

Patrick Gray
Principal Security Strategist



HACKERS, CRACKERS, BOTS, MALWARE AND WEB 2.0

DATA SECURITY CHALLENGES IN THE ALL TOO PUBLIC AND
NOT SO PRIVATE SECTORS



I want you to take home four points

- Understand
- Educate
- Collaborate
- Prepare

It's a great to be in Blue Ash today, but uh, do you know where your data is right now?

- The confidentiality
- The integrity
- The availability
- It's hard to protect that which we have no idea as to its whereabouts

So, where is your data today?

- On any device
- Any place
- Any time
- When “aren’t” we working anymore?
- When do we call it a day?
- We don’t, do we?

Today, it's about mobility...

- In the past few years we shifted our lives to the PC and the Internet
- Now, it's all about being mobile
- A PC in your pocket
- Our mobile work force is growing and expanding

Where?

- Where does work happen?
- No longer does business take place solely behind network walls
- The critical work is happening increasingly on social networks, on handheld devices, in the field, and at local cafes

Diminishing Border

- The traditional corporate perimeter, with clearly identifiable boundaries, has diminished
- In its place, a network with limitless potential is rising
- One where agencies, companies, their customers, and their partners demand access to information whenever and wherever they need it

New Considerations

- It is information technology's role to ensure that the appropriate people, using the correct devices, are accessing the proper resources while having a highly secure yet positive user experience within your networks


New Considerations

- Operations, behaviors, and ideas are transcending the artificial boundary outside of the network perimeter—the firewall—and, in turn, are being shared in ways that current security models may not have considered

A blurring of activities

- In addition, it is common for workers to blend business and personal communications on these social networks, further blurring the network perimeter

We are a mobile workforce - \$277M

Worldwide [\[change\]](#)

[Solutions](#) [Products & Services](#) [Ordering](#) [Support](#) [Training & Events](#) [Partners](#)

[News@Cisco >](#)
Press Release

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Cisco Study Finds Telecommuting Significantly Increases Employee Productivity, Work-Life Flexibility and Job Satisfaction

Increased Productivity Due to Telecommuting Generates an Estimated \$277 Million in Annual Savings for Company

SAN JOSE, Calif., June 25, 2009 – Today, [Cisco](#) announced the findings of its Teleworker Survey, an in-depth study of almost 2,000 company employees. The study, conducted to evaluate the social, economic and environmental impacts associated with telecommuting at Cisco, revealed that a majority of respondents experienced a significant increase in work-life flexibility, productivity and overall satisfaction as a result of their ability to work remotely.

As the modern workforce continues to evolve and globalize, more companies are evaluating a telecommuting strategy to save costs and lower carbon emissions as well as to retain top talent. For these companies, Cisco's survey highlights the gains that a sound telecommuting strategy provides for employees and employers alike.

Video



TeleCommuting SMR

★★★★★

YouTube

0:00 / 2:18

Our own technologies



A screenshot of the Cisco WebEx website. The header features the Cisco logo and navigation links for USA (Change), Support, Partners, Buy, Contact Sales, and Search. Below the header is a blue navigation bar with links for Individual, Small & Medium, Large Business, Company Info, Partners, Support Services, and Communities. The main content area has a large banner with the text "Travel less. Get more done. Meet with anyone, anywhere over the web." and a man in a green shirt using a laptop. To the right of the banner are three blue buttons: "Free Trial", "View Demo" (with "now in progress" below it), and "Buy WebEx". Below the banner are three columns for "Individual Professionals", "Small & Medium Business", and "Large Business & Enterprise", each with a brief description and an "Enter Site" button. At the bottom, there is a "The Latest" section with a link to "WebEx PCNow Provides Remote Access for the Apple Mac" and a "Popular Links" section.

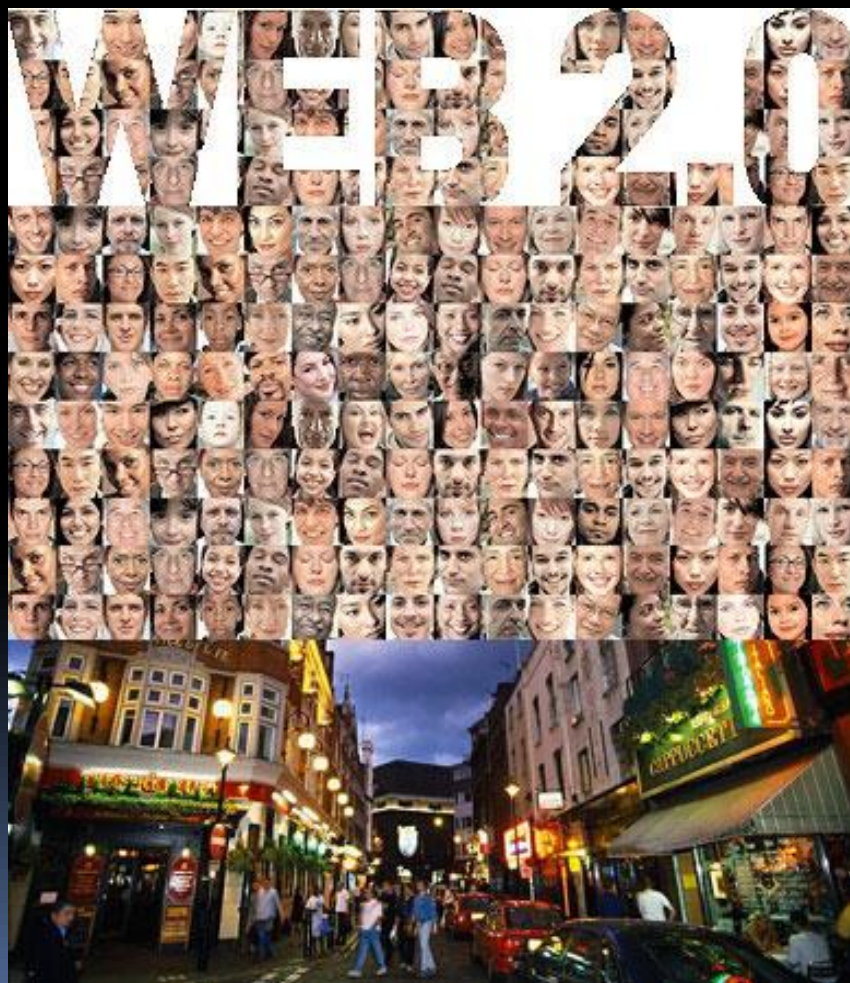
Remember when...

- Security meant having someone who could set a rule on a firewall
- The security officer was the guy at the desk in the lobby
- Browsing was something you did at a Mall
- Podcasting was throwing peas into the wind

Remember when...

- Intrusion prevention was locking your front door
- Identity theft was handing in someone else's homework
- Data loss was forgetting where you put your car keys
- Those days are gone...

Where are we going and what are we doing?



Facebook

- Over half a billion users

The screenshot shows a Facebook profile page for Kathryn Ortland. The page is divided into several sections: a left sidebar with navigation links, a top header with the Facebook logo and navigation links, a main profile section with a profile picture and basic information, and a right sidebar with detailed information.

Navigation Links (Left Sidebar):

- Quick Search
- My Profile [edit](#)
- My Friends
- My Photos
- My Groups
- My Events
- My Messages (1)
- My Account
- My Privacy

Oregon Flyer:

We made Announcements better

Check out the new Facebook Flyers.

Starting at only \$5!

Advertise to your campus now.

[\[create \]](#) [\[see all \]](#)

facebook [home](#) [search](#) [global](#) [social net](#) [invite](#) [help](#) [logout](#)

Kathryn Ortland's Profile (This is you) [Oregon](#)

Information [edit](#)

Account Info

Name: Kathryn Ortland
Member Since: August 2, 2005
Last Update: November 10, 2005

Basic Info [\[edit \]](#)

Geography: Seattle, WA
School: Oregon '05
Status: Alumnus/Alumna
Sex: Female
Concentration: Journalism: Magazine
Japanese
Birthday: 10/16/1982
Home Town: Bellevue, WA 98006
High School: Newport High School '00

Contact Info [\[edit \]](#)

Contact Email: ortland@gmail.com
School Email: kortland@uoregon.edu
Website: <http://www.numine.com>

Personal Info [\[edit \]](#)

Looking For: Whatever I can get
Interested In: Women
Men
Relationship Status: In a Relationship
Political Views: Liberal
Interests: Photography, computers, hiking, scuba, Japan

Professional Info [\[edit \]](#)

Job: Rising star at SEOmooz.org

Connection

This is you.

Friends at Oregon [edit](#)

Kathryn has 22 Oregon friends.

Friends:

- Reiner Heyden
- Micah Sardell
- Erin Akagi

Facebook

- If Facebook were its own country, it would be the third most populous nation in the world behind China and India--both countries have populations north of one billion people

Some bone-jarring statistics

- 50% of facebook active users log on to facebook on any given day
- More than 60 million users update their status - daily
- People spend over 500 billion minutes per month on Facebook

Billions

- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week

The involvement is viral

- Millions of local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans

Mobility

- There are more than 100 million active users currently accessing facebook through their mobile devices

Cisco on Facebook

The screenshot shows the Cisco Facebook page interface. At the top is the Facebook navigation bar with the logo, search bar, and links for Home, Profile, and Account. The Cisco profile picture is a blue square with the Cisco logo and the text "Welcome to the human network." Below this are links for "Suggest to Friends" and "Subscribe via SMS". The main content area features a post from Cisco dated "Yesterday at 6:40pm" with 40 likes and 6 comments. The post text reads: "We're only one day away from the Enterprise Cisco Collaboration TweetChat! Join our panel of experts on Twitter as they discuss enterprise policy, unified content models, and interoperability all in relation to Enterprise Collaboration". It includes a link to "csc0.ly" and a description of the Twitter chat event. The comments section shows two comments from Maryam Mohsenzadeh and Buti Motse, both expressing interest in the event. To the right of the main post are three sponsored ads: "Atlanta Bucket List", "AARP Medicare Supplement", and "Xpressive Signs & Designs". The left sidebar shows a list of friends who liked the page, including Chris Tobkin, Russell Smoak, Ron Malenfant, Jay Lane, Dave Klein, and David Martin. At the bottom, there is a link to "Talk2Cisco: Global Demand for Broadband" on ustream.tv. The browser's address bar at the very bottom shows the URL: http://www.facebook.com/ajax/emu/f.php?eid=AAAAAwAgACAAAFADQInCcUP9kgkPHNpZrRvV3JCfX8I58EXLHBYc3Vc8fBFjcxkLPx8lwevJ1LEG4w24p.

facebook Search Home Profile Account

Cisco

Wall Info News Twitter YouTube Boxes >>

Write something...

Attach:  

Share

Cisco + Others Cisco Just Others

 Cisco We're only one day away from the Enterprise Cisco Collaboration TweetChat! Join our panel of experts on Twitter as they discuss enterprise policy, unified content models, and interoperability all in relation to Enterprise Collaboration

 Cisco Community Central: Collaboration TweetChat: Enterprise Collaboration: Is Social Enough? csc0.ly Join a panel of Cisco enterprise collaboration experts as they chat live on Twitter about the growing impact of social software and collaboration tools within the enterprise. Panel participants include:

Yesterday at 6:40pm · Comment · Like · Share

40 people like this.

View all 6 comments

 Maryam Mohsenzadeh love u Cisco. 2 hours ago · Flag

 Buti Motse i love disco too 2 hours ago · Flag

 Write a comment...

Comment

 Cisco Robert Pepper is taking your questions NOW about the global demand for broadband. He'll discuss how it is growing everywhere and how it is driven by video.

 Talk2Cisco: Global Demand for Broadband ustream.tv

Create an Ad

Atlanta Bucket List x  Things to do in Atlanta before you die. One huge coupon emailed daily. Like

AARP Medicare Supplement x Insurance plans insured by UnitedHealthcare Insurance Company. Request a Free Information Kit today! Like

Xpressive Signs & Designs x  Located in Alpharetta, we provide all types of interior, exterior or vehicle signage. Click the Like button to become a fan! Like

More Ads

21 Friends Like This 6 of 21 Friends See All

 Chris Tobkin  Think Tweet  Ron Malenfant

 Jay Lane  Dave Klein  David Martin

59,383 People Like This

 Mohammed Alkhadra  Sudeep Navak  Shri Charan

http://www.facebook.com/ajax/emu/f.php?eid=AAAAAwAgACAAAFADQInCcUP9kgkPHNpZrRvV3JCfX8I58EXLHBYc3Vc8fBFjcxkLPx8lwevJ1LEG4w24p Unknown Zone

Cisco Wikis

The Cisco Learning Network

[Login](#) [Register](#) [Contact Us/Help](#) [About Us](#) [Site Map](#)

[Go](#)

[Cisco Learning Home](#) [Careers](#) [Connections](#) [Certifications](#) [Learning Center](#) [Our Store](#)

[Cisco Learning Home](#) > [Connections](#) > [Team Wiki Spaces](#)

Connections


- News and Events
- Games Arcade
- Cisco User Groups Intl
- Team Wiki Spaces
- Green IT
- Network IT
- Recursos Educativos (Español)

Team Wiki Spaces

Set as default tab

[Overview](#) [All Content \(7\)](#) [Discussions \(4\)](#) [Documents \(3\)](#)

TEAM WIKI SPACES



Collaboration is key.

If your technology group needs a place to share ideas and coordinate concepts, a Team Wiki Space on the Cisco Learning Network might be just what you need. You can email us to request information on your own Team Wiki Space. We are currently evaluating teams for inclusion in this cutting-edge environment.

Current Private Team Wiki Spaces

There are no sub-communities.



Keep on Keepin' on!

Modern work is collaborative, where many people have bits and pieces of the information

Top Contributors

- Matthew Tighe
- jhilton
- Michael Wilson
- kolawole1
- Silvio Veira

[View all participants](#)

Recent Discussions

- Re: Mobile Voice Access**
How to set up using hairpinning
by Cesar Fiestas 9 months ago
- Siebel Intergration with IPCC Enterprise**
by Clive Randell 10 months ago
- Re: Callmanager 5.1.3 Cluster**
by Kallen Harper 10 months ago
- Re: One way Voice - Panasonic IP Card integration with CCM4.1**
by Jimk 10 months ago

Cisco Blogs

The screenshot shows the Cisco Blogs website. At the top is a navigation bar with various icons. Below it is a large banner image showing hands typing on a laptop, with the Cisco logo and the text "The Platform Opinions and Insights from Cisco".

Join the Conversation

- > **The Platform**
 - Channels
 - Collaboration
 - Data Center Networks
 - DigitAll Consumer
 - DigMediaRev
 - Ecollibrium
 - Emerging Countries
 - High Tech Policy
 - Innovation
 - Inside Cisco IT
 - Mobility
 - Security
 - SP360: Service Provider
 - Virtual Environments
 - Web Experience

Cisco Featured Posts

Recent Posts

- > [Global Demand for Broadband](#)
- > [Shop 'Til You Drop: Either from Exhaustion or Poor Connectivity](#)
- > [Learning from the First Private Cloud, Part 2](#)
- > [Why You Won't Want to](#)

June 08, 2010

Shop 'Til You Drop: Either from Exhaustion or Poor Connectivity

I'm a shopper. I'll admit it. I love the thrill of the hunt and the eventual bagging of a fun or exotic item that plays to my fashion sense or inner tech geek. So, as someone who straddles the worlds of technology and retail, I can't help noticing the spate of articles and information lately on how interlinked social media and shopping are becoming. And how the borderless experience I've talked about in the past several months is becoming more and more critical for businesses to enable.

This week, a [New York Times article](#) reported comScore's latest overview of the online retail economy. According to the report, the more time users spend at social media sites, the more money they spend online. For instance, heavy users of one of the most popular social media sites, Facebook, spend an average of \$67 versus "light" network users who spend \$50 on average, or non-users of the network who only spend an average of \$27 online.

Read More.

Posted by **Marie Hattar** at 11:55AM PST

[Permalink](#) [Comments \(0\)](#) [Trackbacks \(0\)](#)

Tags: [borderless](#) [online shopping](#) [social](#)

June 07, 2010

Australian, New Zealand & Chinese Students Go To Class Across Asia - Without Leaving their Seats

Error on page.

Unknown Zone

Cisco on Twitter

twitter

Home Profile Find People Settings Help Sign out

 **CiscoSecurity**

✓ Following  

Understanding the Trust Gap: Certificate-Signed Malware (new Cisco Security blog post)
<http://j.mp/cYgfJ7>
33 minutes ago via Futuretweets V2

@windexh8er Being awesome in IPS? I'm missing the humor. Unless you're talking abt the electrical femala/male parts story. That was amusing.
about 2 hours ago via web in reply to windexh8er

@GeekChickUK Yes? :)
about 2 hours ago via web in reply to GeekChickUK

Woof! RT @infonetics: Cisco's top-dog status confirmed in new #IPS vendor ratings survey: <http://j.mp/98rgQX> @SecurityJeff
about 2 hours ago via web

@standaloneSA I used to hear that in lab. The other students were actually talking abt electrical components but it still weirded me out.
about 2 hours ago via web in reply to standaloneSA

Cisco's Security Week in Highlights: Cyber Risk Report
<http://j.mp/cBvbEY>
about 3 hours ago via Futuretweets V2

Threat Outbreak Alert: Fake Automobile Tax Document Spam

Name Cisco Security
Location In the network
Web <http://www.cisco.com>
Bio Security * technology * events * news * humor * Cisco! (Updated by @lauren)

505 following 9,479 followers 832 listed

Tweets 2,337

Favorites

Lists
[@CiscoSecurity/borderless-networks](#)
[@CiscoSecurity/testlist](#)
[@CiscoSecurity/cisco-feeds](#)
[View all](#)

Actions
[block CiscoSecurity](#)
[report for spam](#)


Following


[View all...](#)

 **RSS feed of CiscoSecurity's tweets**


Done Internet 100%

Cisco on YouTube


Search Browse Upload Create Account Sign In

**CISCO PR**
CSCOPR's Channel Subscribe All Uploads Favorites Playlists TV Grid


Search Uploads Date Added | Most Viewed | Top Rated




Cisco Announces Webex Connect
155 views
2 days ago




Dialogue Cafe Portuguese
19 views
3 days ago




Dialogo Cafe Launch in Rio de
13 views
3 days ago




Cisco Digital Media Suite
110 views
4 days ago




Jerry Monroe, head of Cisco's
34 views
4 days ago




Cisco TelePresence
303 views
4 days ago




Holyoke Smart+Connected
164 views
4 days ago




Cisco Introduces Flip Prosumer
265 views
4 days ago




Mike Baird, Cisco TTG Director of
114 views
5 days ago




TELUS Changes the Game with
130 views
5 days ago



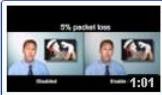
Martin De Beer, SVP of Cisco's
101 views
5 days ago




Howard Charney talks from
38 views
6 days ago




Cisco Demos Multi-Vendor, Multi-
613 views
1 week ago



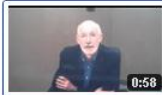
ClearPath Demo
474 views
1 week ago




Cisco Sports and Entertainment:
153 views
1 week ago









Cisco at UTCTelecom
113 views
1 week ago





Talk2Cisco Promo: Global Demand for
94 views
1 week ago











Cisco and Apollo to Create Smart
111 views
2 weeks ago



**CISCO**

**CISCO**

**CSCOPR**
Subscribe

Friends (13)


What else are they doing?

- In August, people spent a total of 41.1 million minutes on Facebook

Facebook outage spotlights social media addiction

- After Facebook went down on Thursday, one thing was certain: People don't like to go without their favorite social networking site
- Industry watchers say Facebook users suffering through the two-and-a-half-hour outage were like drug addicts going through withdrawal

In despair...

- Facebook's more than 500 million users have grown accustomed to sharing updates about their cats and colleagues, and posting funny pictures of drunken friends and kids acting silly

OWASP on Twitter



Have an account? [Sign in](#)

Get short, timely messages from owasp.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @owasp](#).

[Sign Up](#)

Get updates via SMS by texting [follow owasp](#) to **40404** in the United States
[Codes for other countries](#)

**owasp**

RT [@securityshell](#): OWASP JBroFuzz v2.4 <http://goo.gl/fb/GLLsD> [#tools](#) [#fuzzer](#)

7:20 PM Sep 25th via TweetDeck

RT [@_mwc](#): Mozilla now an official organizational supporter of OWASP - <http://bit.ly/C8rCT>

10:27 AM Sep 21st via TweetDeck

Developers - need a practical cheatsheet for [#XSS](#) proofing your code? [#OWASP](#) [#twitter](#) <http://bit.ly/4Psm4>

8:48 AM Sep 21st via TweetDeck

RT [@caughtexception](#): Want to prevent a bug like the one at Twitter from biting your site? Study up on [#XSS](#) [#webdev](#) <http://bit.ly/5hcEqQ>

7:22 AM Sep 21st via TweetDeck

OWASP AppSec 2010 conference "rivalled Google IO in terms of useful relevant content presented well" <http://bit.ly/gCMNlf>

Name owasp
Location Everywhere
Web <http://www.owasp.org>
Bio Open Web Application Security Project - a free and open community dedicated to improving application security

2 following 2,627 followers 270 listed

Tweets 318

Favorites

Following

 RSS feed of owasp's tweets

On Facebook

facebook

Email
pgray525@gmail.com
☐ Keep me logged in

Password

Forgot your password?

Login

Sign Up Open Web Application Security Project (OWASP) is on Facebook
Sign up for Facebook to connect with Open Web Application Security Project (OWASP).



Open Web Application Security Project (OWASP)

Wall Info Photos Discussions Events

**Tom Brennan** OWASP Company Profile
OWASP - Company Profile on LinkedIn
www.linkedin.com
The Open Web Application Security Project (OWASP) is a worldwide free and open community focused on improving the security of application software. Our...
June 24 at 12:19am · Comment · Like

**DJe Jérôme** Radar's SQL injection... ;-)
Open Web Application Security Project (OWASP) Photos

May 12 at 7:15am

**Jeff Snyder** Web Application Security Consultant Job Openings, Full-Time and Contract, Telecommute 70-80% of the time. Strong Java Enterprise development background desired prior to getting into application security. Find these opportunities at SecurityRecruiter.com
misjobs.com
misjobs.com
April 2 at 2:58pm · Comment · Like

**Sylvain Maret**

The OWASP Project is a 501(c)(3) not-for-profit worldwide charitable organization focused on improving the security of application software.

Information
Category:
Internet & Technology · Websites
Description:
The Open Web Application Security Project (OWASP) is an open community dedicated to enabling organizations to develop, purchase, and maintain applications that can be trusted. All of the OWASP tools, documents, forums, and chapters are free and open to anyone interested in improving application security. We advocate approaching application security as a people, process, and technology problem because the most effective approaches to application security include improvements in all of these areas. (read more)
Privacy Type:

Done

Internet 100%

Search

Browse

Upload

Create Account

Sign In

OWASP Phishing demo

pontocom73

32 videos

Subscribe

0:07 / 3:27

360p

Full Screen

Settings

Share

pontocom73

November 08, 2008

A demonstration of a phishing attack at the OWASP EU Summit 08, Portugal

569 views

Like

Dislike

Add to

Share

Embed

Respond to this video...

All Comments (1)

andreir23

1 year ago

This is crap.

see all

Suggestions

OWASP LDAP, XML and SQL Injection

by pontocom73

2,974 views

OWASP Clickjacking

by pontocom73

1,054 views

owasp - intro

by pontocom73

1,080 views

Owning with Nessus and Metasploit

by nulbytesecurity

26,256 views

Cross Site Scripting (Basic Hacking 1)

by ajatkinson2004

19,388 views

OWASP - Mano Paul

by pontocom73

187 views

Web security devfense

by antonsledgehammer

200 views

Cross-Site Request Forgery (CSRF) High-Profile ...

by AachenMethodStuff

1,624 views

Owasp5036 Part2 - OWASP

by pontocom73

1,054 views

This is viral

- Overall, 43 percent of Americans said they keep in touch via social networking websites such as Facebook, MySpace and LinkedIn
- Forty percent of men, and 45 percent of women, said they had a profile on a networking site

There is a human element to all of this, an element that is more often than not, overlooked...

It's no longer just close relationships

- Our employees are going places they've never gone before and are touching technology daily
- That which they are touching is touching our networks as well

Web 2.0?

- Businesses today find that social media use is no longer the exception, but rather the rule
- It marks the global trend of seeking friendships or relationships online

Who is using it?

- Business units such as research and development, marketing, human resources, sales, and customer service
- They are realizing the potential for utilizing social media tools to stimulate innovation, create brand recognition, hire and retain employees, generate revenue, and improve customer satisfaction

With Web 2.0

- A new breed of malware is evolving
- Google Mashups, RSS feeds, search, all of these can be misused by hackers to distribute malware, attack Web surfers and communicate with botnets

Risk – it's everywhere

- And no one knows that better than IT security professionals
- Disgruntled employees, students, fired employees, clueless employees who succumb to social engineering, passwords left on Post-it notes, wide-open instant messaging and increasingly powerful hacker tools in the hands of teenagers, Web Mobs and Organized Crime targeting Social Media sites

Objective?

- The key objective, of course, is to recognize risk, safeguard your reputation and not reveal sensitive or confidential information that may prove harmful to your business

Social Media Benefits

- It is very difficult to argue with many of the benefits being provided by the numerous social media networks for both personal and business purposes

Information sharing

- These networks, Facebook, Twitter, LinkedIn, and YouTube to name some of the heavy hitters, enable millions of people to exchange up-to-the-minute information with each other across the globe

Concerns

- As with most new voice, video, and data applications that traverse the network, this pervasiveness brings with it additional security concerns.

How do we secure it?

- It becomes difficult and, in fact, almost contradictory for organizations to crack down on the use of social networks while they are simultaneously promoting the use of such networks to do business

Ease the burden

- This balancing act can be made a bit easier through:
 - The development and enforcement of corporate security policies
 - Ongoing education of employees in the proper use of social networks when corporate assets are involved
 - The identification and mitigation of related malware using network and host-based anomaly detection technologies

Malware

- Historically, malware has plagued e-mail, hidden in malicious attachments
- While that's still happening, more malware writers are putting their efforts into malicious Web sites

Constant Mutation

- The goal in developing malware is not to simply infect as many systems as possible but to specifically steal usage information and other data from compromised systems
- Use of polymorphic code that constantly mutates

Bad Statistic

- 1 in 1,000 web pages is infected with malicious drive-by download software

Two biggest vectors for Malware

- Email
- Web-based

So, what do we have to do?

- Create a Human Firewall

The Human Firewall – an invaluable tool

- A good *human firewall employee* is one who filters good security practices and rejects any others—much like a network firewall only allows authorized traffic and rejects any other
- The only way to build a good human firewall is to raise people's awareness; to teach them good habits, to make them recognize bad practices and change them into good practices
- Your cyber security is only as good as the people who manage it and those who use it

So Patrick, why do we really need that Human Firewall?

- Because, 'Friend' has become a verb
- Social media users believe there is protection in being part of a community of people they know
- Criminals are happy to prove this notion wrong
- The threats and security issues that come with social media aren't usually caused by vulnerabilities in software
- More commonly, these threats originate from individuals who place an unwarranted amount of "transitive trust" in the safety of these communities

Remember...

- On social sites –
 - Your privacy is history
 - They don't have your best interests in mind
 - Social engineering attacks are getting more targeted

Trust?

- Users will trust something or someone because a user they know has also expressed trust in that person or subject
- We trust because we are curious and curiosity...

Curious? This is why! Out of date???


YuoTube - Broadcast Yourself. - Secret video Tom - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://v.../1.html?schk=@keak=

Secret video by Tom


Rate:
24 ratings
[Sign in](#) to rate
Views: 2,609



Your version of Flash player is out of date.
Please download this update.

Download

[Commentary Statistics & Data](#)
Video Responses: 10 Text Comments: 70
[babachan](#) (4 hours ago)
0 ■ ■
Marked as spam
Reply
Funniest thing EVER!!
[csmith1199](#) (6 hours ago)
0 ■ ■



From: [Tom](#)
Joined: 1 year ago
Videos: 5
[Subscribe](#)

Added: **August 09, 2007** ([more info](#))


Embed: [Customize](#)

`<object width="425" height="344"><param name="movie"`

[More From user](#)
[Related Videos](#)

Opening flash_update.exe

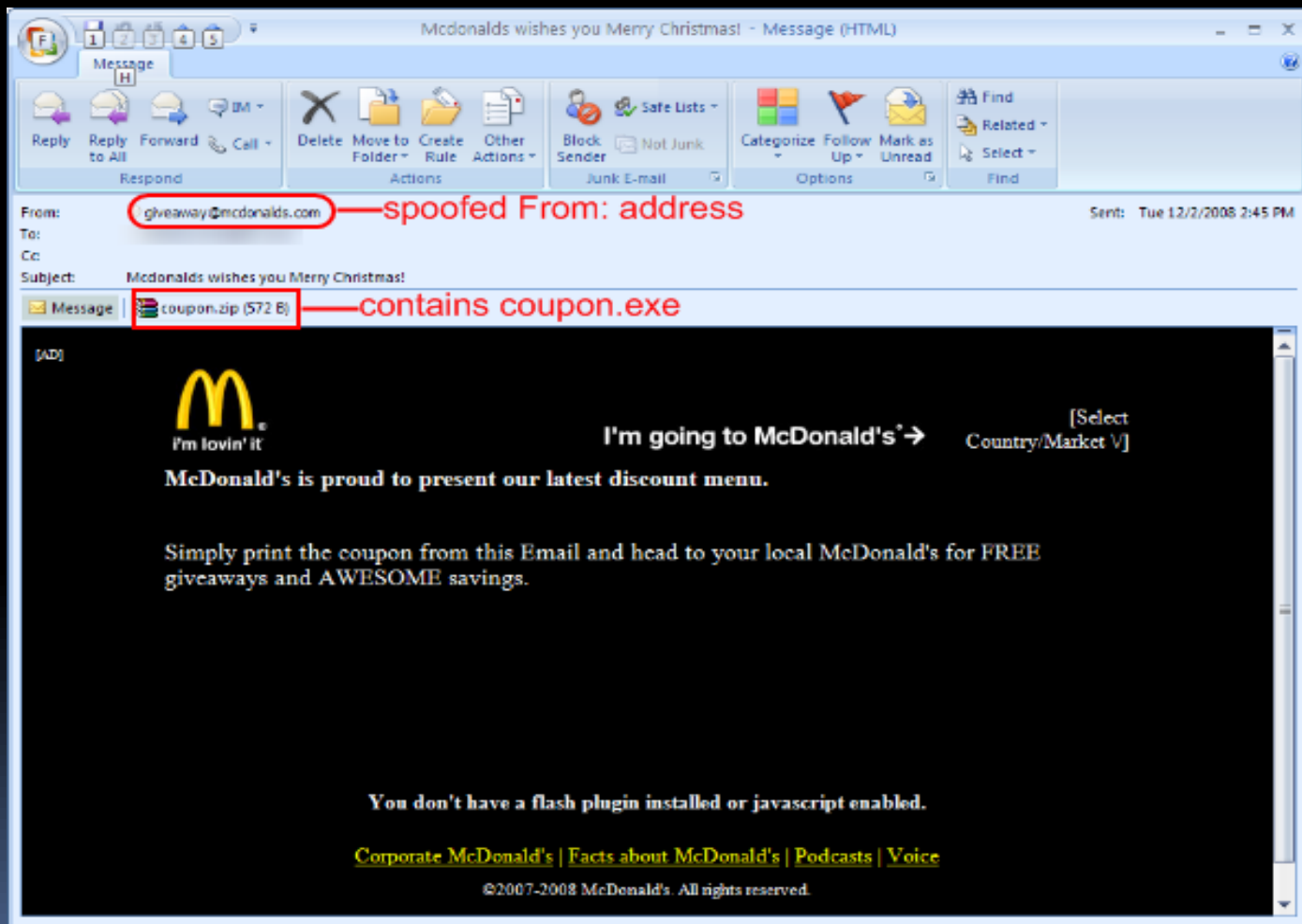
You have chosen to open

 **flash_update.exe**
which is a: Application
from: <http://www.sdkpc.org>
Would you like to save this file?

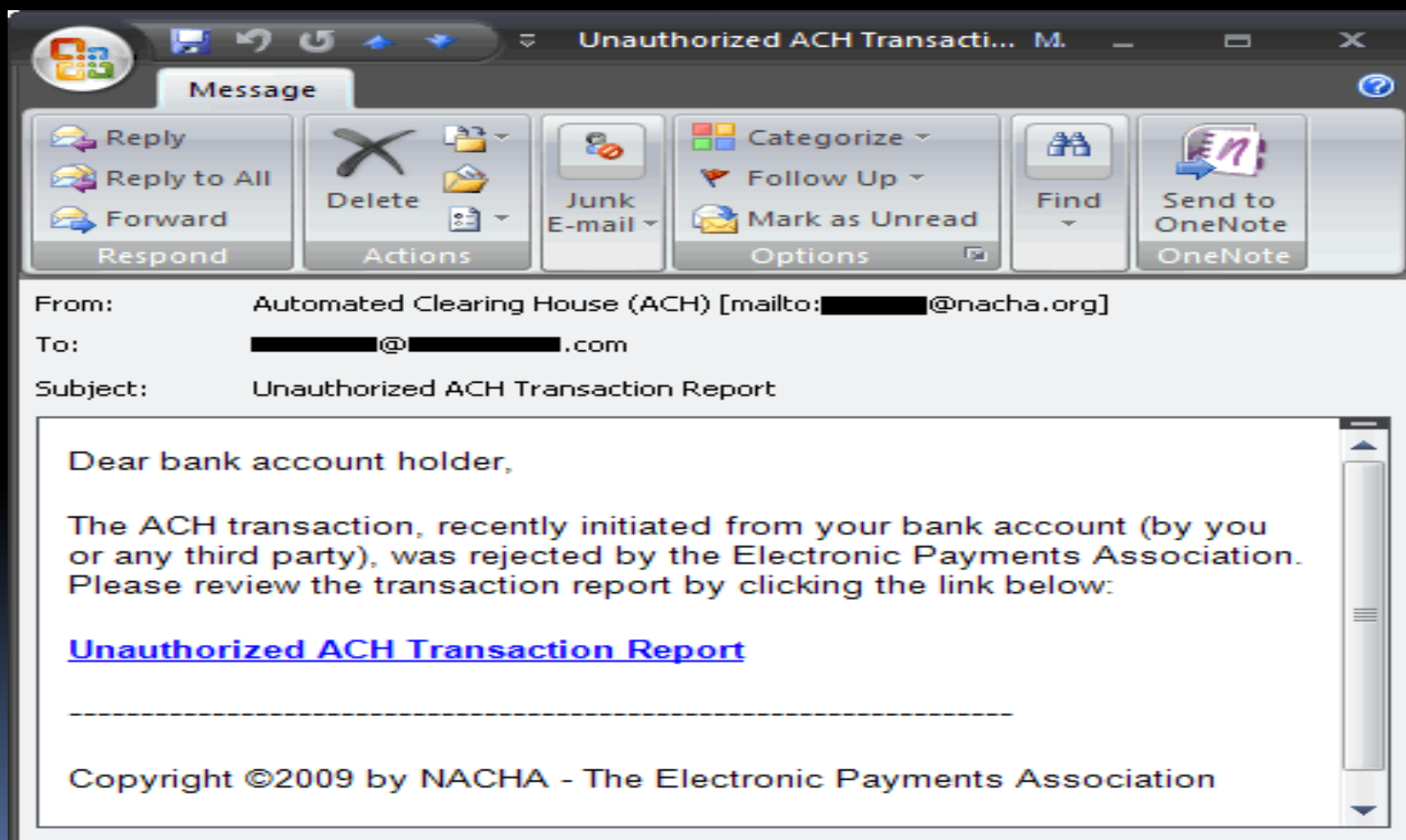
[Save File](#) [Cancel](#)

Done

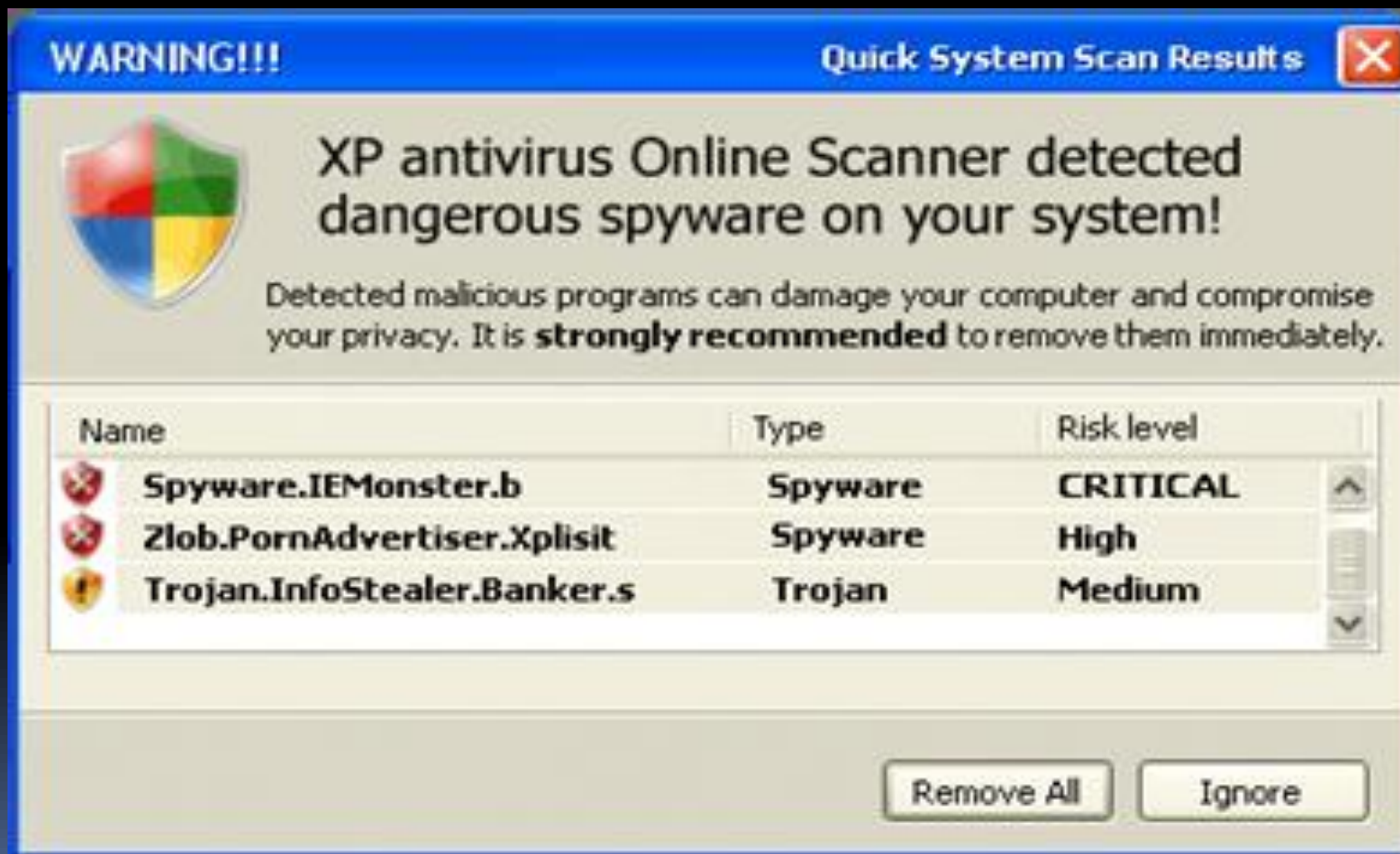
Or a Big Mac!



They want to send us somewhere else...



The unknown... DO NOT TOUCH THIS!!!



Protection Center



Security Status
manage security modules



System Scan
scan & fix your computer



Firewall
protect your network security



Advanced Cleaner
optimize system performance



Check for updates
update virus definitions



Settings
manage your preferences

System scan

Scan & fix your computer

Scan type: ☒ Quick ☐ Deep ☐ Memory Scan



Start

Stop

Pause

| # | Vendor | Type | Location | Threat Level |
|-------------------------------------|-----------------------|----------------|------------------------------------|--------------|
| <input checked="" type="checkbox"/> | Trojan-Cookie.Win3... | Malware | C:\Documents and Settings\Hoi_K... | Medium |
| <input checked="" type="checkbox"/> | GayCodec.lookAlert | Malware | C:\WINDOWS\System32\weihain.dll | Medium |
| <input checked="" type="checkbox"/> | webSearch.Win32 | Malware | C:\WINDOWS\System32\Drivers\es... | Medium |
| <input checked="" type="checkbox"/> | PORN_perversion.R30 | Malware | C:\WINDOWS\System32\Drivers\s... | Medium |
| <input checked="" type="checkbox"/> | Virus.Win32.Gpco... | Viruses | C:\WINDOWS\System32\Wbe... | High |
| <input checked="" type="checkbox"/> | Email-Worm.Win... | Network ... | C:\WINDOWS\System32\Wbe... | High |
| <input checked="" type="checkbox"/> | Net-Worm.Win32... | Network ... | C:\WINDOWS\Fonts\85855.fon | High |
| <input checked="" type="checkbox"/> | Net-Worm.Win32... | Network ... | C:\WINDOWS\Fonts\small.fon | High |
| <input checked="" type="checkbox"/> | Trojan-Downloader... | Trojan Prog... | C:\WINDOWS\Help\camera.hlp | Medium |

Scan complete.

Objects scanned: 30329

Threats detected: 19

Removed: 0

Remove Threats



Upgrade to full version now!
Easy one-click registration



Your Computer is not protected

[click here to fix security problems](#)



Windows Security Alert



To help protect your computer, Windows Firewall has detected activity of harmful software.

Do you want to block this software from sending data over the Internet?



Name: **Trojan-Spy.Win32.GreenScreen**

Risk Level: **CRITICAL**

Description: This is spy trojan that installs itself to the system, hides itself and then captures screen images and saves them to disk files in encrypted form. Thus it allows to a hacker to watch screen images.

Keep Blocking

Unblock

Enable Protection

Windows Firewall has detected unauthorized activity, but unfortunately it cannot help you to remove viruses, keyloggers and other spyware threats that steal your personal information from your computer, including your Credit Card data and access passwords to the online resources you use. [Click here to pick recommended software to resolve this issue.](#)



SystemDefender

[HOME](#)

[DOWNLOAD](#)

YOUR SYSTEM MAY BE **INFECTED!**

Scanning:

Internet threats and viruses found:

FREE SCAN NOW!

Social Media Policy, Guidelines

The screenshot shows a web browser window displaying the Cisco Social Media Guidelines page. The browser's address bar shows the URL <http://www.cisco.com/c/en/us/about/cisco-social-media-guidelines.html>. The page features a red header with the Cisco logo and the text "The Platform Opinions and Insights from Cisco". The main content area is titled "Cisco Social Media Guidelines, Policies and FAQ" and includes a paragraph about Cisco's approach to social media. A sidebar on the left lists various topics under "Join the Conversation". A right sidebar contains a search bar, social media links, and popular tags. The bottom of the page shows a taskbar with several icons and a system clock.

Join the Conversation

- The Platform
- Channels
- Collaboration
- Data Center Networks
- DigitAll Consumer
- DigMediaRev
- Ecollabrium
- Emerging Countries
- High Tech Policy
- Innovation
- Inside Cisco IT
- Mobility
- Security
- SP360: Service Provider
- Virtual Environments
- Web Experience

Cisco Social Media Guidelines, Policies and FAQ

We take social media seriously at Cisco.

We look at it as a collaborative tool to help better serve our customers, our partners, our investors and our employees...and to LISTEN to them as well. There, of course, have to be guidelines and employee training around the use of social media. Within our company culture of transparency, we thought we'd make our newly updated internal Social Media handbook available for everyone. We don't claim to know everything about Social Media, but we do know that the wisdom of the crowd is generally better than the wisdom of the few. With that in mind, we welcome your thoughts, observations and viewpoints on our Social Media Policy and Guidelines.

[Cisco social media guidelines June 2010](#)

Cisco Social Media Policy, Guidelines

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Error on page.

Unknown Zone (Mixed)

But what does all this mean?

- I am just an employee and am not an engineer or a technician or a programmer or a geek!
- I'm just sitting at my desk, talking to friends, patients and all sorts of people
- How in the world am I threatening our network???

2 Reasons...

- You probably do not understand policies, procedures, best practices and standards
- If you do understand them, they are violated because there are no consequences – the policies are not enforced
- Who, me?

Education is Critical

- Few executives grasp the case for investing in safeguards against hackers, malware, and the like
- Education starts at the top and works its way down the food chain throughout the entire business
- Before any employee puts their fingers on the keyboard they must understand that it is not their computer

The Seven Deadly Sins of Network Security

1. Not measuring risk
2. Thinking compliance equals security
3. Overlooking the people
4. Too much access for too many
5. Lax patching procedures
6. Lax logging, monitoring
7. Spurning the K.I.S.S.

You Must Understand...

- That you are a target
- These hackers are smart, and most have much more time to spend attacking them than a typical systems administrator can spend defending against them

The Opposing Team

- The Hackers
- Disgruntled Insiders
- Clueless employees
- Competitors
- Foreign Governments
- Terror organizations

Top 8 Perceived Threats

- System penetration
- Sabotage of data
- Theft of proprietary information
- Denial of service
- Viruses and Worms
- Unauthorized insider access
- Laptop theft
- Insider abuse of the Internet

System Penetration

- It is an unfortunate reality that you will suffer a breach of security at some point
- To bypass security, an attacker only has to find one vulnerable system within the entire network
- But to guarantee security, you have to make sure that 100 percent of your systems are invulnerable -- 100 percent of the time

Data Leakage:

How many breaches in 2009?

- 498 Breaches
- 222,477,043 records exposed
- How were you impacted?

Who?

- Businesses - 36 percent
- Healthcare - 29.2 percent
- Government, military - 16.9 percent
- Financial Services – 11.1 percent

2010

- 327 Data Breaches

Not good...

- But Patrick! It won't happen to us!

Whether you get hacked depends...

- Do you assume the posture of, “It can’t happen here.”
- Do you hear, “We haven’t heard of any worm outbreaks and all seems quiet. Why upgrade those devices?”
- “We have no budget.”
- “We’re just hanging out in Cincinnati!”
- “They’re only going after the Government and those really big banks.”
- Then my question is, “Can you really afford to give up data today?”

You can't! So,

- Be compliant but don't rest on your laurels
- Be vigilant
- Educate
- Know that you are a target
- Be ready to respond

So, what are they really after?

- Your Intellectual Property
- Your assets
- Your employee's data
- Your personal data
- Your paycheck
- Your friends
- Your family

G-Man's tips to secure your data

- **Consider threats** from insiders and business partners in your enterprise-wide risk assessments
- **Clearly document** and consistently enforce policies and controls
- **Institute periodic** security awareness training for all employees

G-Man's tips to secure your data

- **Monitor and respond** to suspicious or disruptive behavior, beginning with the hiring process
- **Anticipate and manage** negative workplace issues

G-Man's tips to secure your data

- **Implement strict** password and account management policies and practices
- **Enforce separation** of duties and least privilege
- **Implement system change** controls
- **Log, monitor and audit** employee online actions
- **Use layered defense** against remote attacks

G-Man's tips to secure your data

- **Deactivate computer access** following termination
- **Implement secure backup** and recovery processes
- **Develop an insider** incident response plan

You are the last line of Defense! Don't drop the ball!!!

- Understand
- Educate
- Collaborate
- Prepare

Thank You!



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