

# Cultural Differences in Social Engineering

## A Swiss Perspective

**REDGUARD**  
SECURING YOUR ASSETS



# Who am I

Dominik Nufer

@redguard

- Senior Security Tester
- Social Engineer
- Incident Responder
- Team Leader

Private

- Husband
- Father of 3
- Firefighter

## Why this topic?

Started taking Social Engineering engagements back in 2016

Watched a lot of videos

Tried a lot of these techniques

Some worked, some did not apply, why?

# Social Engineering and Cultural differences

Social Engineering is the art of reading people and manipulating their behavior

First impression counts

Playing with bias is one of the techniques used

**These days it is not always easy to talk about this!**

# Cultural differences

- Body
  - Shaking Hands
  - Touching
  - Distance feeling
- Organisational
  - Badge
  - Number and rights of employees at the reception
  - Smoking
- Physical
  - Quality of Locks and Doors
  - Overall Security

## Position, Touching

Touching another person is always a good way to build trust

- Standing 10 cm in front of someone is uncomfortable for both of them
- Standing side by side gives the opportunity to touch shoulders

In Switzerland, we shake Hands! (even during Lockdown in some communities) but touching elsewhere is not very common.

Italians for example stand out with gestures and touching

## Language, Optics

Human trust increases with similarities:

- Smokers trust Smokers
- Women trust women
- Men trust women, especially attractive ones
- Sharing a common dialect or language builds trust
- Clothing

## Organisational

Security employees are not allowed to leave their posts and are often alone

Badge must often be carried only by external personnel

Smoking in front of an entrance is often a good excuse

Internal phonebooks are used consequently, most of the time

We as Swiss trust the authority



## Physical

I will not pick a lock on a Job, KABA Star or even SEA are beyond of my skill set  
Cloning Badge is unlikely, as swiss office building locks are ahead of other regions  
Slipping Latches: YES!  
Under the Door Tool: YES!

# Thank you



## **BERN**

Redguard AG  
Eigerstrasse 60  
CH-3007 Bern

## **ZÜRICH**

Redguard AG  
Thurgauerstrasse 36/38  
CH-8050 Zürich

Phone: +41 (0)31 511 37 50  
contact@redguard.ch  
[www.redguard.ch](http://www.redguard.ch)