Know your enemy

“If you know the enemy and know yourself, you need not fear the results of hundred battles.”

Sun Tzu 544 – 496 BC
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Agenda

1. What’s new?
2. Key insights
3. Industries
4. Regions and size
5. Controls
6. Q&A
What’s new?
2020 Data Breach Investigations Report

13 years
81 countries
81 contributors
32,002 incidents
3,950 data breaches
Contributing organizations (n=81)
What’s new

Increase in vertical coverage

**Industry vertical segments**
- Accommodation and Food Services (NAICS 72)
- Arts, Entertainment and Recreation (NAICS 71)
- Construction (NAICS 23)
- Educational Services (NAICS 61)
- Financial and Insurance (NAICS 52)
- Healthcare (NAICS 62)
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- Retail (NAICS 44-45)
- Transportation and Warehousing (NAICS 48-49)

**Regional segments**
- Northern America (NA)
- Europe, Middle East and Africa (EMEA)
- Asia-Pacific (APAC)
- Latin America and the Caribbean (LAC)

**SMB-focused segment**
Comparing and contrasting with breaches on large companies

**Map of external standards into VERIS**
- MITRE ATT&CK® Framework
- Center for Internet Security Critical Security Controls (CIS CSCs)
VERIS Common Attack Framework (VCAF)

Figure 139. Percentage of MITRE Techniques covered by VERIS
## CIS Critical Security Control recommendations

### CIS Critical Security Controls (CSCs)

<table>
<thead>
<tr>
<th>CSC</th>
<th>Description</th>
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<tbody>
<tr>
<td>CSC 1</td>
<td>Inventory and Control of Hardware Assets</td>
</tr>
<tr>
<td>CSC 2</td>
<td>Inventory and Control of Software Assets</td>
</tr>
<tr>
<td>CSC 3</td>
<td>Continuous Vulnerability Management</td>
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<td>CSC 4</td>
<td>Controlled Use of Administrative Privileges</td>
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<tr>
<td>CSC 5</td>
<td>Secure Configuration for Hardware and Software on Mobile Devices, Laptops, Workstations and Servers</td>
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<tr>
<td>CSC 6</td>
<td>Maintenance, Monitoring and Analysis of Audit Logs</td>
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<td>CSC 7</td>
<td>Email and Web Browser Protections</td>
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<tr>
<td>CSC 8</td>
<td>Malware Defenses</td>
</tr>
<tr>
<td>CSC 9</td>
<td>Limitation and Control of Network Ports, Protocol and Services</td>
</tr>
<tr>
<td>CSC 10</td>
<td>Data Recovery Capabilities</td>
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<tr>
<td>CSC 11</td>
<td>Secure Configuration for Network Devices, such as Firewalls, Routers and Switches</td>
</tr>
<tr>
<td>CSC 12</td>
<td>Boundary Defense</td>
</tr>
<tr>
<td>CSC 13</td>
<td>Data Protection</td>
</tr>
<tr>
<td>CSC 14</td>
<td>Controlled Access Based on the Need to Know</td>
</tr>
<tr>
<td>CSC 15</td>
<td>Wireless Access Control</td>
</tr>
<tr>
<td>CSC 16</td>
<td>Account Monitoring and Control</td>
</tr>
<tr>
<td>CSC 17</td>
<td>Implement a Security Awareness and Training Program</td>
</tr>
<tr>
<td>CSC 18</td>
<td>Application Software Security</td>
</tr>
<tr>
<td>CSC 19</td>
<td>Incident Response and Management</td>
</tr>
<tr>
<td>CSC 20</td>
<td>Penetration Tests and Red Team Exercises</td>
</tr>
</tbody>
</table>

### Figure 134. Percentage of Safeguards mapped to Patterns by Critical Security Control

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Key Terms
The DBIR uses the VERIS framework for data collection and analysis

- **Actor** – Who did it?
- **Action** – How’d they do it?
- **Asset** – What was affected?
- **Attribute** – How was it affected?

Documentation, classification examples, enumerations: [http://veriscommunity.net/](http://veriscommunity.net/)
Incident vs Breach

**Incident**: A security event that compromises the integrity, confidentiality or availability of an information asset.

**Breach**: An incident that results in the confirmed disclosure—not just potential exposure—of data to an unauthorized party.
Key insights
Verizon’s latest research confirms the extent of the challenge in keeping up.

- **32,002** security incidents
- **3,950** confirmed breaches analyzed
- **67%** More than two-thirds of all breaches come from three attack types: credential theft, errors and social attacks.
- **27%** Ransomware makes up 27% of malware incidents, and the threat continues to grow.
- **58%** Personal data is the target in more than half of breaches, almost double from a year ago.
- **43%** Almost half of breaches involve web application attacks, twice as many as last year.
- **21%** One in five breaches is caused by errors, which represents a doubling of the total number of breaches from last year.
Who is behind this?

DBIR data continues to show that external actors are—and always have been—more common. In fact, 70% of breaches this year were caused by outsiders.
Key insights

Who is behind this?

Figure 10. Top Actor varieties in breaches (n = 977)
The times, they aren’t a’changing.

The majority (86% of breaches) continue to be financially motivated.

Espionage gets the headlines but accounts for just 10% of breaches in this year’s data.

Advanced threats—which also get lots of buzz—represent only 4% of breaches.
Top Actor Motives Incidents

Figure 9. Top Actor motives in incidents (n = 3,828)

- Financial
- Secondary
- Espionage
- Other
Key insights

Incidents and breaches per pattern

In the 2020 report, 85% of security incidents and 78% of confirmed data breaches continue to fall into the 2014 patterns. Growth of Phishing-based incidents has been responsible for the growth of the “Everything Else” pattern.
This year’s DBIR saw a high number of internal Error-related breaches (881, versus last year’s 424).

This increase is likely due to improved reporting (6x increase on Security Research disclosure from 2019), not insiders making more frequent mistakes.
Ransomware and web application

**Ransomware is everywhere.**

Ransomware now accounts for 27% of malware incidents, and 18% of organizations blocked at least one piece of ransomware. No organization can afford to ignore it.

**Oh, what a tangled web application.**

Attacks on web apps were a part of 43% of breaches, more than double the results from last year.
Key insights

Errors

Figure 14. Top Error varieties over time in breaches

Figure 15. Top discovery methods in Error breaches (n = 85)

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Up-close-and-personal data

Personal data was involved in 58% of breaches, nearly twice the percentage in last year’s data. This includes email addresses, names, phone numbers, physical addresses and other types of data that one might find hiding in an email or stored in a misconfigured database.

Figure 37. Top compromised Attribute varieties in breaches (n = 3,667)
Poll

For a moment I would like to think like an Hacker. You have a choice to one of the following strategy. Which one will you choose? Select your answers now. Both take a month to complete.

1. Target 1000 firms/individuals with success rate of 10% with 1-5 steps to hack and make financial gains of £1000 for each successful compromise.

2. Target 100 firms/individuals with success rate of 1% with 100 steps and financial gains of £100,000
Key insights

Unbroken chains and path-based attacks

Figure 41. Number of steps per incident
(n = 654. Two breaches, 77 and 391 steps respectively, not shown.)

Figure 42. Number of steps per breach
(n = 429. Two breaches, 77 and 391 steps respectively, not shown.)
Key insights

Unbroken chains and path-based attacks (cont’d)

[Chart showing different types of attacks at various stages: beginning, middle, and end.]

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Good news? In my infosec?

Patch things up.

Less than 5% of breaches involved exploitation of a vulnerability and only 2.5% of security information and event management (SIEM) events involved exploiting a vulnerability.

This finding suggests that most organizations are doing a good job at patching—so keep it up.

Figure 25. Vulnerability exploitation over time in breaches
Industries
Increase in industry vertical coverage

Industry vertical segments

- Accommodation and Food Services (NAICS 72)
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Public Administration

Ransomware is a large problem for this sector, with financially motivated attackers utilizing it to target a wide array of government entities. Misdelivery and Misconfiguration errors also persist in this sector.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>6,843 incidents, 346 with confirmed data disclosure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Patterns</td>
<td>Miscellaneous Errors, Web Applications and Everything Else represent 73% of breaches.</td>
</tr>
<tr>
<td>Threat Actors</td>
<td>External (59%), Internal (43%), Multiple (2%), Partner (1%) (breaches)</td>
</tr>
<tr>
<td>Actor Motives</td>
<td>Financial (75%), Espionage (19%), Fun (3%) (breaches)</td>
</tr>
<tr>
<td>Data Compromised</td>
<td>Personal (51%), Other (34%), Credentials (33%), Internal (14%) (breaches)</td>
</tr>
<tr>
<td>Top Controls</td>
<td>Implement a Security Awareness and Training Program (CSC 17), Boundary Defense (CSC 12), Secure Configurations (CSC 5, CSC 11)</td>
</tr>
</tbody>
</table>

![Figure 92. Top Malware varieties in Public Administration incidents (n = 198)](image-url)
Regions and size
What’s new: Increase in vertical coverage

Industry vertical segments
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• Arts, Entertainment and Recreation (NAICS 71)
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Regional segments
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SMB-focused segment
Comparing and contrasting with breaches on large companies

Map of external standards into VERIS
• MITRE ATT&CK® Framework
• Center for Internet Security Critical Security Controls (CSC)
While differences between small and medium-sized businesses (SMBs) and large organizations remain, the movement toward the cloud and its myriad web-based tools, along with the continued rise of social attacks, has narrowed the dividing line between the two. As SMBs have adjusted their business models, the criminals have adapted their actions in order to keep in step and select the quickest and easiest path to their victims.

**SMB vs large organizations**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Small (less than 1,000 employees)</th>
<th>407 incidents, 221 with confirmed data disclosure</th>
<th>Large (more than 1,000 employees)</th>
<th>8,666 incidents, 576 with confirmed data disclosure</th>
</tr>
</thead>
</table>

**Top Patterns**
- Web Applications, Everything Else, and Miscellaneous Errors represent 70% of breaches.
- Everything Else, Crimeware and Privilege Misuse represent 70% of breaches.

**Threat Actors**
- External (74%), Internal (26%), Partner (1%), Multiple (1%) (breaches)
- External (73%), Internal (21%), Partner (1%), Multiple (1%) (breaches)

**Actor Motives**
- Financial (83%), Espionage (8%), Fun (3%), Grudge (3%) (breaches)
- Financial (79%), Espionage (14%), Fun (2%), Grudge (2%) (breaches)

**Data Compromised**
- Credentials (52%), Personal (30%), Other (20%), Internal (14%), Medical (14%) (breaches)
- Credentials (64%), Other (26%), Personal (19%), Internal (12%) (breaches)
Attackers are targeting web applications in EMEA with a combination of hacking techniques that leverage either stolen credentials or known vulnerabilities. Cyber-Espionage attacks leveraging these tactics were common in this region. Denial of Service attacks continue to cause availability impacts on infrastructure as well.

### Frequency
- 4,209 incidents, 185 with confirmed data disclosure

### Top Patterns
- Web Applications, Everything Else and Cyber-Epionage represent 78% of data breaches in EMEA.

### Threat Actors
- External (87%), Internal (13%), Partner (2%), Multiple (1%) (breaches)

### Actor Motives
- Financial (70%), Espionage (22%), Ideology (3%), Fun (3%), Grudge (3%), Convenience (1%) (breaches)

### Data Compromised
- Credentials (56%), Internal (44%), Other (28%), Personal (20%) (breaches)
Europe, Middle East and Africa (EMEA)

- Attackers are targeting web applications in EMEA with a combination of hacking techniques that leverage either stolen credentials or known vulnerabilities resulting in over 40% of the breaches.
- Fourteen percent of the breaches in the EMEA region were associated with Cyber-Espionage, which is a higher rate than the overall data at 3% of breaches.
- Denial of Service attacks continue to cause availability impacts on infrastructure as well making up over 90% of the incidents.
Controls
# Controls to prioritize

<table>
<thead>
<tr>
<th>Control</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continuous Vulnerability Management (CSC 3)</strong></td>
<td>A great way of finding and remediating things like code-based vulnerabilities, such as the ones found in web applications that are being exploited, and also handy for finding misconfigurations.</td>
</tr>
<tr>
<td><strong>Secure Configuration (CSC 5, CSC 11)</strong></td>
<td>Ensure and verify that systems are configured with only the services and access needed to achieve their function. That open, world-readable database facing the internet is probably not following these controls.</td>
</tr>
<tr>
<td><strong>Email and Web Browser Protection (CSC 7)</strong></td>
<td>Since browsers and email clients are the main way that users interact with the Wild West that we call the internet, it is critical that you lock these down to give your users a fighting chance.</td>
</tr>
<tr>
<td><strong>Limitation and Control of Network Ports, Protocols and Services (CSC 9)</strong></td>
<td>Much like how Control 12 is about knowing your exposures between trust zones, this control is about understanding what services and ports should be exposed on a system, and limiting access to them.</td>
</tr>
<tr>
<td><strong>Boundary Defense (CSC 12)</strong></td>
<td>Not just firewalls, this Control includes things like network monitoring, proxies and multifactor authentication, which is why it creeps up into a lot of different actions.</td>
</tr>
<tr>
<td><strong>Data Protection (CSC 13)</strong></td>
<td>One of the best ways of limiting the leakage of information is to control access to that sensitive information. Controls in this list include maintaining an inventory of sensitive information, encrypting sensitive data and limiting access to authorized cloud and email providers.</td>
</tr>
<tr>
<td><strong>Account Monitoring (CSC 16)</strong></td>
<td>Locking down user accounts across the organization is key to keeping bad guys from using stolen credentials, especially by the use of practices like multifactor authentication, which also shows up here.</td>
</tr>
<tr>
<td><strong>Implement a Security Awareness and Training Program (CSC 17)</strong></td>
<td>Educate your users, both on malicious attacks and the accidental breaches.</td>
</tr>
</tbody>
</table>
Questions?
DBIR Resources

VERIZON DBIR 2020
https://enterprise.verizon.com/resources/reports/dbir/

VERIZON DBIR ARCHIVE
https://enterprise.verizon.com/resources/reports/dbir/

FREE SECURITY ASSESSMENT SIGNUP
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Areas of Expertise

Expert Knowledge
- Security Leadership
- GRC, PCI & GDPR
- Cyber/Info. Security
- Security Assurance

Vertical experience
- Defense
- GRC, PCI & GDPR
- Cyber/Info. Security
- Security Assurance
Thank you.