victims?

Percentage Reporting a Fraud Loss and Median Loss by Age

50% 44% 37% 33% 27% 22% 20% 18% $1,300

$180  $324  $250  $278  $325  $436  $635  $80 and Over

19 and Under 20 - 29 30 - 39 40 - 49 50 - 59 60 - 69 70 - 79

Percentage Reporting a Fraud $ Loss
Median $ Lost
#1 Social Engineering Threat Targeting Businesses ...

BEC: Business Email Compromise
(dba Spearphishing, dba Whaling, etc.)

According to the FBI:
• In the past 3 years, over 26 BILLION in lost dollars
This is NOT what keeps IT awake at night:

From: Central Bank of Nigeria <mailadmin@tk3c.tsannkuen.com>
Sent: Tuesday, June 4, 2019 7:50 PM
Subject: [SPAM] Congratulations

Attention: Beneficiary

This is to officially inform you that your email was short listed by the Central Bank Compensation Award Committee setup to compensate the huge losses of the victims of the internet scam/fraud; You are also warned to disengage from future pursuit of unlearned transaction.

However, Your Compensation Payment via ATM CARD value at US$8.3M has been accredited and approved in your favor; All that is required of you to redeem your funds is to contact the payment officer with the official fee of US$90 being for duty stamp/courier/shipment charges.

Contact the diplomat as soon as possible through this (email: michealarmstrong68@gmail.com)

You are hereby advice to re-confirm the below information once again to the payment officer for further proceedings/next line of action.

1. Full Name:
2. Home address:
3. Direct/personal cell number
4. Copy of any valid identification:
5. Your occupation:
6. Next of kin:

Below is the delivery diplomat detail:
NAME: Armstrong Micheal
E-MAIL: michealarmstrong68@gmail.com

This reward will be available for a short time. It's best advice you act fast, Thank You.

Yours truly,
Mr Packer Kelvin
Secretary
This is:

-----Original Message-----
From: CFO
To: John
Subject: Urgent request

Hi John

Please call our supplier about wire payment details: 1.702.234.4567.

I’ll be on a flight for the next 10 hours and unable to take calls.

This is urgent!

Best regards,

Michael

Sent from my iPhone
Welcome to BrightLand Aussies.

Today is your lucky day if you have been searching for a quality Australian Shepherd for your family. Click on the Available Puppies page to view our Australian shepherd puppies for sale. Click on the Contact Us page to send an inquiry for your interested puppy. Australian shepherds are medium-sized dogs with a solid build and low center of gravity. Learn more.

General Puppy Details?

They are about 18 to 23 inches in height, and weigh from about 40 to 60 pounds (18 to 27 kilograms). Males generally are taller and heavier than females. Aussies live about 10 to 12 years.

Aussies have a lush, medium-length coat that is straight or slightly wavy. They have feathering on the back of the legs and a generous mane around the neck. Coat colors vary and might be blue or red merle or red or black tricolor, all with white and/or tan markings. Most Aussies have a naturally short tail, but sometimes tails are docked if longer than four inches.
Someone has your password

Hi,
Someone just used your password to try to sign in to your Google Account.

Information:
Tuesday, October 15, 2019 at 10:19:08 AM GMT-04:00
Slatina, Romania
Firefox browser

Google stopped this sign-in attempt. You should change your password immediately

CHANGE PASSWORD

Best,
The Mail Team
Hi
Thank you for your interest in our vacancy.
In the coming days, I would like to schedule an interview for you. To ensure confidentiality of correspondence, send me your contact details by e-mail and phone number. I will contact you and will be able to answer your questions regarding the vacancy and give detailed instructions for the interview.

Next Steps
Respond by replying directly to this email

No longer interested? Close your application for this job, Opt in to SMS notifications for your applies here

From HR Department regarding your Customer Service Representative application

Suspect spam or fraud? Report this message to Indeed

By replying or using an indeedemail.com email address, you agree that this email will be processed and analyzed according to the Indeed Cookies Policy, Privacy Policy, and Terms of Service.

--- Forwarded message ---
From: ziggie36_342@indeedmail.com
Date: Sun, Sep 13, 2020 at 3:20 AM
Subject: HAND SHAKE NETWORK: Job Referral
To:

Greetings,

Vitamin Angels is currently seeking for individuals with no experiences in the health sector to perform the Job description below.

PART TIME JOB OPPORTUNITY

JOB TITLE: Health Worker

JOB DESCRIPTION:

* Receiving items such as clothing, medicines etc. through the mail
* Send out the items through the Post Office to the list of disability homes, local hospitals, and health care networks that would be provided to you in your city.

Requirement:

Flexible Schedule and a passion for humanitarian

Weekly Salary (Including miscellaneous): $400

Other Benefits Inclusive:

Interested Candidates should contact [email protected] for more information

REQUESTED INFORMATION

Full Name
City/State
Cell Number
E-MAIL
Alternative E-mail

Best regards,
Source Credibility

- I am your boss.
- I am your bank.
- I am your school.
- I am your government.
- I am your utility company.
- I am your real estate agent.
- I am your search engine/email provider.
- I am your health insurance provider.
- I am your prospective employer.
- I am your postal carrier of choice delivering your package.
- I am a safe, secure website.

Hey Jon! The next slide is about Social Consensus
Social Consensus

- Lots of likes, comments, and shares
- Celebrity or Influencer support
- Hacked account of someone you know
Social Consensus

About 342,000,000 results (0.37 seconds)

Browse Contacts | Home
https://www.browsecontacts.com
Our experienced B2B Data Research Team helped clients save thousands of business hours in right prospect search. Now it's your turn.

Contact Us - Browse Contacts
www.browsecontacts.com - contact

ADDRESS: BROWSE CONTACTS, 3524 Silverlaw Rd Suite 358, Wilmington, DE 19810.
BUSINESS HOURS: Monday - Friday 9:00 AM to 6:00 PM EST

Browse Contacts Reviews 2019: Details, Pricing, & Features ...
https://www.g2.com - Browse Contacts Reviews

I liked that even after scanning us, he still bothers to save face and pretend to be a legit business by asking you around between departments, when there's all a one-man-show. We buy these lists from a few mailing list providers. I got an email from Folk Hunter from BrowseContacts...

Browse Contacts - Wilmington, Delaware | Professional Profile ...
https://www.linkedin.com - browse-contacts-37911b2b

View Browse Contacts' profile on LinkedIn, the world's largest professional community. Browse has 1 job listed on their profile. See the complete profile on...

American Data Direct Inc.
Mailing Lists

Browse Contacts

Accreditation

THIS BUSINESS IS NOT BBB ACCREDITED

BBB Rating

Reasons for BBB Rating

Customer Reviews

Average of 6 Customer Reviews

Customer Complaints

10 complaints closed in last 3 years
4 complaints closed in last 12 months

File a Complaint
Phantom Riches

(hey Jon, talk about fake checks and students!)
Phantom Riches

• Don’t you want a high-paying job?
• Don’t you want to work from home?
• Don’t you want a flexible schedule?
• Don’t you want us to pay for your laptop, phone, internet, etc.?
65% of scam job offers were related to the reshipment of packages.
Scarcity

• Call in the next 5 minutes or your data will be lost!

• Don’t close this window or your data will be lost!

• OMG DIDN’T YOU HEAR ME YOUR DATA WILL BE LOST!
Reciprocity

I am giving back to the community.
All Bitcoin sent to the address below will be sent back doubled! If you send $1,000, I will send back $2,000. Only doing this for 30 minutes.

Bill Gates @BillGates 32m
Everyone is asking me to give back, and now is the time.

I am doubling all payments sent to my BTC address for the next 30 minutes. You send $1,000, I send you back $2,000.
So what scams are most common?
How are victims contacted and how do they pay?
Scammers’ Tactics

**Scammers pretend to be someone you trust.** They make themselves seem believable by pretending to be connected with a company you know or a government agency.

**Scammers create a sense of urgency.** They rush you into making a quick decision before you look into it.

**Scammers use intimidation and fear.** They tell you that something terrible is about to happen to get you to send a payment before you have a chance to check out their claims.

**Scammers use untraceable payment methods.** They often want payment through wire transfers, reloadable cards, or gift cards that are nearly impossible to reverse or track.
How to Protect Your Business

Train Your Employees

Your best defense is an informed workforce.

Verify Invoices and Payments

Check all invoices closely. Never pay unless you know the bill is for items that were actually ordered and delivered.

Limit who is authorized to place orders and pay invoices. Review your procedures to make sure major spending can’t be triggered by an unexpected call, email, or invoice.

Pay attention to how someone asks you to pay. If you are asked to pay with a wire transfer, reloadable card, or gift card, you can bet it’s a scam.
How to Protect Yourself

Be *slightly* more Tech-Savvy

Don’t believe your caller ID, for example. Imposters often fake caller ID information so you’ll be more likely to believe them when they claim to be a government agency, your bank, etc.

Remember that email addresses and websites that look legitimate are easy for scammers to fake. Scammers even can hack into the social media accounts of people you trust and send you messages that appear to be from them.

Don’t click links, open attachments, or download files from unexpected emails.

Secure your files, passwords, and financial information. This should mean “use a password manager”, but it at least means “have backups”.

Know Who You’re Dealing With

Research companies for FREE at [www.bbb.org](http://www.bbb.org).

Search the company’s name online with the term “scam” or “complaint.” Read what others are saying about that company.
Learning About Fraud

Sources of Information About Scams

- **64%** for "What would be a good source to learn about scams?"
- **55%** for "Where do you learn about scams?"

**NEWS STORY**
- 64%

**WEBSITE**
- 48%

**TV/RADIO PUBLIC SERVICE ANNOUNCEMENT**
- 42%

**SOCIAL MEDIA**
- 15%

**WORD OF MOUTH**
- 22%

**EDUCATIONAL BROCHURE**
- 4%

**IN-PERSON MEETING/SEMINAR**
- 7%

**Pass it on!**
Thank you for your time!

Questions?