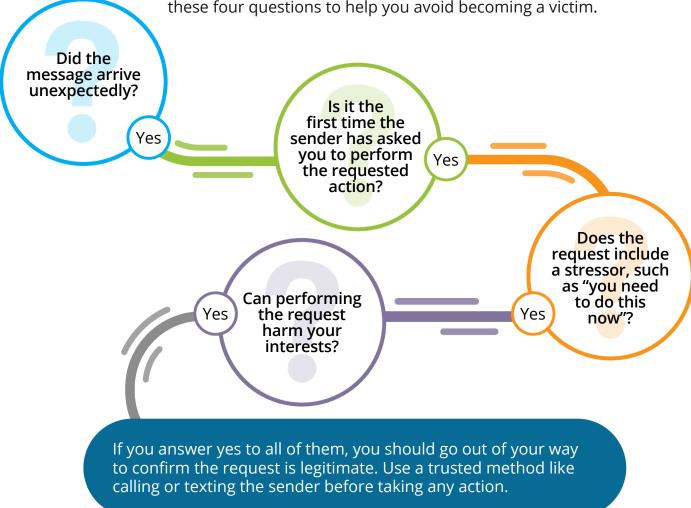


Avoid Becoming a Social Engineering Victim Four Questions to Ask Yourself

Social engineering is a scam where a cybercriminal attempts to trick someone into taking an action against their own best interests. Usually, the action results in the victim providing confidential information (like their login information) or installing malware on their computer.

Most social engineering attacks have four common traits, which signal a far higher likelihood of a scam if all are present. Roger Grimes, KnowBe4's Data-Driven Defense Evangelist, advises asking yourself these four questions to help you avoid becoming a victim.



Not every message with these four traits is absolutely a social engineering scam. Our email inboxes, voicemail and postal mailboxes are full of unexpected requests; that is life. But when these four traits are present, **stop**, **look**, **and think** before you act!