

# The Hidden Element of Cybersecurity

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## **Current Trends & Strategies in CyberSec**

- Threat Landscape
- Traditional Security

## **Human Endpoint as weakest Link**

- What makes humans vulnerable
- How to secure the human
- Measurable return

# Threat Landscape

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Zero Day Exploits  
Exploits/Vulnerabilities  
Ransomware  
Malware  
Trojans/Viruses  
DOS/DDOS

# Traditional Security

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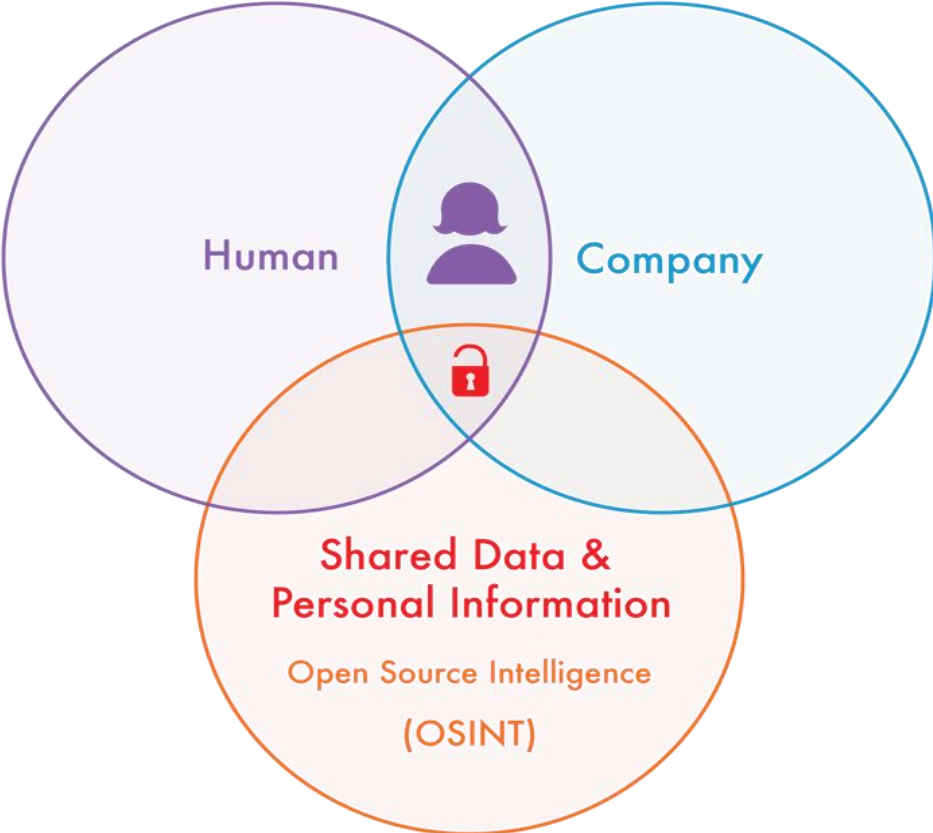
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Firewalls/UTM Devices  
IPS/IDS  
Endpoint Protection  
Encryption  
Patch  
Regulatory Compliance

Traditional controls address traditional threats but do nothing to address the **human element** – the most vulnerable endpoint.

# Human Endpoint

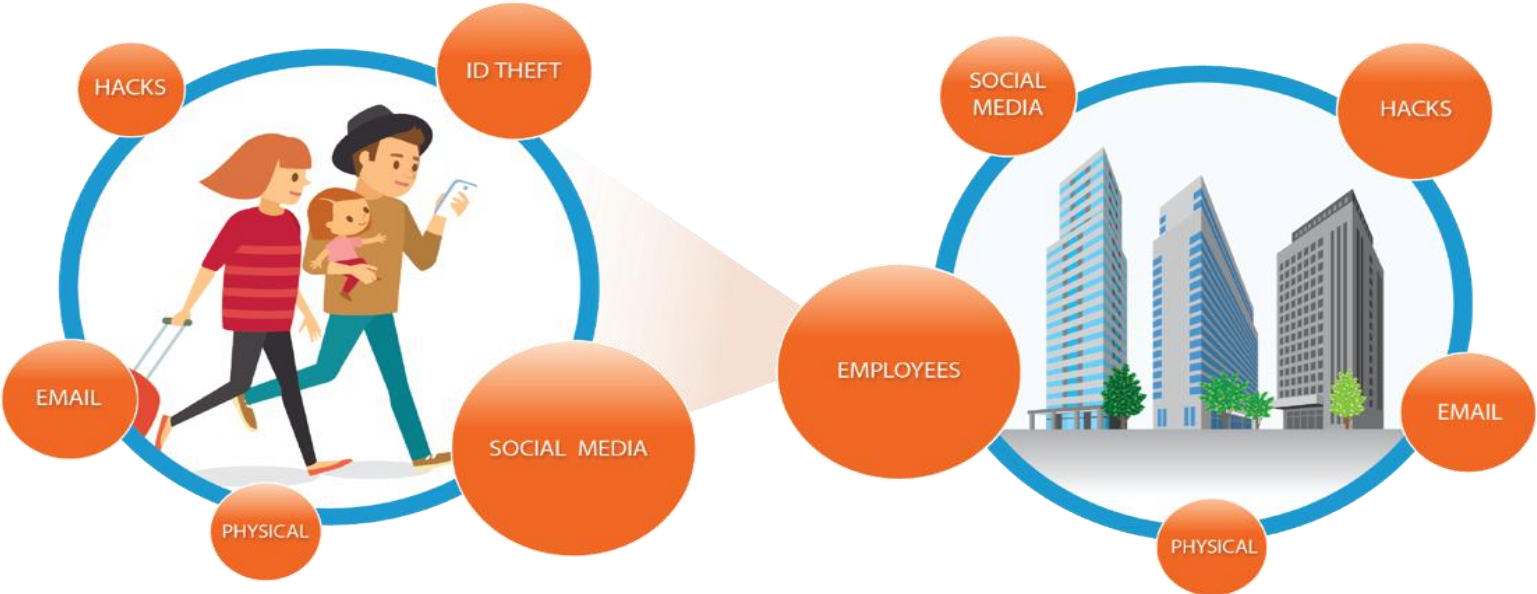
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Source: Hueya, Inc. 2017

# Risk Points

## The Human Factor - Social Engineering Risk Points



Source: Hueya, Inc. 2017

These are footnotes if needed.



# Expansive Attack Surface

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There is no demarcation point between home and work - personal and professional. The attack surface is massive

# OSINT

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## Open Source Intelligence

### PII++

Personal and Confidential Information  
Credentials  
IP  
Sourcecode

# Targeted Attacks

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Targeted and premeditated

Phishing : Vishing : Whaling : Impersonation : Retaliation :  
Ransom : Scareware: Fraud : Identity Theft

(SOCIAL ENGINEERING)

# Secure the Human

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Awareness & Training

Personal Privacy Vulnerability Scanner

Breach Monitoring

Darkweb Monitoring

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These are footnotes if needed.

**Hueya**

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For more information, please visit  
[www.hueya.io](http://www.hueya.io) or call +877 904 9048

