

Social engineering is the art of manipulation used to gain access to information or devices.

Baiting

Baiting is similar to phishing. However, baiting promises goods or items to entice victims. Baiters may offer free downloads or software to trick users into clicking on links or inputting login credentials.

Prevent the attack by stopping to ask if the offer is too good to be true; otherwise, you might end up being the “lucky winner” of a malware infection.

Quid pro quo

Like baiting, quid pro quo attacks promise something in exchange for information. This benefit usually assumes the form of a service, whereas baiting usually takes the form of a good.

Prevent the attack by questioning why the company, or person, needs your information. Check if it's a real offer by calling a publicly posted number for the company.

