# KEEP YOUR PRIVACY

PRESENTED BY

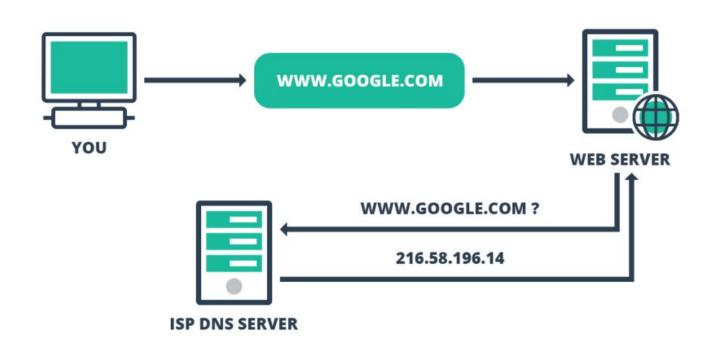


# What is DNS?



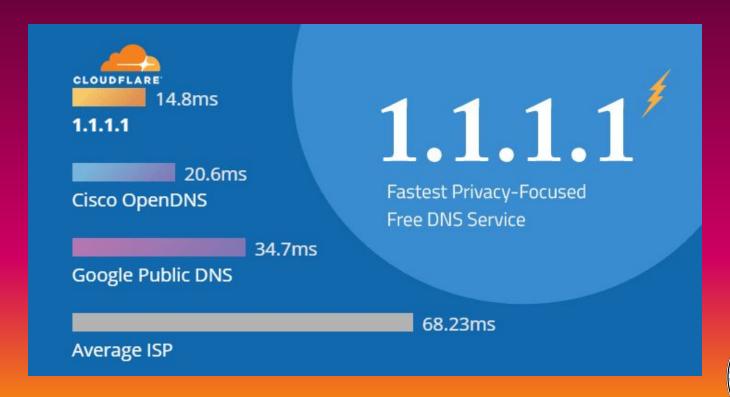


## **HOW DNS WORKS**





# **Alternative DNS Servers**

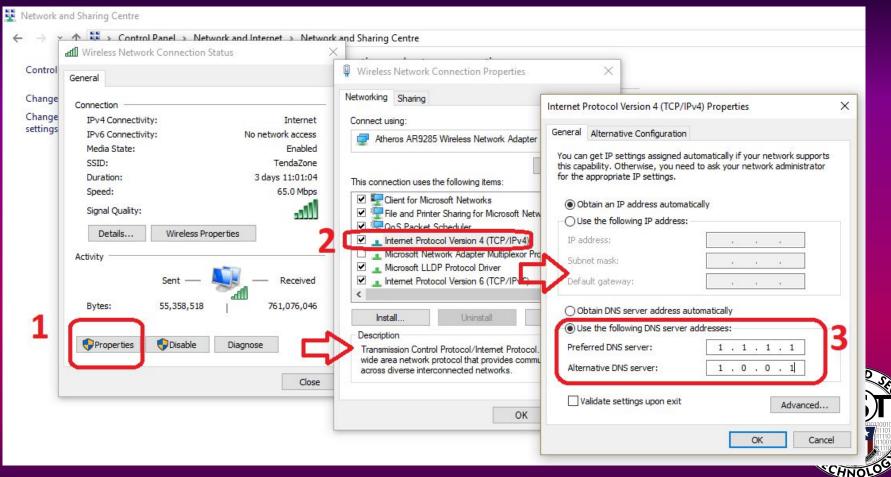




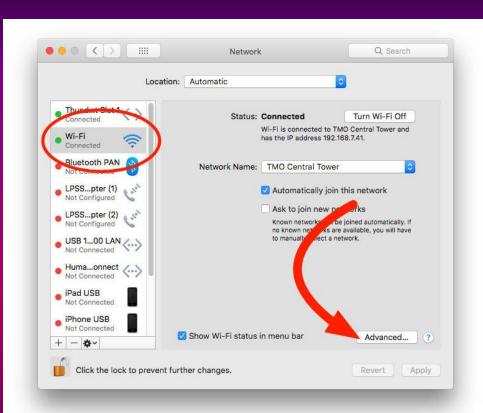
# Why is it important?

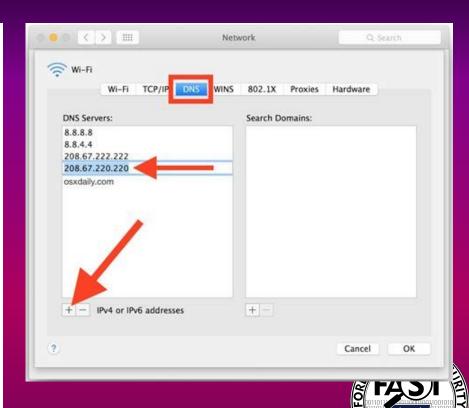


# How to change your DNS



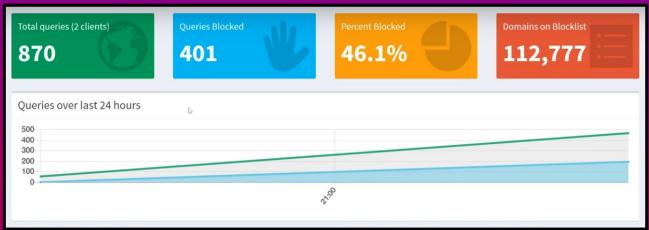
# How to change your DNS





# Privacy On - Benefits

- Keep your privacy!
  - Block advertisements before they reach your browser
  - Manage and analyze DNS data with Pi-Hole!

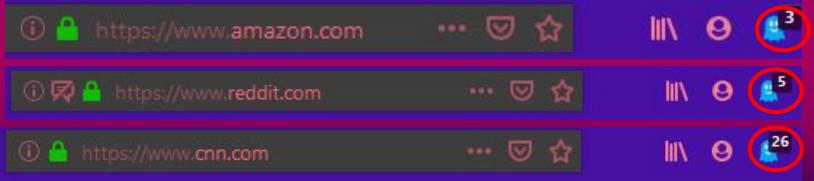






# Privacy Off - Drawbacks

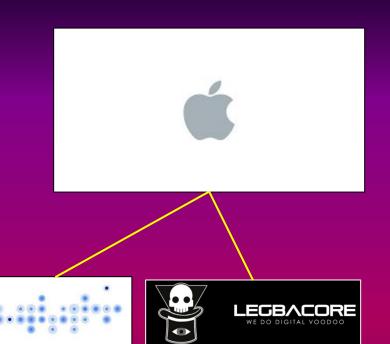
- Our data is the 21st Century Oil!
- Every major site uses trackers
- Companies Manage Data differently
  - You have no control over it





## Companies that mine your information





REALFACE







# The Hacker News

# Apple Under Fire Over Sending Some Users Browsing Data to China's Tencent

math October 14, 2019 Swati Khandelwal

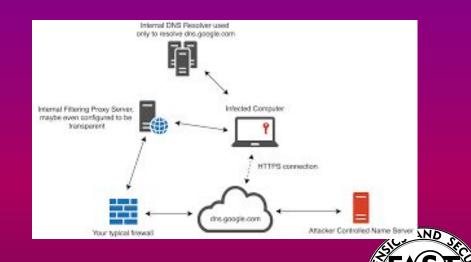


# **DNS Threats**

## **DNS Zone Transfer**



# **DNS Data Exfiltration**





## **Security Information and Event Management(SIEM)**



#### Correlation

- Logs/Events
- Flows
- IP Reputation
- Geographic Location

## Activity Baselining and Animaly Detection

- User Activity
- Database Activity
- Application Activity
- Network Activity

### Offense Identification

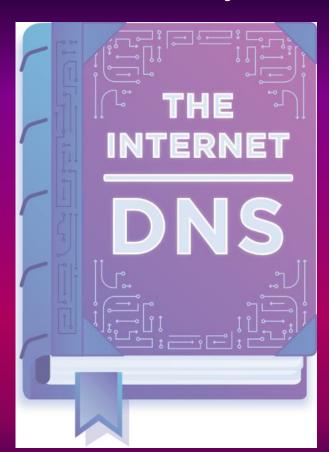
- Credibility
- Serverity
- Relevance





# **Summary**

- Define what is a DNS.
- How can DNS affect you.
- How can Pi-Hole help you.





# Sources

https://www.cyberkey.in/cloudflare-public-dns-1-1-1-fast-with-privacy-alternative-of-google-dns/https://www.cbinsights.com/research/facebook-amazon-microsoft-google-apple-cybersecurity/

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