

# RSA®C Studio



Connect **to**  
Protect

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

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# Somebody's Watching



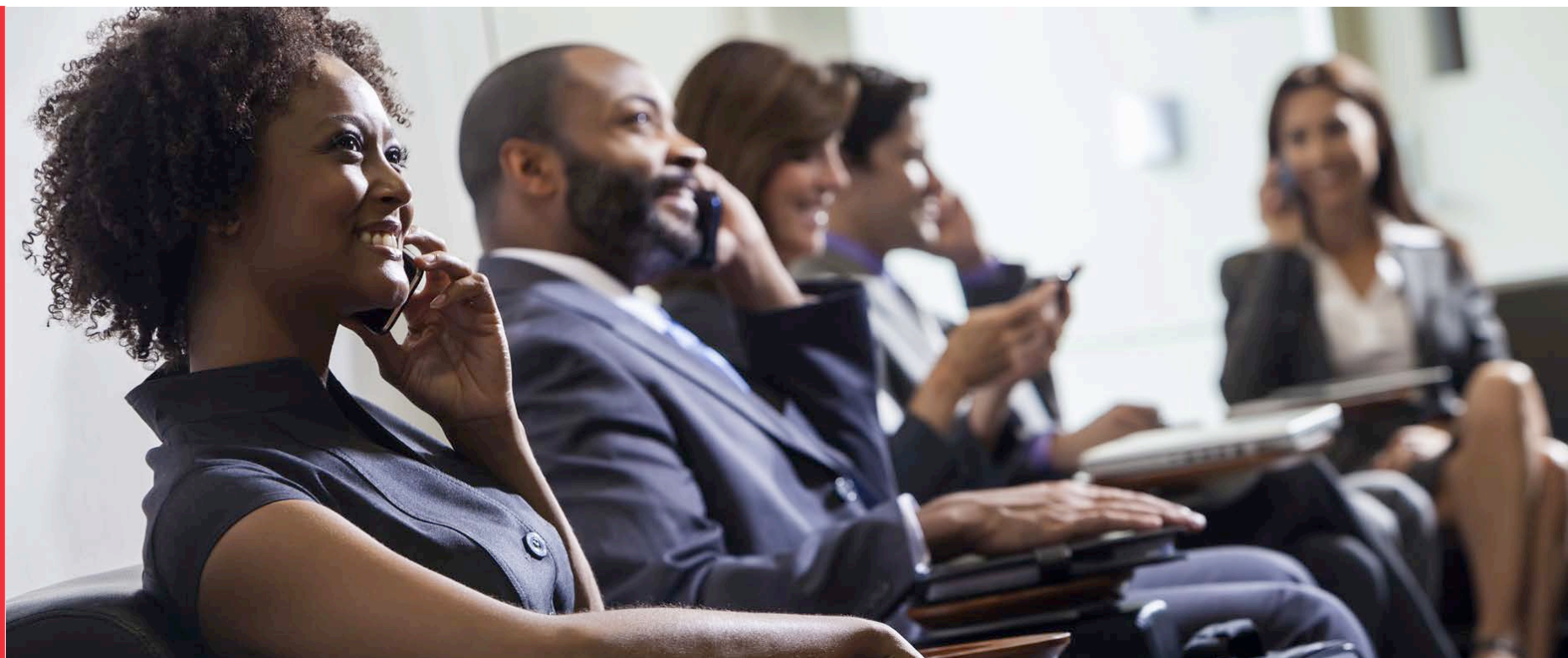
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# Privacy Lost



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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

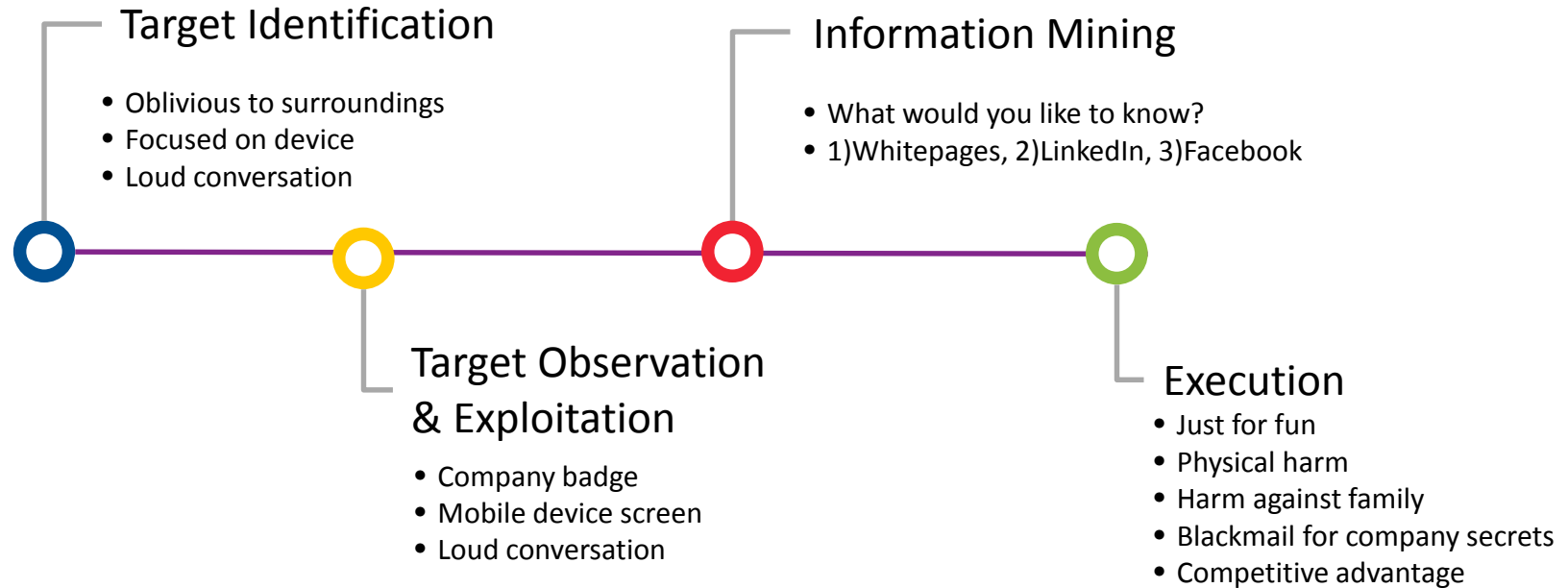
PeopleFinders

WAATP

# Anatomy of an Attack



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- Reduce your personal information exposure ([www.thedma.org](http://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