# RSAC Studio

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



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# Somebody's Watching







# **Privacy Lost**





## So What?



"Big deal – I already know my information is available online."



## So What?



## 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









# **Curiosity**



## **Tools of the Trade**



DOBSearch	PublicRecordsNow		E	BeenVerifie	d	PeekYou	
Intelius	USSearch	earch USA-People-S		rch	MyLife		
411.org	Manta	Whitepages		Phon	nenumberdata		
- 0		LinkedIn	n	Radaris	PeopleSmart		
123people	ZabaSearch	Faceboo	ok	Nauaris		Carla	
Acxiom		<b>Google Maps</b>			Pipl	Spoke	
PrivateEye	5	oleLookup		Spokeo		PeopleFinders	
	Peop		WAA	TP			



# **Anatomy of an Attack**



### Target Identification

- Oblivious to surroundings
- Focused on device
- Loud conversation

### **Information Mining**

- What would you like to know?
- 1)Whitepages, 2)LinkedIn, 3)Facebook

# Target Observation & Exploitation

- Company badge
- Mobile device screen
- Loud conversation

#### Execution

- Just for fun
- Physical harm
- Harm against family
- Blackmail for company secrets
- Competitive advantage



### Call to Action



- Reduce your personal information exposure (<u>www.thedma.org</u>) – 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

