



# Securing Your Last Line of Defense: A People-Centric Approach to Security Awareness Training

**Dale Zabriskie**

*Evangelist, Security Awareness Training*

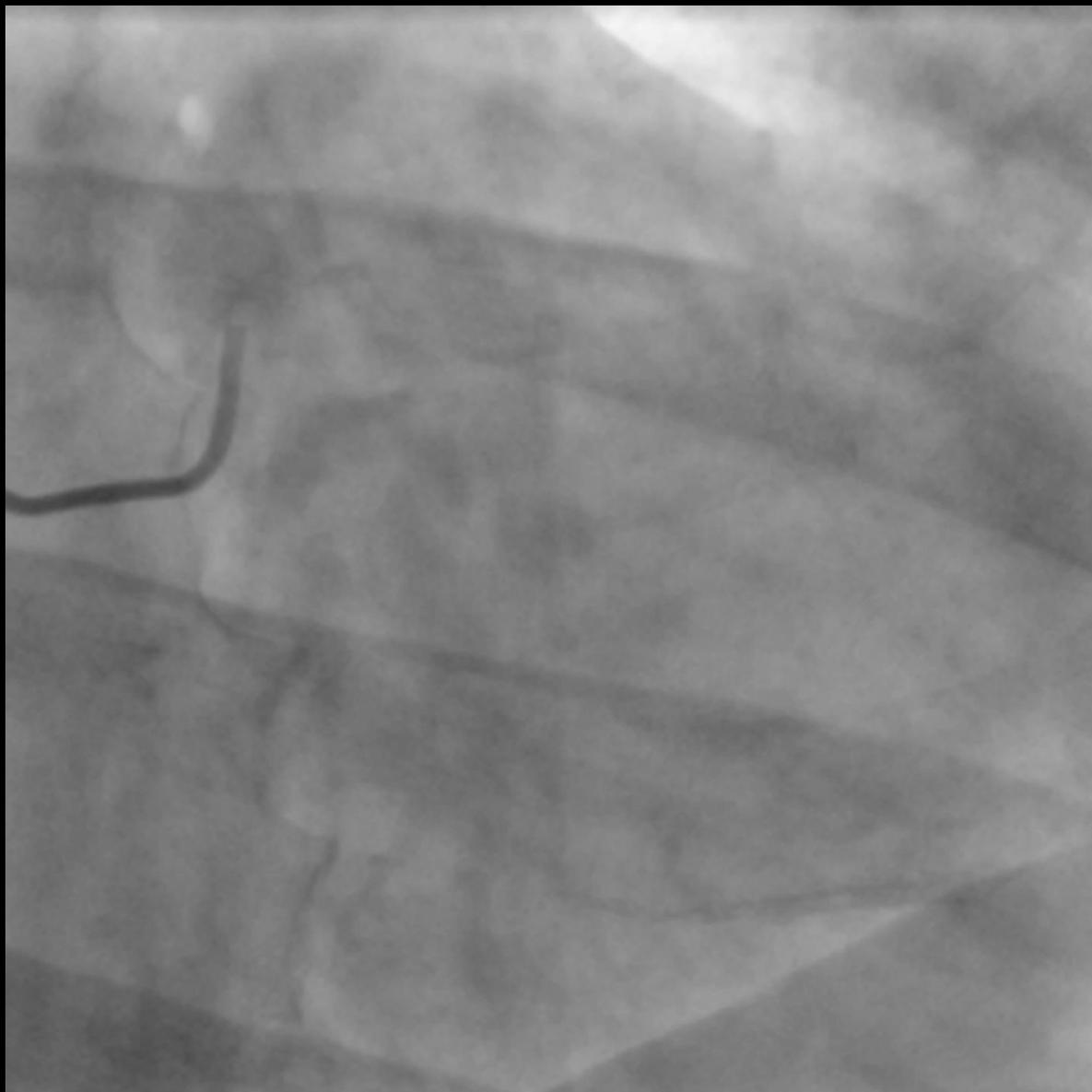
Proofpoint



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# Securing Your Last Line of Defense

Dale “Dr. Z” Zabriskie, CISSP CCSK  
Evangelist, Security Awareness Training



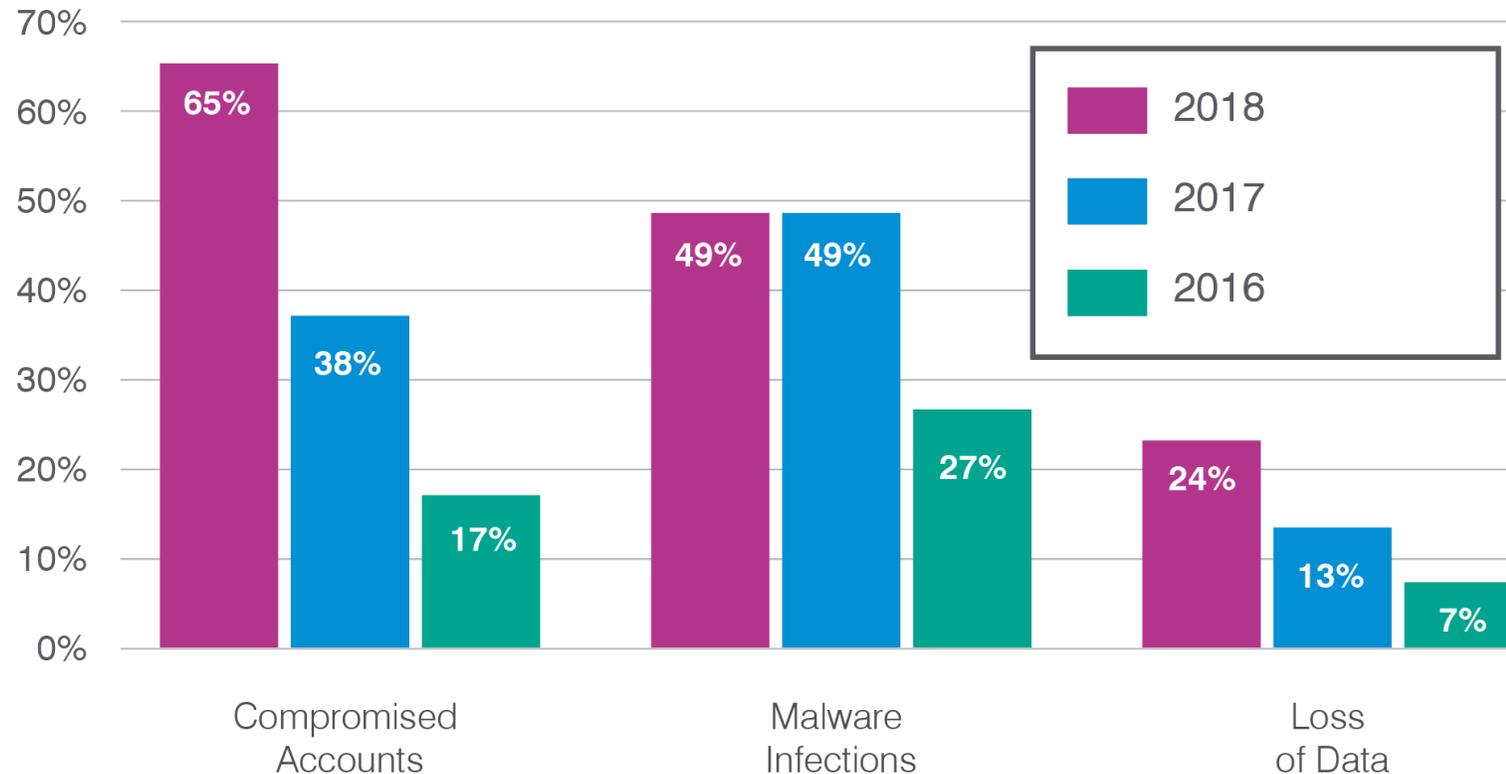
# Trust Emotion

# Frequency of Social Engineering Attacks

Across the board, the infosec pros we surveyed experienced more attacks in 2018 than in 2017

# We Asked: What Impacts Are You Experiencing?

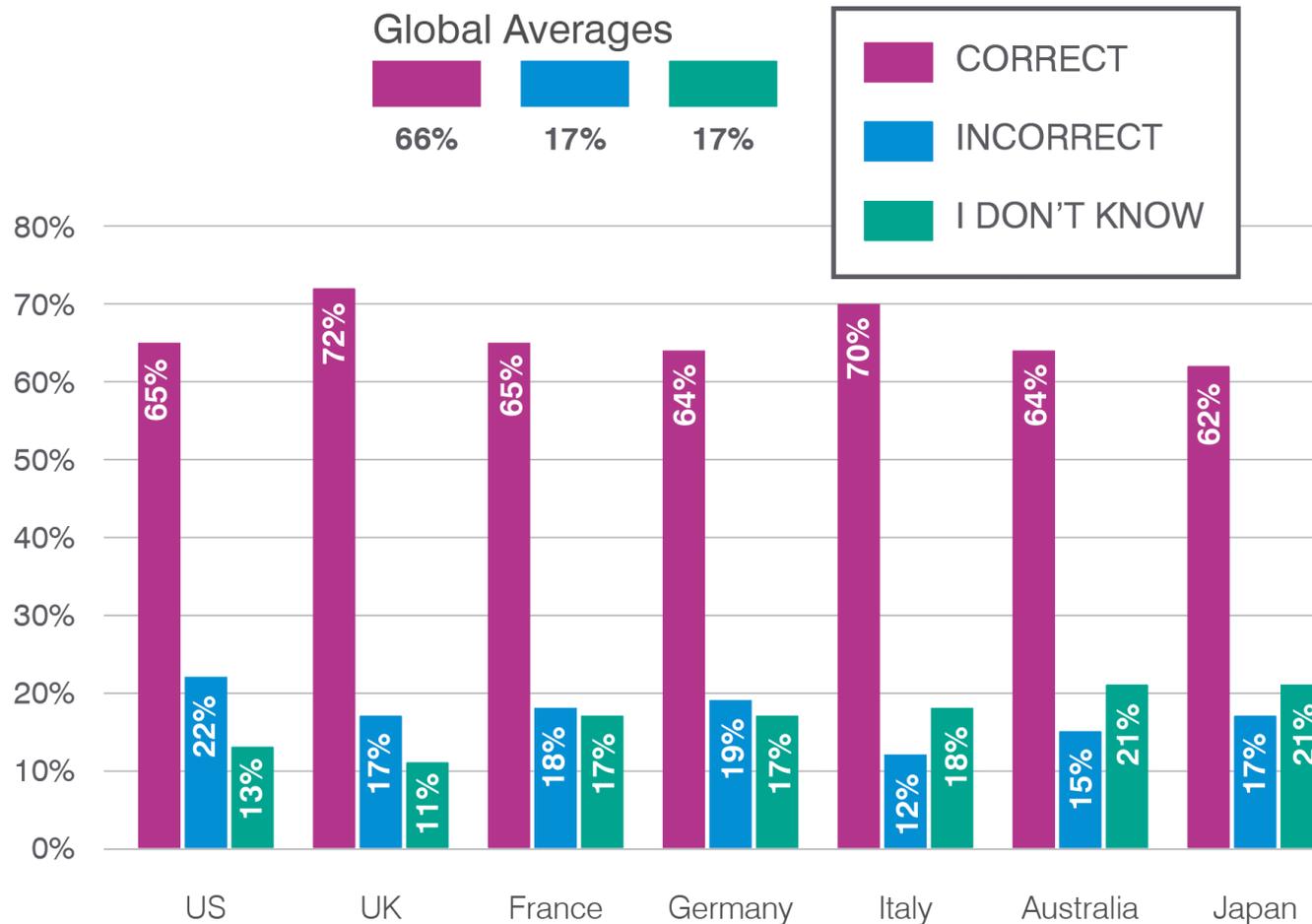
## Phishing Impacts Experienced\*



Credential compromise phishing increased by **more than 282%** since 2016.

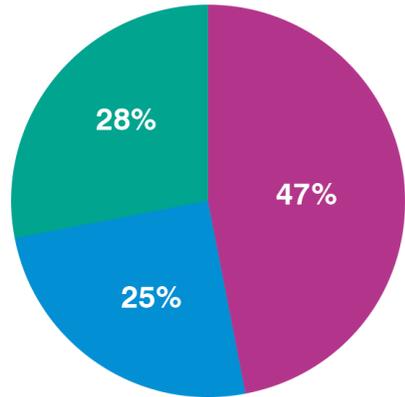
\* Multiple responses permitted

# We Asked: What Is Phishing?

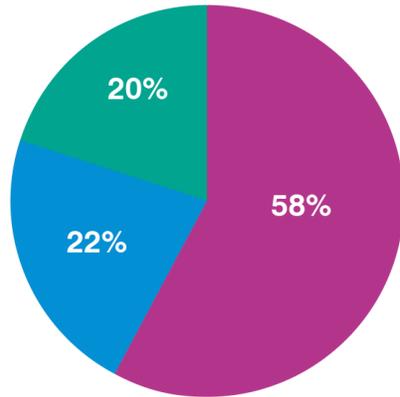


Between **30% and 40%** of **working adults** around the world were unable to identify the definition of phishing

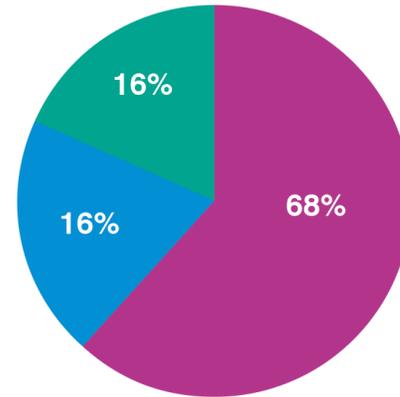
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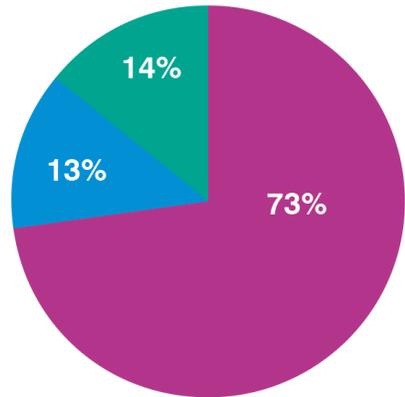
Age 18-21



Age 22-37



Age 38-53

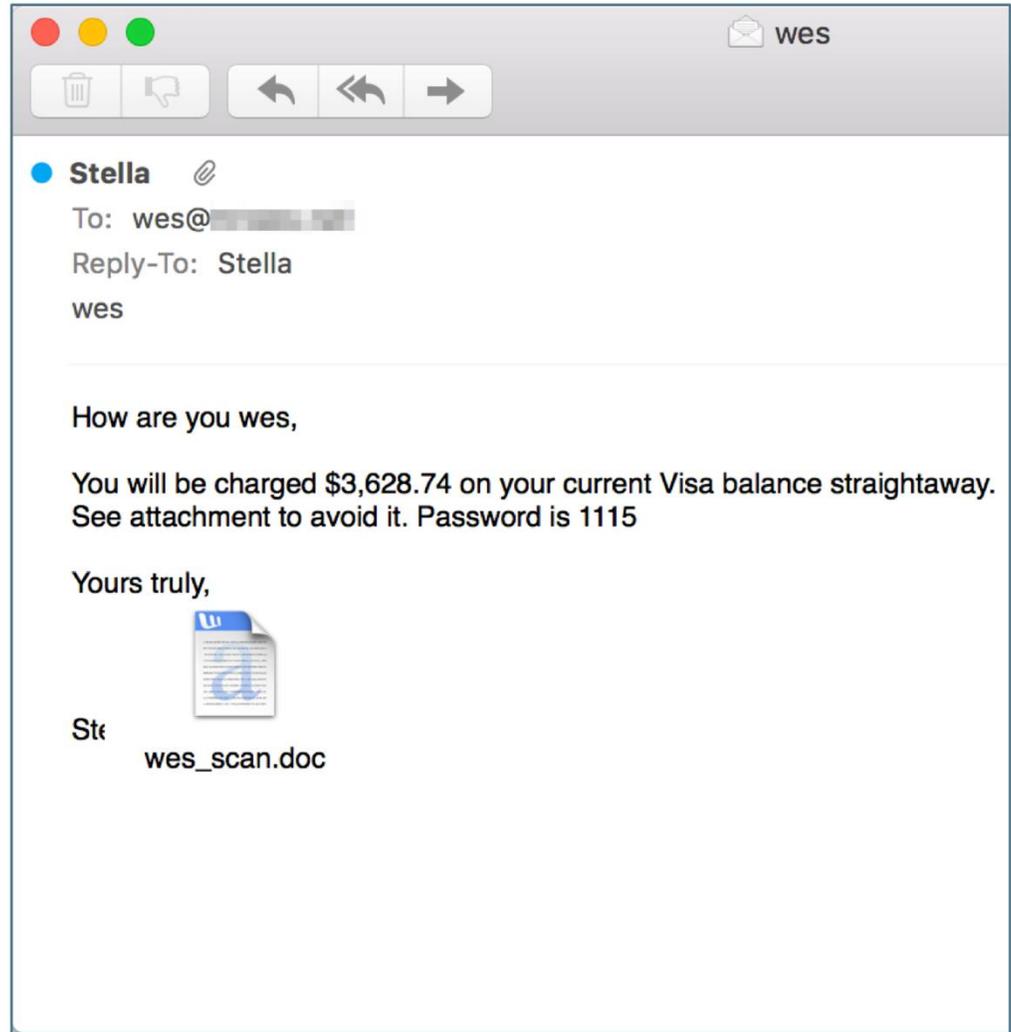
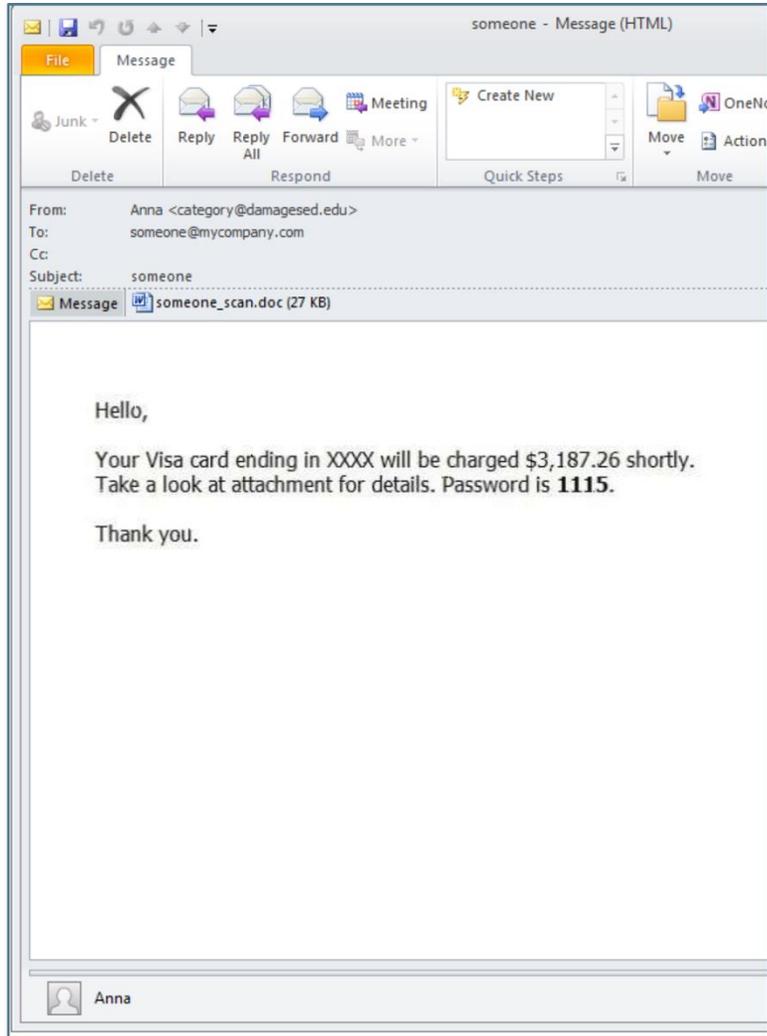


Age 54+



**Baby boomers (54+) outperformed all others, including millennials (22-37)**

# Real-world Phishing



# Real-world Phishing (200,000/month)

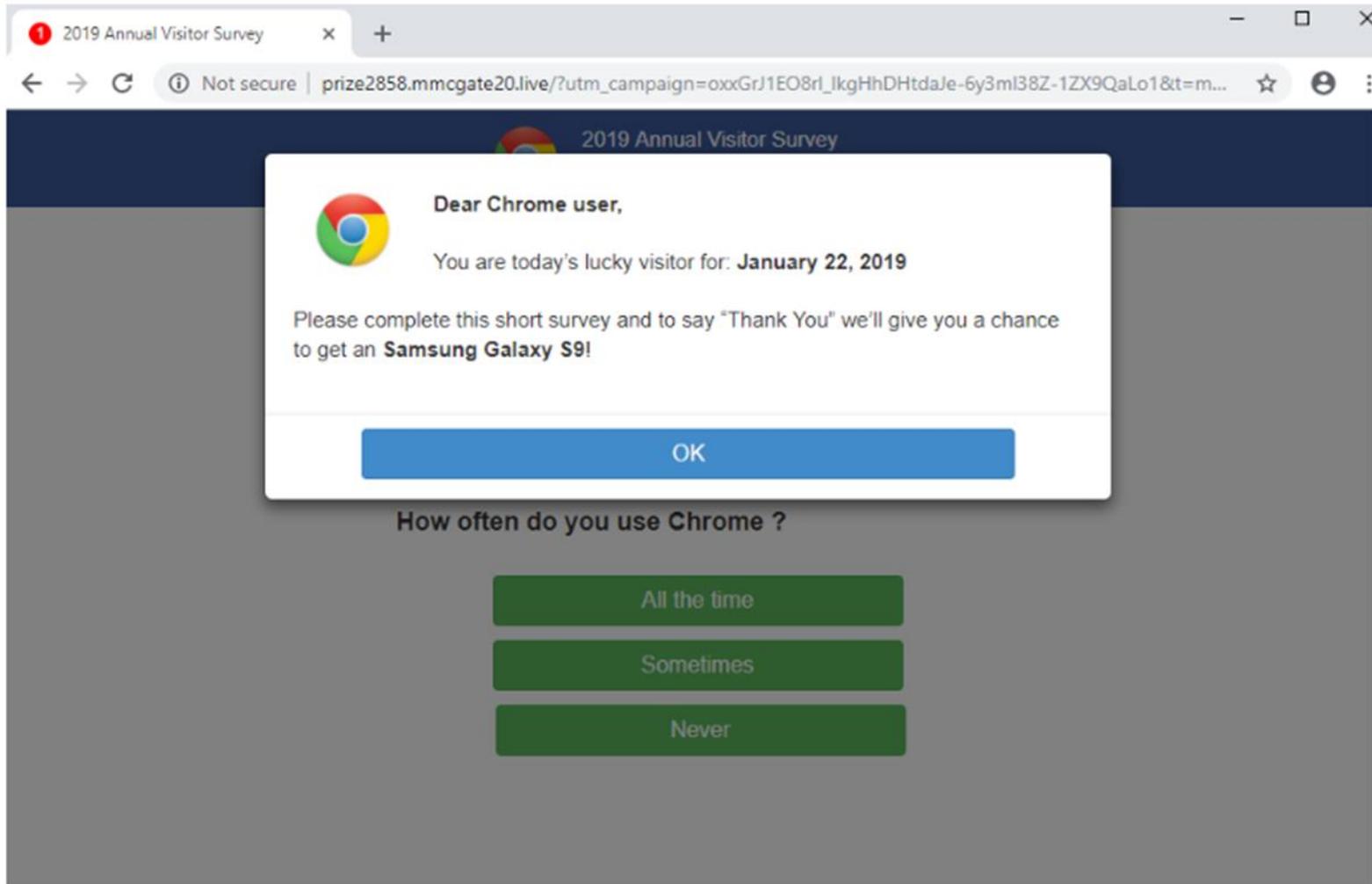
Your **iPhone's** lost mode is being used, if you have lost an Apple device or believe someone was able to access you account, we recommend you check the last known location of your device.

If you did not make any changes or if you believe that the unauthorized person has accessed your account, visit [iforgot.apple.com](https://iforgot.apple.com) to reset your password, if you need further assistance contact [Apple Technical Support](#)

Sincerely,

Apple

# Real-world Phishing (110,000/month)



# My Favorite Nigerian 419 Scam

I am Mr. Ibrahim Mustafa Magu the chairman of ECONOMIC & FINANCIAL CRIME COMMISSION (EFCC) here in Nigeria. We have been working towards the eradication of fraudsters and scam Artists in Western part of Africa With the help of United States Government and the United Nations and some corrupt official administrators Mr Ibrahim Lamorde has been sacked who happen to be the former EFCC chairman.

# My Favorite Nigerian 419 Scam

We have been able to recover so much money from these scam artists. The United Nation Anti-crime commission and the United State Government have ordered the money recovered from the Scammers to be shared among 100 Lucky people around the globe.

# My Favorite Nigerian 419 Scam

This email is being directed to you because your email address was found in one of the scam Artists file and computer hard disk in our custody here in Nigeria and with the information gartered from this Scam artist, you notice that you have been scammed of so much money and have decided to compensate you with a **little token** to recover the lost of your fund.

# My Favorite Nigerian 419 Scam

You are therefore being compensated with the total sum  
**\$ 2.5 Million Dollars.**

P4\$ŠwÖrDß

# Passwords from Ashley Madison Hack

- ishouldnotbedoingthis
- likeimreallygoingtocheat
- youwillneverfindout



“We promise anonymity, trust and discretion for your relationships. We didn’t say anything about your data.”

# People Centric Risk Reduction

Identify who is being attacked and evaluate their ability to protect themselves



**IDENTIFY  
RISK**

**REDUCE  
EXPOSURE**

**CHANGE  
BEHAVIOR**

Knowledgeable end users report potential threats which reduces attack surface

Deliver training based on actual threats, user behavior, and knowledge gaps

# Victory! A Stronger Last Line of Defense

End users reported nearly

# 5.5 million

suspicious emails during our measurement period.



A 180% year-over-year increase

# 59%

of end-user reported emails were classified as potential phishing emails.













A man with glasses and a beard, wearing a dark suit jacket over a light-colored shirt, stands in an office environment. He is holding a tablet computer with both hands and looking off to the right. The entire image has a strong blue color cast. The background shows office desks, chairs, and windows.

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Thank you!