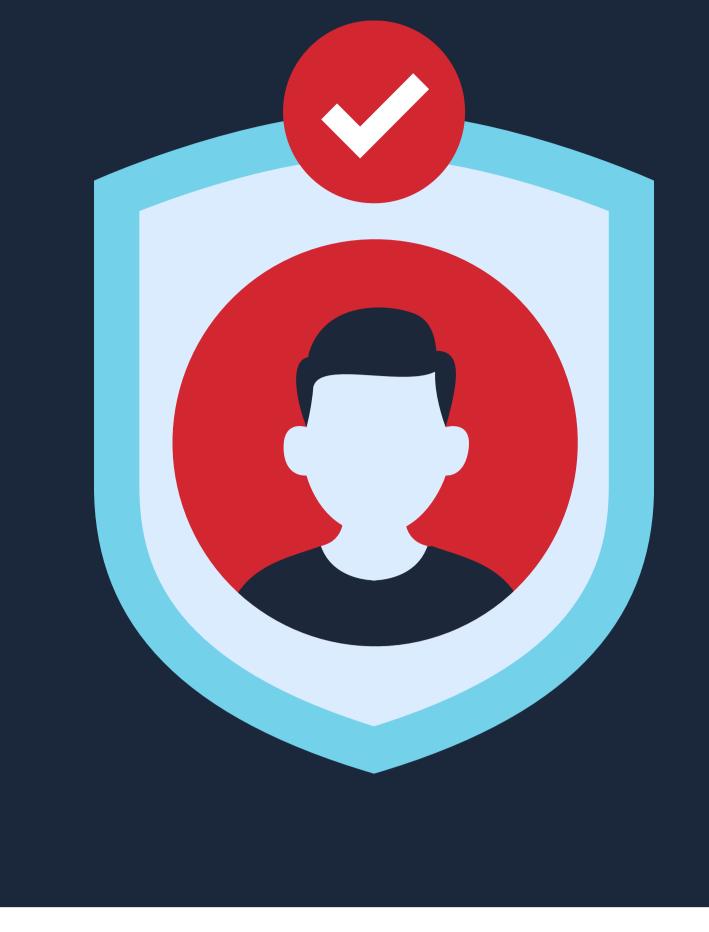
LastPass ••••

## Combatting Social Engineering in 2024



Psychological manipulation through social engineering has become a pervasive threat to businesses and their employees in 2024.



step in combatting it. But equally important is understanding how businesses are stepping up to face this growing challenge – and what your organization can do too.

engineering and its prevalence is the first



even more harmful with Gen Al.



Social engineering attacks have become more sophisticated via Gen AI by using more dynamic content (a/k/a adaptive content) in emails to evade detection by

security filters and through more direct

targeting of individuals.

Cognitive dissonance is high when it comes to the efficacy of phishing testing programs.

88% of respondents

company's phishing

testing program is

think that their

effective.

However, only 16% of

users report 75-100%

of suspicious activity

within their phishing

testing program.



Businesses ultimately want to

eliminate the crux of these

attacks: passwords.

of organizations agree that the removal of passwords through passkeys will eventually help **reduce** the threat of social engineering.



phishing, is **crucial** to the integrity and safety of your business's data. Ultimately, though, the elimination of passwords will be the **strongest defense** against a type of attack that manipulates human fallibility.

Want to learn more about combatting

social engineering within your own

LastPass •••

organization?

Get the full eBook here