

PEOPLE | PROPERTY | REPUTATION

# ASSET PROTECTION



THE VOICE OF FOOD RETAIL 

PEOPLE I PROPERTY I REPUTATION

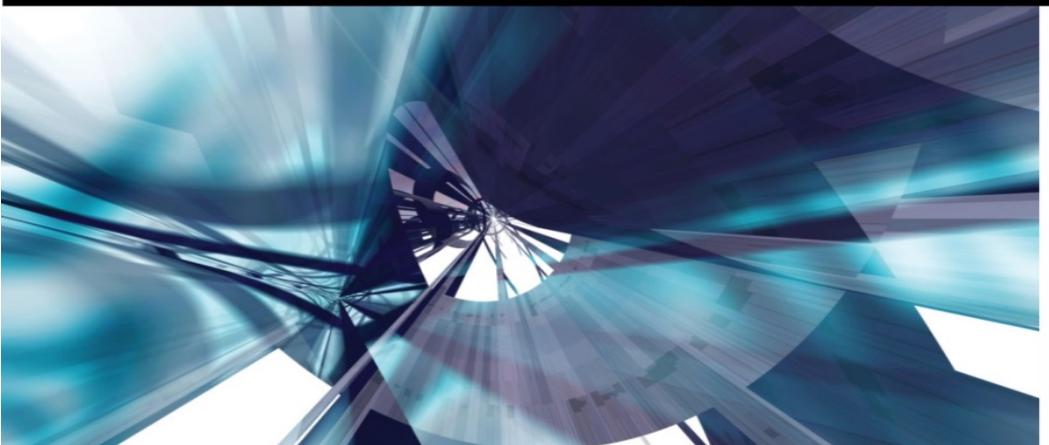


# Social Engineering

March 16, 2016

Derrick Price

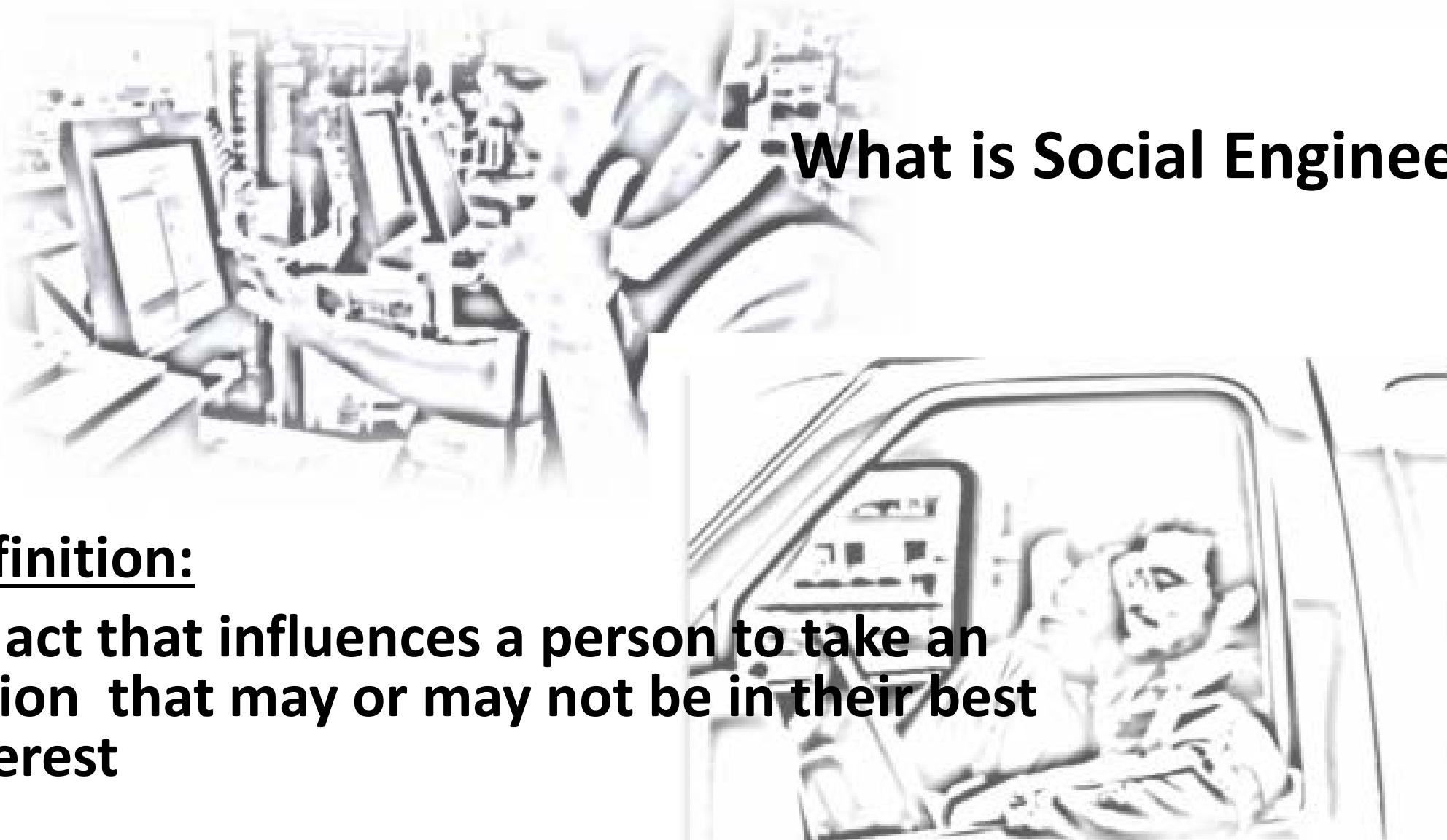
Wakefern Food Corporation



## What is Social Engineering?

### Definition:

An act that influences a person to take an action that may or may not be in their best interest

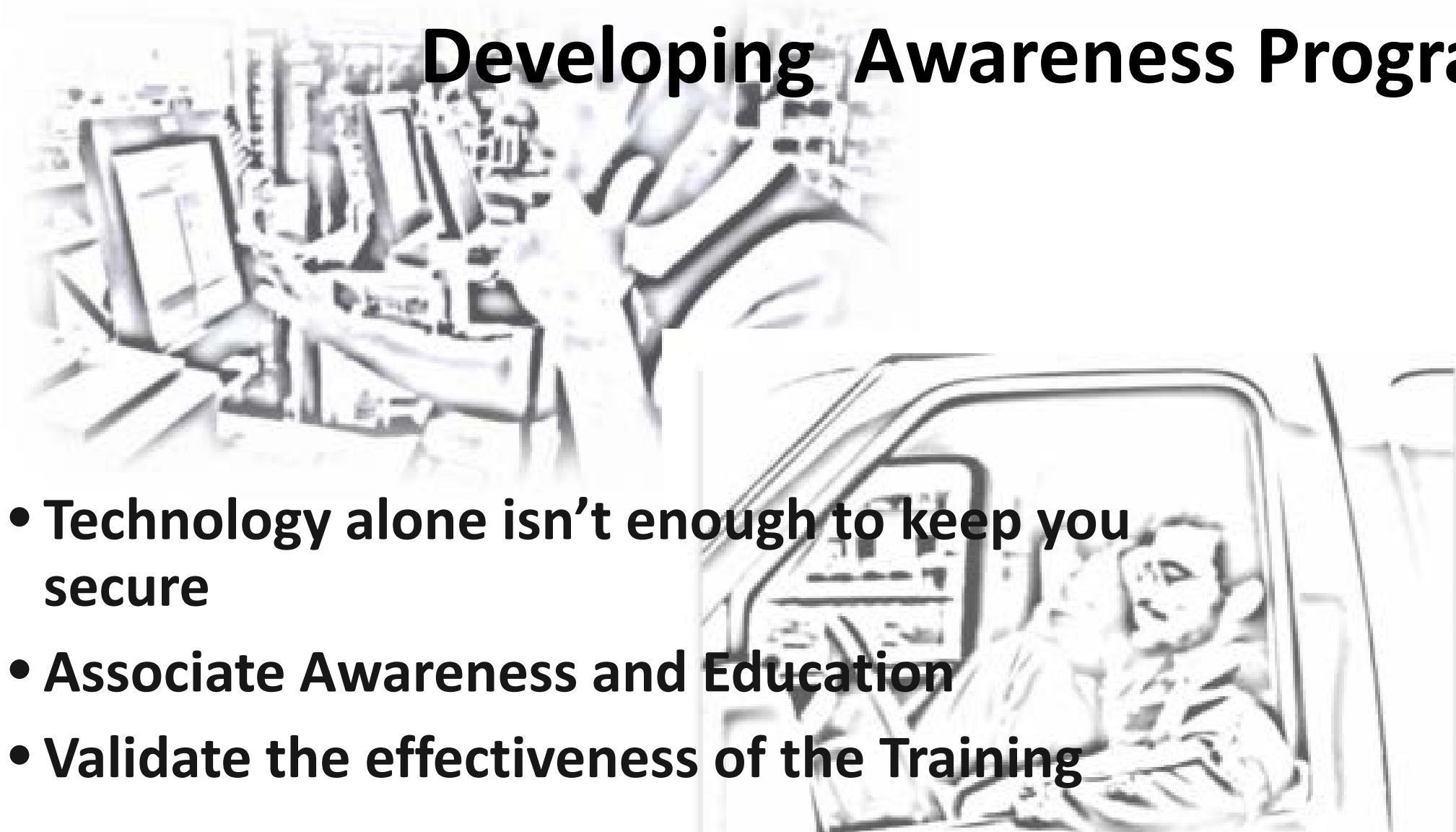


# Proactive Preparation is critical



TIME FOR ACTION

# Developing Awareness Program



- Technology alone isn't enough to keep you secure
- Associate Awareness and Education
- Validate the effectiveness of the Training

# Developing Awareness Program

How Naïve are your Employees ?

Internal Penetration Testing:

Essential Components

- ✓ Physical Security
- ✓ Telephone Audits
- ✓ Phishing Exercises

Creating ScoreCard



# Physical Security

- Who has access to your network areas?
- How do stores authenticate vendor service request?
  - Standardize Vendor Access Requirements
  - Training associate
- Establishing Internal Penetration Testing
  - Create Audit Template based on current guideline
  - Establish Scoring Metrics
- Audit Stores for Compliance

## Most Common Type of Social Engineering



- Not every hacker is sitting home alone with computer, all they have to do is phone!

# Telephone Auditing

- What access do your stores grant over the phone?
- Have your stores been victim to :
  - Gift Card Scam?
  - Western Union Scam?
  - EBT EQUIPMENT?
  - STANDBESIDE TERMINAL?
  - Supply Vendor Scam?
- What training awareness have you enacted?
- How do you sustain associate engagement?



## Phishing Exercises



From: Mail Administrator <Postmaster@webmaster.com>  
To: [REDACTED]  
Date: 08/21/2015 06:04 PM  
Subject: WARNING: User Quota Exceeded

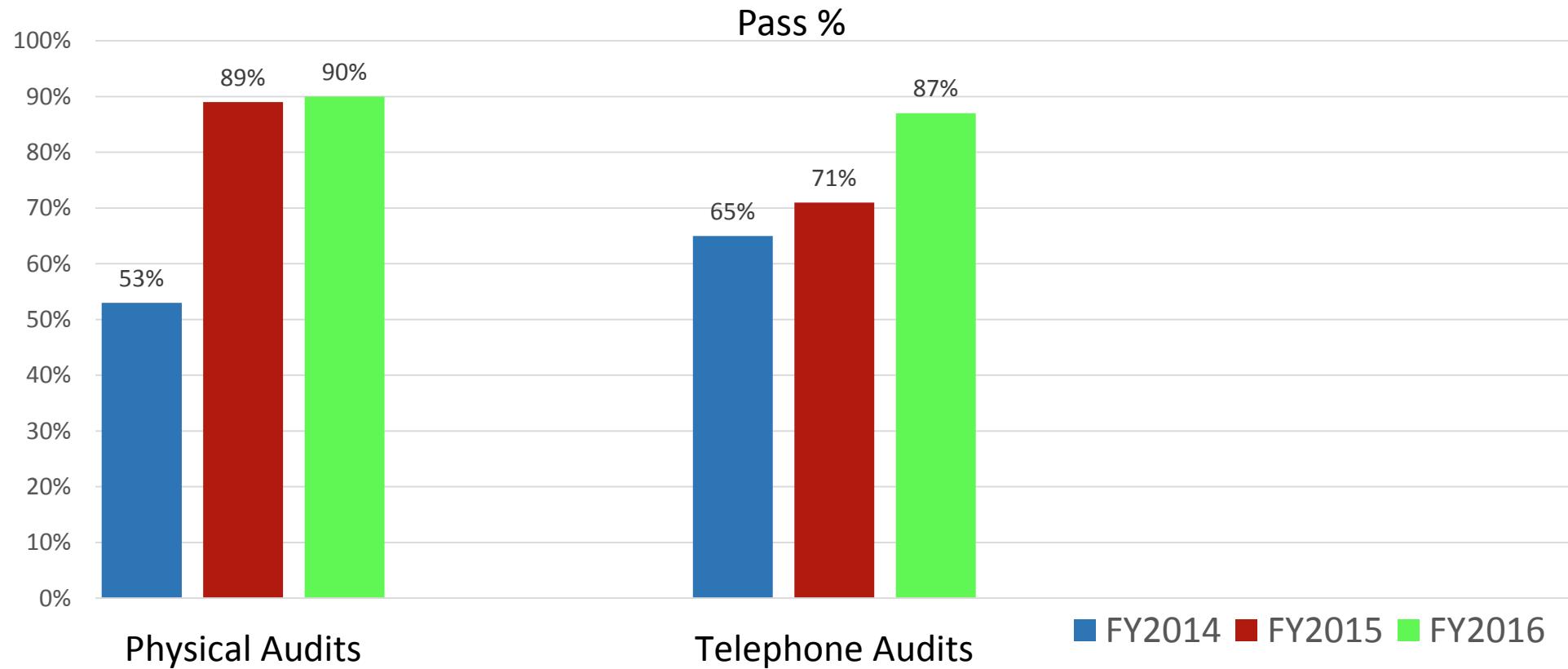
- eMail Malware
- Test Phishing email

## Examples

- Email Quota
- Benefits Department
- Testing Corporate/Store Level
- Create ScoreCard

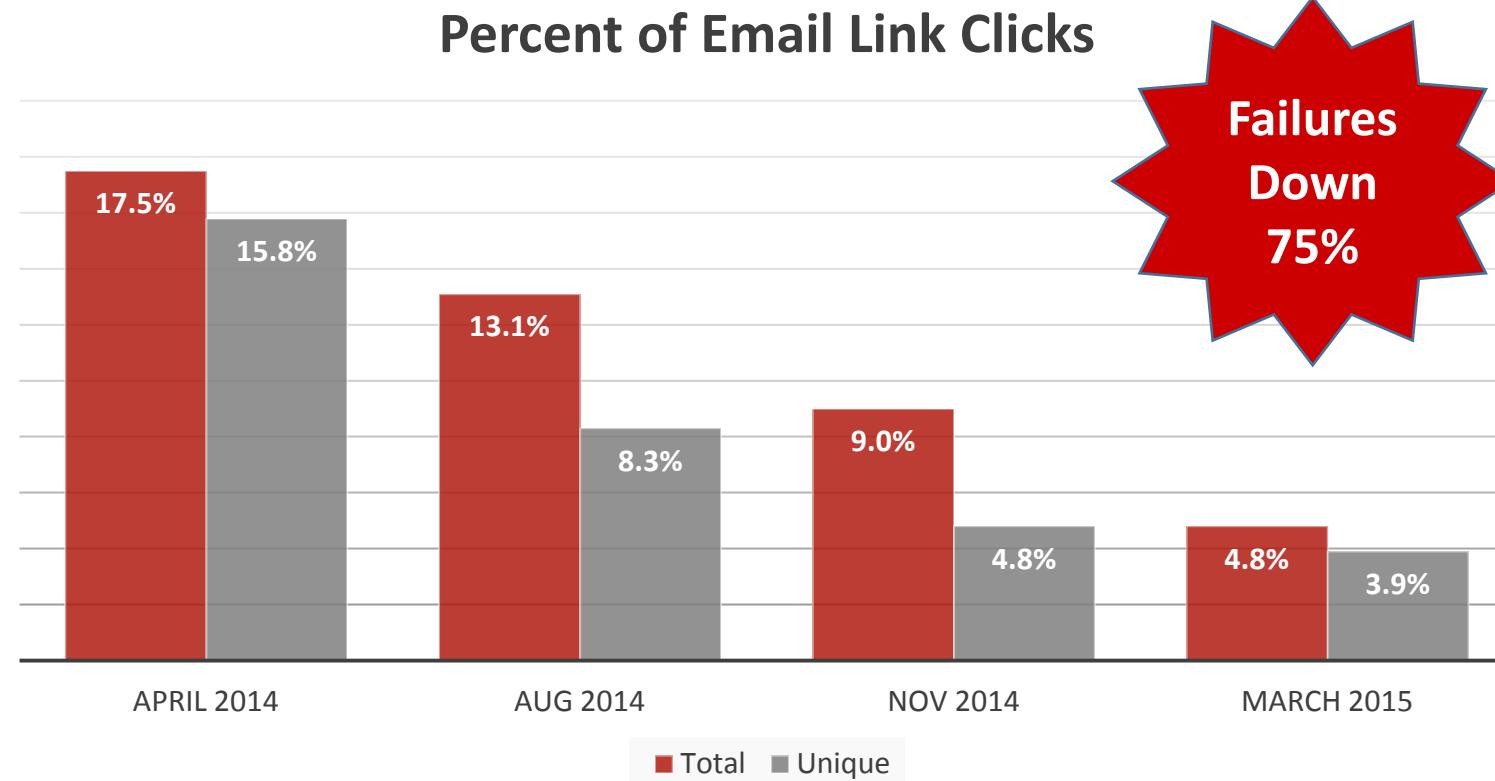
Dear [REDACTED].com ,  
  
Your E-mail Account will be closed if you fail to increase Storage capacity Kindly Click here to increase your storage capacity by 30.00GB Free..  
[Click here to add up free 20GB storage.](#)  
  
If not gotten from you in the next 24 hours, We shut down your E-mail Account,  
  
Until after proper verification before you can access your E-mail Account Again....!!!  
  
Thanks.  
Domain Security 2014/2015.

# Auditing Results



# Phishing Email Results

- April – Mail Quota Exceeded
- August – Benefits
- November – Apple Id (Sent to users who failed any of previous tests)
- March - Virus



## Best Practices

- Awareness Sign Packages
- Training Podcast
- Scorecard - Quarterly Updates Executive Level



QUESTION

ANSWER