



# *SINA WEIBO DATA BREACH*

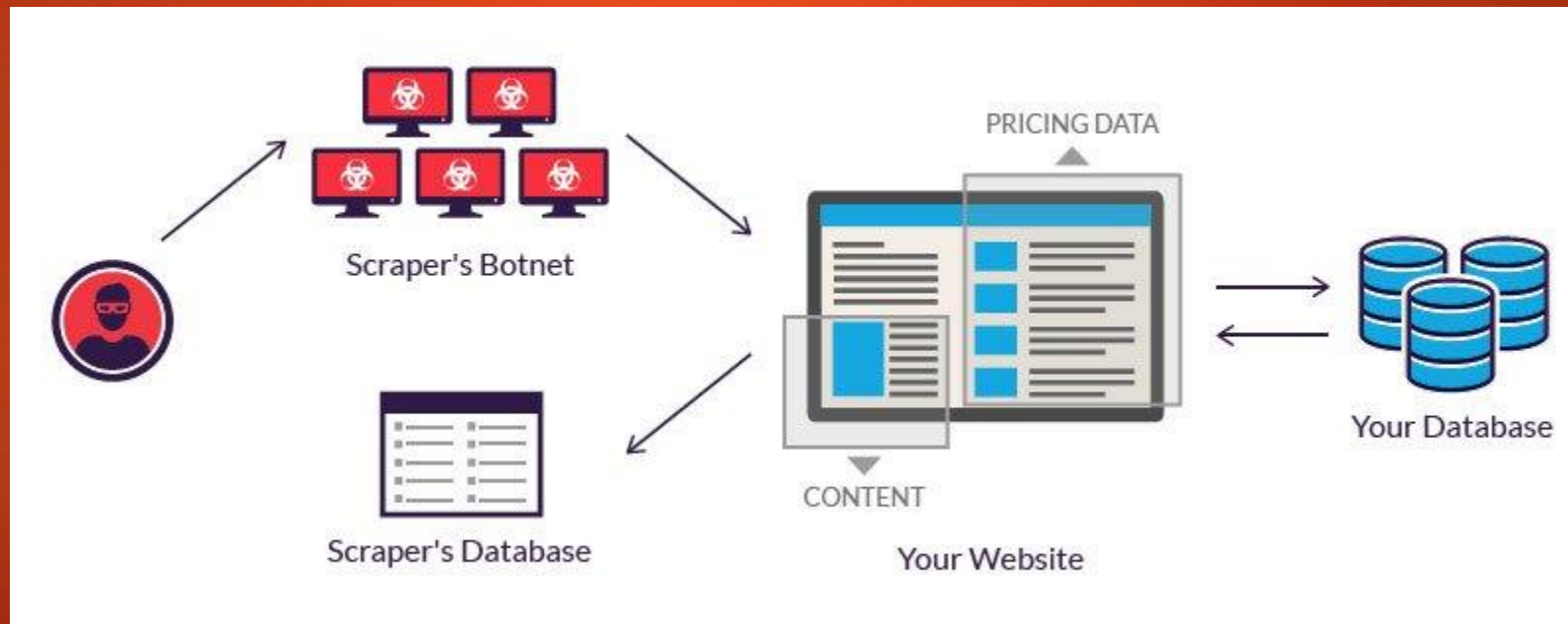
# INTRODUCTION

- ▶ *In March 2020, Sina Weibo, one of the biggest Chinese social media platforms, suffered a large-scale data breach that exposed 538 million user records to cybercriminals.*
- ▶ *The data leak was reported by a cybersecurity firm called Security Joes, which discovered the data for sale on the Dark Web.*
- ▶ *The leaked data included personal information such as usernames, real names, gender, location, and phone numbers.*



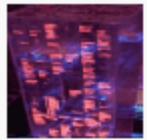
# HOW DID THEY DO IT?

- ▶ *The hackers were able to obtain all of this information by using a technique called “scraping” which involves extracting data from a website or application using automated tools.*
- ▶ *the exact duration of the Sina Weibo data breach in 2020 is not clear.*



# SALES

- ▶ Sina Weibo's user information could have been bought for 250\$ at that time.

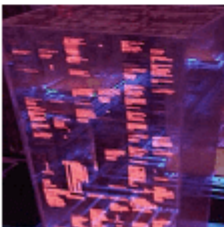


## China - Weibo 41.8M weibo id, mobile number

By [redacted] December 30, 2020 in [Access] - FTP, shells, root, sql-inj, DB, Servers



kilobyte



Posted December 30, 2020

Selling **41.8M** records containing weibo id and mobile number.

Interested? Send me a message with your **Telegram** or **XMPP**.

Format: CSV

Sample: [https://\[redacted\]](https://[redacted])

# *SINA WEIBO'S STATEMENT*

- ▶ Sina Weibo confirmed the data breach and stated that they had taken steps to close the loophole that led to the incident.
- ▶ The company also advised its users to change their passwords and enable two-factor authentication to secure their accounts.



# COULD THIS HAVE BEEN PREVENTED?

- ▶ Sina Weibo suffered a data breach previously in 2016 (32 million users affected).
- ▶ Should they have taken more security measures after that?
- ▶ What could have been done?
- ▶ **Implementing Stronger Data Security Measures**
- ▶ **Regularly Updating Systems**
- ▶ **Conducting Regular Security Audits**
- ▶ **User Education and Awareness**
- ▶ **Timely Detection and Response to Threats**

# AFTERMATH

- ▶ Sina Weibo suffered substantial consequences from the 2020 data breach including big reputational damages and loss of users.

# **SINA WEIBO DATA BREACH CONSEQUENCES**



- 538 million users' personal data stolen
- 172 million users' personal data sold online
- Recovery expenses
- Reputational Damages
- 4% fewer users
- 5% fewer average daily users



# CONCLUSION

- ▶ reminder of the persistent threat of cybercrime and the importance of taking proactive measures to protect personal information.
- ▶ highlights the vulnerability of social media platforms due to their large user base and treasure trove of personal information.
- ▶ serves as a cautionary tale for individuals and businesses.