



Unique Names –

The Harbingers of Malaise Stemming from Chilling Social Engineering Attacks

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The seasoned female nurse obliviously shouted the name of her next patient inside the germ-infested lobby. The stark level of her unawareness would later infiltrate her life to a degree never experienced before – frankly, the degree that one doesn't return from.

Her patient stands up, deploys a cold and apathetic glimpse dead into her eyes and follows her as she leads the way to the next vacated room. He accepts her request to take a seat before she closes the door to the very small, sanitized room. She opens her laptop and begins to take notes as she asks him questions to focus on his ailment and reason for his visit. While his remarks barely effectively respond to her queries, his true intent is concealed. His latent interests are more personalized this afternoon.

Apathetic to her medical questions or his responses to the same, he cautiously directs the conversation to her ID tag, which hangs from her blue penguin scrubs. He recites her name as Entamala G. He asks the origin of her unique name. Surprised, she responds by informing him that her father is Hispanic and her mother

is French. She tells him that her full last name is Gomesson. He asks her how long she's been with this medical practice. She opens herself up even more by telling him she's been a nurse with the company for 13 years. This statement satisfies his efforts and with that, his simple but veiled attack is complete.

Entamala concludes her inquiries and gleefully thanks her patient for his responses as she exits the room. Awaiting the doctor's entrance to his sham visit, he quickly pulls up his phone. He queries Entamala Gomesson in the state. Bingo! His first attempt is a success. He locates a social media profile of hers, however, this profile only lists her first name, last name and a playful username. Nothing too much more. Her posts are fairly rare and devoid of any valuable information. To her credit, she seems to be private on her profile. Unfazed, the patient turns to the state's license verification database. He enters her first and last name. Her social media profile granted him access to the exact spelling of her last name. He selects the appropriate county and hits ENTER.

Given the patient's devious intent, the response provided by the otherwise innocuous database is dreadful. He is rewarded with her home address. Several more queries across various platforms and databases arm him with even greater details of Entamala. Satisfied, he closes the windows on his phone as he places it in his pocket just as the door opens unveiling the innocent smile of the doctor.

That evening, the male patient secretly watches Entamala Gomesson from inside his vehicle as he sits parked among several vehicles on her street. Entamala is none the wiser as he stares ambitiously through her living room window; her residence well lit, her street, conveniently dark and covered by the heavy rain. His observations confirm she's alone tonight. He smirks as he exits his vehicle without a care, clenching some rope and a mallet inside his jacket pocket. His determined walk through the nighttime street is relaxed. Entamala's fate... is certain.

Persons like Entamala are regularly in danger of being targeted by cyber and physical stalkers. Bad actors can easily engage people with unique names. It is especially critical for these innocent folks to be aware of their online footprint; otherwise, they can quickly become victims of serious cyber and physical attacks. It must be recognized that clients with unique names need greater support than clients who can afford to hide in a sea of generic names, such as Jane Smith or John Jacobson.

Flipping the script, should you have a bad actor with a unique name, online engagement of them can be easier than one with a generic name. Nonetheless, it's critical to be aware of both the dangers and the benefits of engaging someone with a unique name. Unique names can certainly be fun. However, it's valuable to know when your client's unique name is simply that or if it's a

harbinger of malaise stemming from a chilling social engineering attack, much like the horrifying story of Entamala. **PI**



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