

Social Footprint – hACME 2.0

(Do not reveal this to the attacker)

Victim's role: _____

Victim's personalities: _____

1. Write down what kind of information can the attacker find about your character and your personalities collected.

LinkedIn: (for example: years of experience, current and previous positions, companies worked, voluntary work, courses, etc.)

Facebook: (for example: is there a family, popularity, expensive or cheap vacation trips, lifestyle, embarrassments, adventures, obsessions, etc.)

Your trash can contains: (for example: ready made food, ingredients, bills, pictures, fliers, etc.)

If you are followed for 24hs: (for example: your routine, early or late at work, what did you do after work, how late at home, etc.)

2. When the attacker is learning about the victim, you are not acting, just answer to his/her questions as if you are a browser or a camera.
3. When the attacker is ready to perform his/her attack, you start acting!



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Attacker's Notes – hACME 2.0

(Do not reveal this to the victim)

Victim's role/occupation: _____

1. Check your victim's role, meet other attackers and swap any of your cards (or pick from the deck) so you have suitable cards for your victim.

Attacker alias: _____

Mission chosen: _____

2. Start by collecting the following open source intelligence sources (OSINT) by simply asking your victim.

LinkedIn: (find for example: years of experience, current position, etc.) _____

Facebook: (find for example: family details, friends, expensive or cheap expenses, lifestyle, embarrassments, obsessions, adventures, etc.) _____

Dumpster dive (trash can contains?): (find for example: eating habits, bills, etc.) _____

Followed victim for 24hs (which day?): (find for example: routine, habits, actions after work, how late at work, etc.) _____

3. Based on the information collected, traces of the following personalities have been identified, which could be further exploited:

- | | | | |
|---|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Ambitious | <input type="checkbox"/> Rookie | <input type="checkbox"/> Lazy | <input type="checkbox"/> Corruptible |
| <input type="checkbox"/> Caring/Helping | <input type="checkbox"/> Talkative | <input type="checkbox"/> Passionate | <input type="checkbox"/> Distractible |
| <input type="checkbox"/> Coward | <input type="checkbox"/> Busy | <input type="checkbox"/> Secure | <input type="checkbox"/> Obedient |
| <input type="checkbox"/> Ignorance | <input type="checkbox"/> Content | <input type="checkbox"/> Trusting | <input type="checkbox"/> Perfectionist |
| <input type="checkbox"/> Obsessive | <input type="checkbox"/> Disengaged | <input type="checkbox"/> Careless | <input type="checkbox"/> Suspicious |

4. Social engineering starts, attack now! You can imagine where/when/how many times and how you meet your victim. Come up with good excuses to interact and achieve your mission (for example: phishing or pretending to be someone else, etc.). Write your main strategy here: _____



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Instructions

To play Nixu hACME Social Engineering game, you will need:

- A pen for every player.
- A deck of Nixu hACME cards.
- A Victim / Attacker notes sheet for every player.
- Separate the players in groups of max. 12 (6 attackers and 6 victims).
- Decide which half will start as attackers and as victims, every victim sit facing an attacker.
- Imagination.
- No technical expertise is required.

Step 1. Preparations

This game is supposed to be played in pairs, if someone is left out, just join another person (2 heads might think better than 1!).

Victims should:

1. Pick 1 Victim card and reveal it.
2. Pick 2 Personality Traits cards and not reveal them.
3. Pick the Social Footprint sheet and be ready to fill it.
4. Based on the cards collected, fill-in the Social Footprint, give clear clues about the role and personalities from the cards collected.

Attackers should:

1. Not reveal anything.
2. Pick 1 Mission card.
3. Pick 1 Attacker card.
4. Pick 1 Attacker Notes sheet and be ready to fill it.
5. Check yours and other victim's visible cards.
6. Meet with the other attackers and swap your missions / victim cards as desired or pick new ones from the deck until you have suitable cards for your victim.



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Step 2. Pre-Engagement

Victims:

- You are not the character yet. No acting!
- Imagine that the attacker is spying on your social footprint with his browser (or following you / looking at your trash can), please answer to the attacker's questions based on what could be found from those sources. No acting yet!
- The attacker can ask you multiple questions.
- Assume the attacker has already access to the information sources listed in the Social Footprint.
- The victim has access to the internet & is not a technical guru.

Attackers:

- Ask the victim player details from any of his social sources.
- Try to find relevant details you can imagine might be useful for your social engineering attack.
- Find a good PRETEXT: which excuses will work, what will make the victim help you to complete your mission.
- The attacker has already access to the social network sources listed in the notes.

Step 3. Social Engagement

Victims:

- Start acting now!
- You are an innocent victim having a normal day.
- You are reachable, friendly, well mannered, innocent (never been attacked before) and in a good mood.
- If you are a security expert, think of a family member with average or lower technical skills instead than yours.

Attackers:

- You can choose the conditions of the engagement such as location (office, public space, remote call), time of the day and any other external factors you can imagine.
- Come up with your pretexts (excuses) for engaging the victim. You can engage multiple times if needed to build rapport (relationship) to support your pretext (excuse).
- Elicitate or manipulate / persuade the victim to assist you to complete your mission.

Step 4. Post-Mortem/Scoring

Victims and Attackers discuss together in pairs:

During step 2. Pre-engagement:

- Did the attacker identified all personality traits? (1 point/personality trait)
- Did the attacker complete the mission(s)? (1 point)
- Were there important questions that the attacker missed to ask? Which? (-1 point/question)
- Did the attacker miss to notice obvious given clues? Which? (-1 point/clue)

During step 3. Social Engagement:

- Was the attacker's story believable? (1 point)
- Would the victim have noticed in real life that the attacker had achieved his goal? (-1 point)
- Was the attack successful? (1 point)

For a 2nd round, swap attackers and victims and go back to Step 1.



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Your mission is:

Retrieve a corporate secret or any sensitive information you can from hACME.



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Attacker Mission

hACME 2.0



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01

Your mission is:

Install a malicious HW device such as keylogger, microphone, camera or any HW you can imagine inside hACME.



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Attacker Mission

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Your mission is:

Get a victim to install a malicious SW artifact in one of hACME's servers.



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Attacker Mission

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03

Your mission is:

Get at least one account password. The more important account the better.



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Attacker Mission

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Your mission is:

Obtain money from hACME using whichever method you can imagine.



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Attacker Mission

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Your mission is:

Collect information about a relevant client of hACME such as name of the client, contact person and other potentially valuable details.



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Attacker Mission

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Your mission is:

Convince an employee of hACME to become an internal agent and perform tasks.



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Attacker Mission

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Alias: "The M@stermind"

Has worked for hACME, recently fired, is a familiar face, knows the people, the company structure, facilities, possibly some of the passwords and he wants revenge.



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Attacker

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08

Alias: "The Magician"

An expert in the art of retrieving or injecting physical objects. Magic hands, ilusionist and some even say hypnotist.



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Attacker

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Alias: The "M@sterchef"

Can "prepare" delicious technical exploits: zero days, rootkits, injections, etc. that will pOwn any SW.



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Attacker

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Alias: "The Charismatic"

Can make almost any story believable. Impossible not to like this person.



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Attacker

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Alias: "The Networker"

Will always have connections in common, knows almost everyone and is known by almost everyone, is up-to-date with the gossips and most recent news.



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Attacker

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Alias: "The Actor"

A talented impersonator, voice imitator, body language guru. Can pretend to be almost anyone.



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Attacker

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Your role as a victim will be:

The receptionist



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Victim

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Your role as a victim will be:

Developer



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Victim

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Your role as a victim will be:

NW admin



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Victim

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Your role as a victim
will be:

IT Support



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Victim

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Your role as a victim
will be:

Cleaner



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Victim

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Your role as a victim
will be:

CXO



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Victim

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Your role as a victim
will be:

CXO Assistant



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Victim

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**Personality Trait:
Distractible**

- Not able to concentrate/ focus.
- Can forget important things (names, processes, schedules).
- Can easily turn focus on the wrong matters.
- "Where was I?"



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**Personality
Trait**

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**Personality Trait:
Passionate or Obsessive**

- Will give too much attention to certain matters whether it is a process, a hobby, pets, work or any subject.
- "Oh I really love ..."

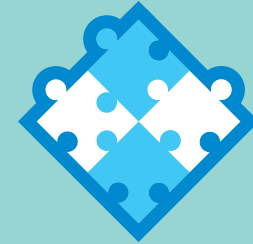


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**Personality
Trait**

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**Personality Trait:
Obedient**

- Has a tendency to follow orders without contesting them
- "Yes, Sir!"

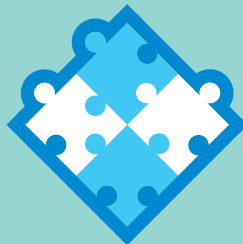


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**Personality
Trait**

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**Personality Trait:
Busy**

- Has very little time to react/respond.
- "Do not stress me, or I will break"
- "Don't push me"

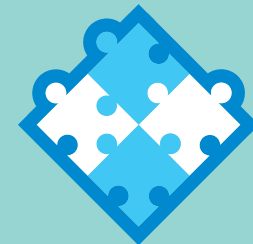


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**Personality
Trait**

hACME 2.0



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**Personality Trait:
Secure**

- When aware of the consequences, will not perform insecure actions.
- "I don't think this is allowed"

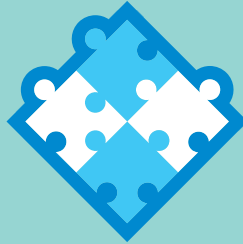


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**Personality
Trait**

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**Personality Trait:
Perfectionist**

- Will pay attention to all details.
- Will spend extra effort to improve things.
- "Let me fix this little thing here"

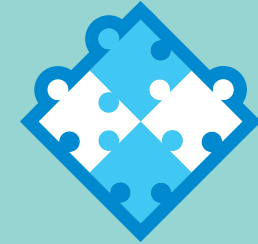


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**Personality
Trait**

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**Personality Trait:
Careless**

- Will not look at the details.
- Does not understand discipline, order, processes.
- Wants to get things done fast.
- "Oops I always forget to ..."

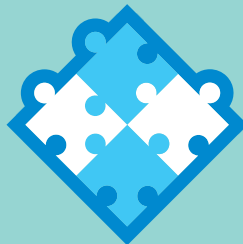


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**Personality
Trait**

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**Personality Trait:
Suspicious**

- Strangers can be malicious.
- Will reveal only the minimum necessary.
- Everyone is a stranger!
- "I don't know you"

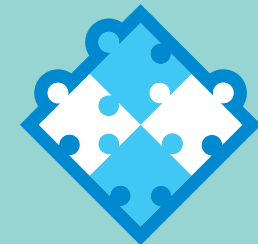


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**Personality
Trait**

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**Personality Trait:
Ambitious**

- Bigger salary, new position, new job.
- Focus is on anything that would result in more power or money.
- "I always aim high"



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**Personality
Trait**

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**Personality Trait:
Corruptible**

- Will accept winning deals.
- Interested in shortcuts.
- "What do I get?"
- "What's in it for me?"
- "Why would I do that?"

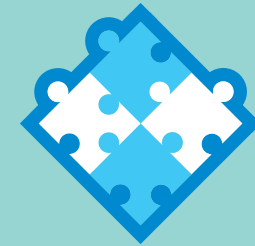


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**Personality
Trait**

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**Personality Trait:
Caring**

- Is always willing to help others.

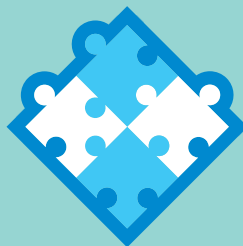


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**Personality
Trait**

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**Personality Trait:
Lazy**

- Shortcuts are welcome
- "I don't think I have time for this"
- "Please ask <someone else>"



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**Personality
Trait**

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**Personality Trait:
Talkative**

- Talks a lot, cannot stay quiet.
- Sometimes may leak secrets.
- Sometimes it's just a random stream of stories.



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**Personality
Trait**

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**Personality Trait:
Rookie**

- New, not much experience, doesn't know the processes, colleagues, the organization.
- "No, I don't know anything about that"
- "I will have to ask"

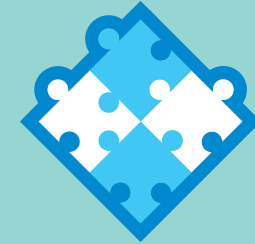


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**Personality
Trait**

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**Personality Trait:
Trusting**

- Will trust almost everything one's told once trust is gained.

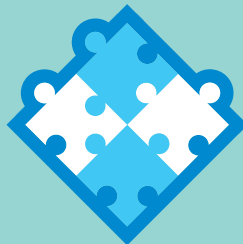


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**Personality
Trait**

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**Personality Trait:
Disengaged**

- Doesn't care about job/boss/career/life.
- Does just what is expected.
- No motivations, no aims.
- Maybe dreams of a different life.
- "I'm only here because I need the money"

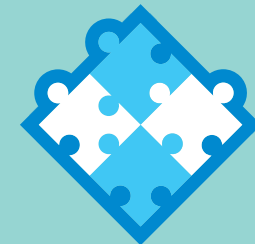


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**Personality
Trait**

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**Personality Trait:
Ignorance**

- Just doesn't know some actions could be insecure.
- Will ask why but may not understand.

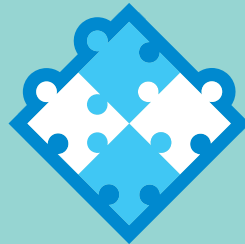


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**Personality
Trait**

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**Personality Trait:
Content**

- Happy/very satisfied with life (job, salary, boss, everything is good).

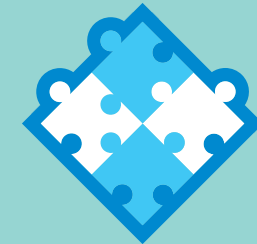


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**Personality
Trait**

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**Personality Trait:
Coward**

- Afraid of what the future might bring.
- Might not be careful when in panic

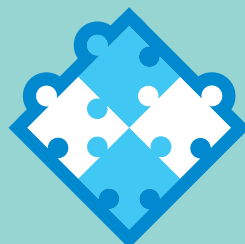


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**Personality
Trait**

hACME 2.0



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