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Protect

Gone in 15 Minutes: Losing Your Privacy While Standing in a Crowd

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Somebody's Watching



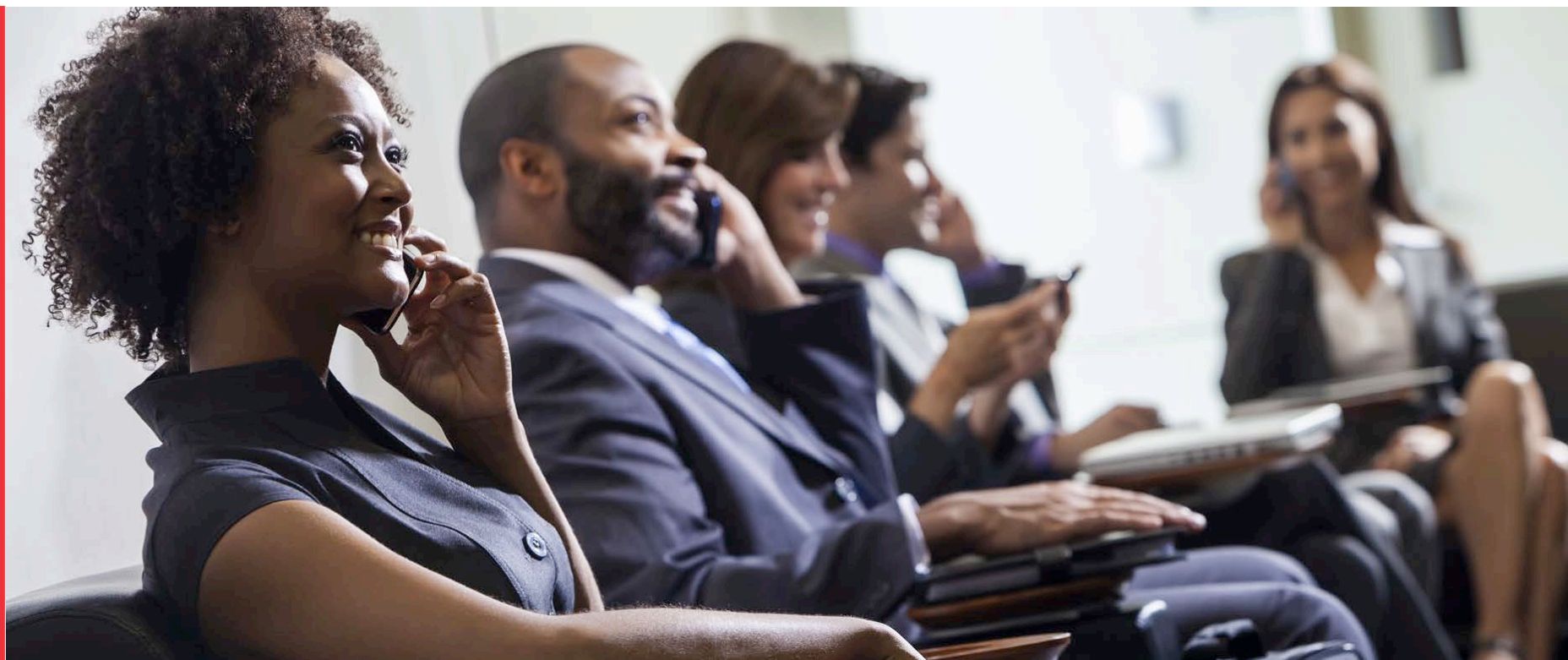
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Privacy Lost



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**“Big deal – I already know my
information is available online.”**



My unscientific poll:

Outside of security, nearly **everyone**
I speak to has no clue and are
surprised that they can be at risk to
real-time physical harm.

A Peek into the Mindset



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Curiosity



Tools of the Trade



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DOBSearch

PublicRecordsNow

BeenVerified

PeekYou

Intelius

USSearch

USA-People-Search

MyLife

411.org

Manta

Whitepages

Phonenumberdata

LinkedIn

PeopleSmart

Facebook

Radaris

123people

ZabaSearch

Google Maps

Pipl

Spoke

Acxiom

Spokeo

PrivateEye

PeopleLookup

PeopleFinders

WAATP



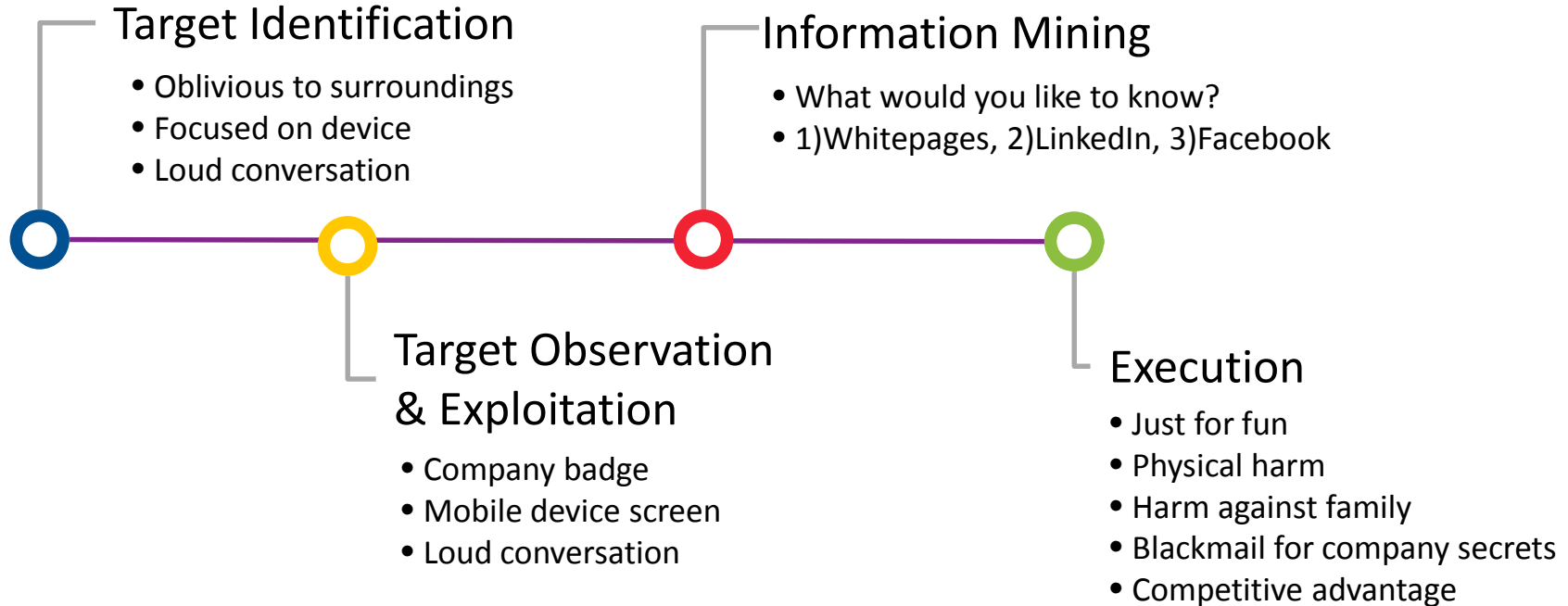
Source: Privacy Rights Clearinghouse
<https://www.privacyrights.org/online-information-brokers-list>

RSACConference2016

Anatomy of an Attack



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Call to Action



- Reduce your personal information exposure (www.thedma.org) – at least temporarily
- Be vigilant – change in mindset (a little paranoia helps)
- Include personal physical security in security awareness programs
- Role play scenarios to better understand the threat and change behavior accordingly

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Get out of Your Comfort Zone: Redefining Privacy and Security

Kelley Misata

Ph.D. Candidate
Purdue University, CERIAS



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We all have our journeys...



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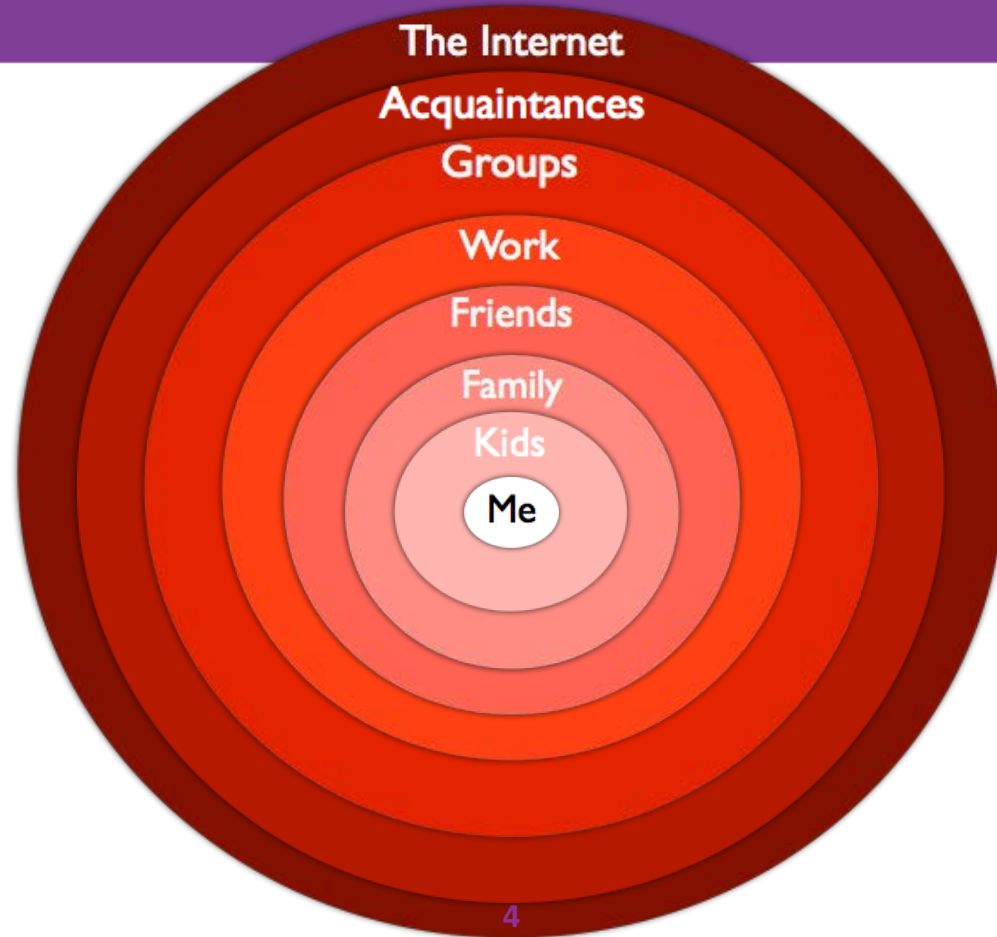
Attacker in your pocket...



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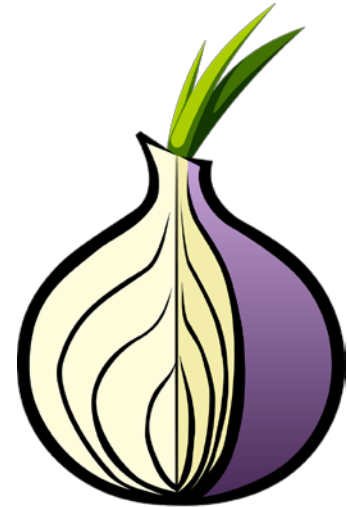
Stalking by proxy...

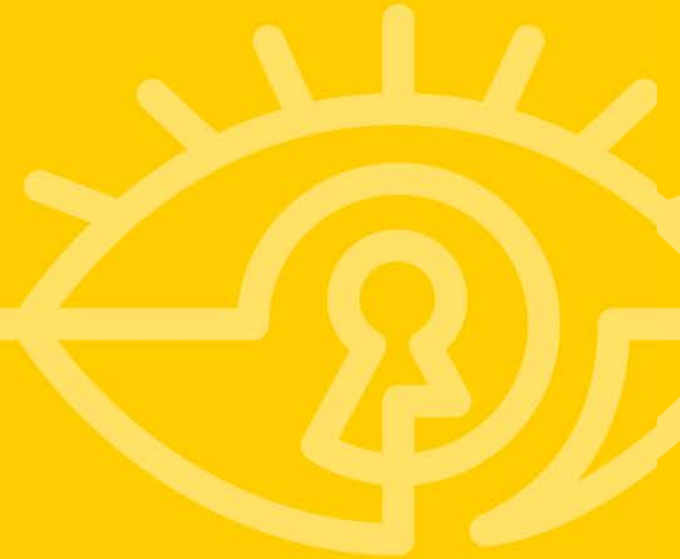


It was time to take a new approach...



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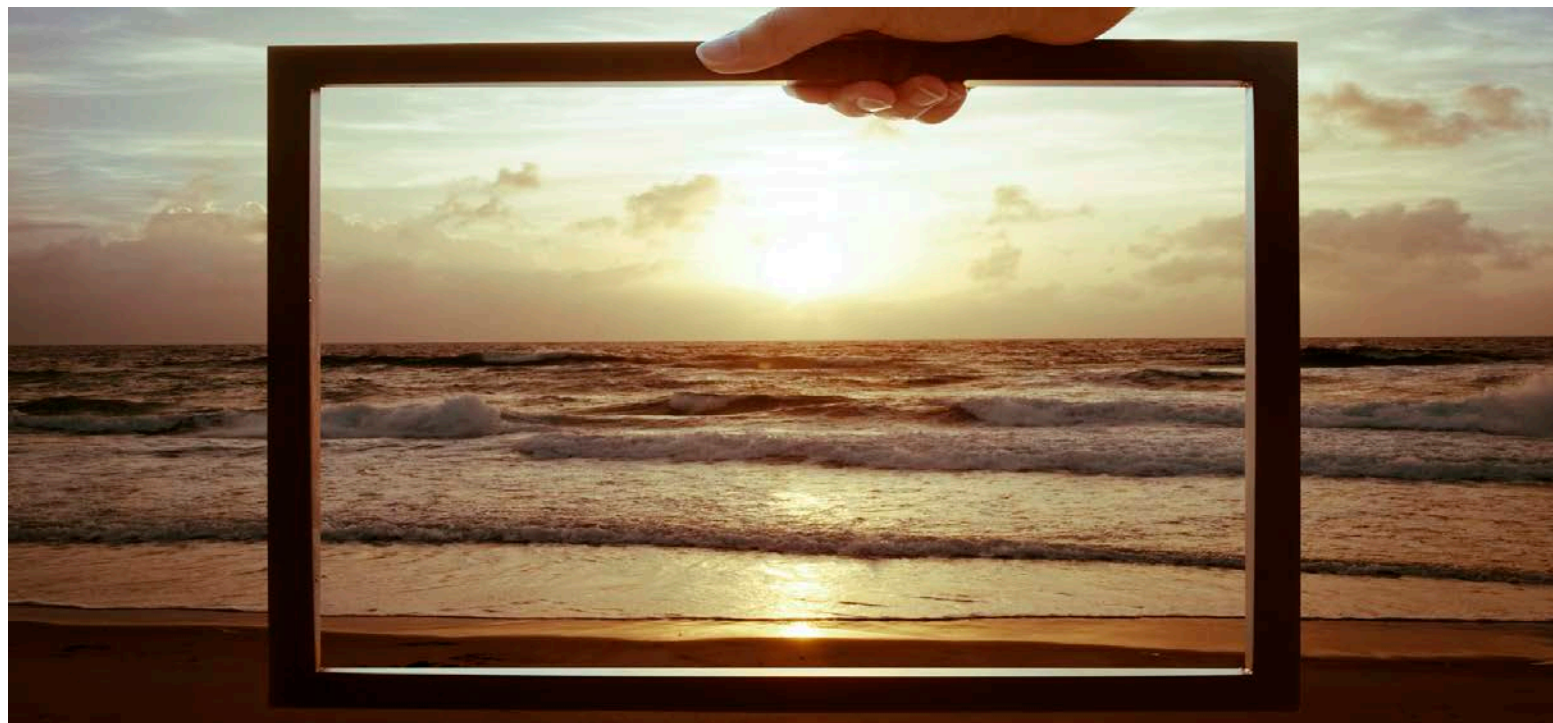


It's time to think differently.

Privacy... reframing the conversation



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Passion is different than anger...



Anger can make people be afraid...

Passion inspires people to be involved...

What do you choose?

A place to start...



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Making better choices...



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What it really comes down to...



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Things to take away...



- Don't assume privacy is the same for everyone.
- Help dispel the myth that security is 100% flawless.
- Technology is NOT the enemy.
- Words through technology HURT more than you think.
- It takes 10x more effort to put yourself back together than to fall apart.
- Don't wait for something bad to happen.

Take Action...



- Create your definition of privacy – FIRST!
- Expand your circle.
- Start a conversation with someone today by asking “what does privacy look like to you?”
- Embrace “beginner mind” – it’s fun – really 😊
- YOU never know when you will be kicked out of your comfort zone – but it will happen.

My journey continues...



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Step out of your comfort zone...



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