

Peoplebank

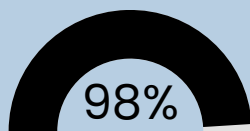


COMBATING SOCIAL ENGINEERING

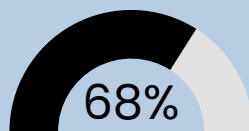
From Awareness to Action



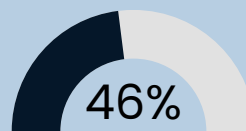
Global Trends on Cyber Threats



of cyberattacks
rely on social
engineering



of breaches
involve
human error



Share of breaches
involving customer
personal data

USD 4.88M

Global average
cost of a data
breach spikes

Top Threats



Ransomware



Insider Threats



Social Engineering



Geopolitical Crime



Email Compromise



Cloud Misconfiguration



Subcontractor Compromise



Web Application Attacks



Social Engineering Types

1

Phishing

Scams impersonating legitimate sources to steal data.

2

Spear Phishing

Targeted phishing attacks tailored to a specific individual or organization.

3

Smishing

Phishing attacks conducted via SMS/text messages.

4

Baiting

Luring victims with false promises (e.g., free downloads) to steal data.

5

Vishing

Phishing attacks using voice calls (e.g., fake tech support or bank calls).

Phishing Identification



Suspicious Email Senders

e.g., Facebook <123@f4cebook.com>; Confirmation-secureite@amazon.fr



Mismatched Links

Hover your mouse over the link and wait for the link to appear. If it's unknown, don't click!



Malicious Attachments

Malicious email attachments can retrieve your personal information and your password.

Always double-check the link before clicking!

AI-Powered Cyber Threats

1

Deepfake Fraud

Fake videos, voices, or images to impersonate trusted individuals.

2

Synthetic Identity

Combines real and fake data to create convincing fake identities.

3

AI-Enhanced Phishing

More personalized and convincing scams using AI-generated content.

4

Automated Attacks

AI tools scale social engineering attacks (e.g., mass spear phishing).

Key Risks of AI Threats



Cybercrime



Spreading fake news



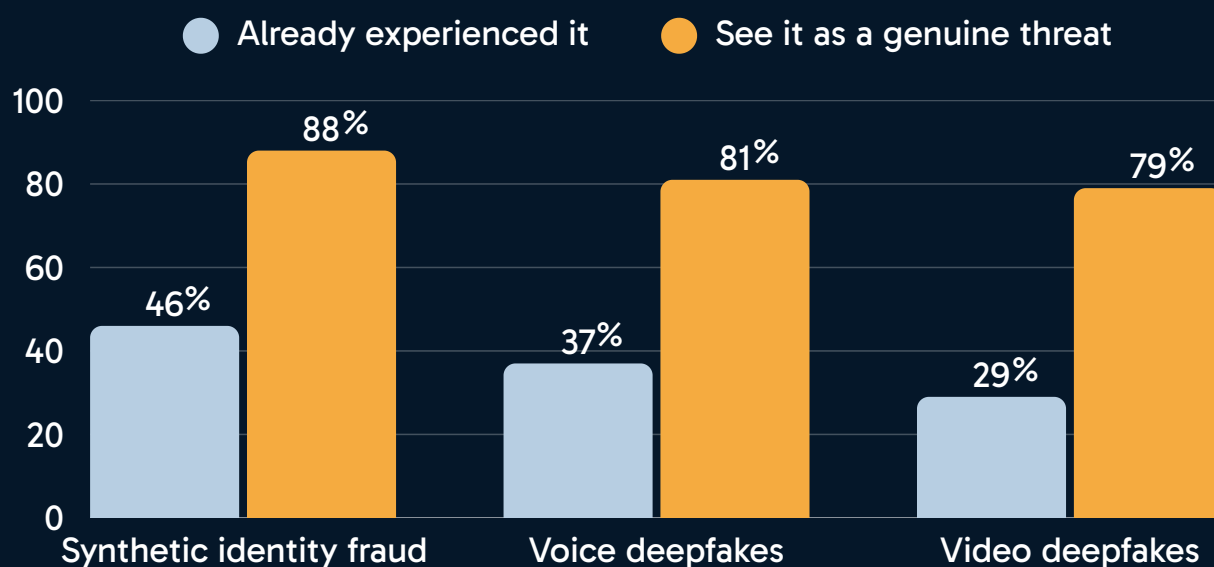
Identity theft/ fraudulent activities



Personal attacks: damage to reputation and harassing

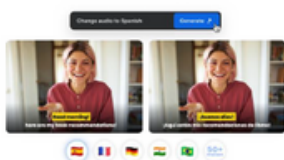


The Rise of Technology - Assisted Identity Fraud



*1,069 fraud detection/prevention experts in the financial services, technology, telecoms and aviation sectors in eight countries surveyed Dec. 2022 - Jan. 2023
Source: Regula

The Process of Deepfake Creation and Injection



**Create a deepfake
(face/voice)**



**Inject the AI-generated
content into a video call**



Deceive

Your Personal Data Protection

Best Practices for Internet Browsing

Secure Digital Connections



- Check HTTPS
- Public Wi-Fi Caution
- Use VPN

Browser Security Measures



- Manage Cookies
- Restrict Permissions
- Trusted Extensions

Check Software Updates



- Regular Updates
- Automatic Updates

Be Cautious with Data



- Limit Online Sharing
- Social Media Caution
- Validated Downloads

Strong Security Measures



- Unique Passwords
- MFA
- Data Backup

Vigilance and Reporting



- Report Suspicious Activity
- Phishing Awareness
- Educate on Threats

Setting Passwords: Rules to Follow

- ✓ Minimum length of 8 characters
- ✓ Unique for each system
- ✓ A complex password
- ✓ Audit your accounts
- ✓ No word in the dictionary
- ✓ Use a password manager

Third-party Data Sharing Principles



Retention Period

Store data only as long as needed



Transparency

Inform individuals when sharing data



Data Minimization

Share only necessary data, avoiding excess



Legal Basis

Share data with consent/obligation/contract



Data Processing Agreement

Set clear responsibilities for data protection



Data Security

Ensure security measures to prevent breaches



Protection of Personal Data (Hong Kong)

1

PDPO in Hong Kong

It regulates both private and public sectors under technology-neutral principles, ensuring minimal and secure data collection while granting individuals access and correction rights.

2

Key Definitions

The PDPO defines personal data as identifiable information about living individuals, Data Users as controlling collection/processing and Data Processors as handling data under contractual obligations.

3

Criminal Liability

Violations like unauthorized direct marketing face fines up to HKD 500K and 3-year imprisonment, while unlawful data disclosure incurs HKD 1M fines and 5-year imprisonment.

Protection of Personal Data (Singapore)



PDPA in Singapore

It sets standard for personal data protection and comprises requirements governing the collection, use, disclosure and care of personal data.



Scope of PDPA

The law covers electronic and non-electronic personal data but exempts personal/domestic activities, employee data, public agencies, and business contact information.



Objectives of PDPA

It safeguards personal data from misuse and mandates compliance for data collection, use, and disclosure.

1

<https://archive.org/web/>

Digital archive of the World Wide Web, preserving web pages over time.



2

<https://keepass.info/>

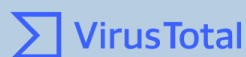
Free, open-source password manager for securely storing passwords.



3

<https://www.virustotal.com/>

Online service for analyzing files and URLs for viruses and malware.



4

<http://osintframework.com>

Open-source intelligence framework for gathering and analyzing public data.



5

<http://haveibeenpwned.com>

Check if you have an email account that has been compromised in a data breach

'--have i been pwned?

Check if you have an account that has been compromised in a data breach

*All content and insights are provided by **Zurich Resilience Solutions**



Ruiwen Wan

Cyber Risk Team Lead, Hong Kong

With more than 8 years of experience in the three lines of defense, Ruiwen's expertise covers a range of areas in cyber resilience, especially in financial industry.



Kennedy Kan

Senior Cyber Risk Engineer, Asia

Kennedy brings over 8 years of experience in information security and IT risk management, developing a strong track record of success in enhancing the cyber resilience.



About Us

Peoplebank Singapore is a part of RGF Staffing HKSG, Asia Pacific's leading talent solutions provider and an arm of RGF Staffing, the 4th largest recruitment company globally, owned by Recruit Holdings.

What We Do

We have been finding specialist talent for some of the most dynamic and recognised organisations in the Asia Pacific region for over 25 years. Whether you're a business looking for skilled talent or a professional seeking your next career move, we're here to delivered tailored solutions.

Our Specializations



IT & Digital



Sales & Marketing



Human Resources



Business Support



Financial Services



Accounting & Finance



Supply Chain & Procurement

Our Relevant Solutions



Service Coverage

We offer permanent recruitment, contract recruitment and payroll services depending on your needs and requirements.



Assigned Consultant

An experienced consultant will be assigned to you to manage the entire recruitment and on-boarding process.



Industry Focus

When we receive a brief, we assign a team that has a deep understanding of the industry and the market drivers.