



YAHOO!

YAHOO! DATA BREACH

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YAHOO!

- The original Yahoo! company was founded in January 1994
- was the most widely read news and media website – with over 7 billion views per month
- provides a Web portal, search engine Yahoo! Search, and related services, including Yahoo! Mail, Yahoo! News, Yahoo! Finance etc.
- 8,600 employees
- bought by Verizon Media since 2017 for \$4.48 billion

BACKGROUND INFORMATION

- Yahoo! reported two major data breaches of user account data to hackers during the second half of 2016
- The first announced breach, reported in September 2016, had occurred in 2014
- A separate data breach, occurring earlier around August 2013, was reported in December 2016
- Both breaches are considered the largest discovered in the history of the Internet

HOW IT HAPPENED(2014)

- the hack came from a single user in Yahoo's corporate office
- The employee was sent a spear-phishing email with a link, which as soon as they clicked on it, it downloaded malware on the network
- Once the hacker gained access to the network, he created a back door on a Yahoo server, giving him additional access to the internal control center for Yahoo email accounts – the tool that Yahoo used to administer changes to accounts, like new passwords
- then, copied and exported a backup of Yahoo's User Database; which he used to gain personal details of all account holders.

HOW LARGE THE EXPOSURE WAS? WHAT WAS AFFECTED?

- The first breach in 2014 affected over 500 million Yahoo! user accounts
- The second breach in 2013 believed to have affected over 1 billion user accounts
- Yahoo! later affirmed in October 2017 that all 3 billion of its user accounts were impacted
- Specific details of material taken include names, email addresses, telephone numbers, encrypted or unencrypted security questions and answers, dates of birth, and hashed passwords

FOR HOW LONG THE BREACH WAS ACTIVE?

- Yahoo! reported the 2014 breach to the public on September 22, 2016
- Yahoo! believes the breach was committed by "state-sponsored" hackers
- In November 2016 Yahoo! reported they had been aware of an intrusion into their network in 2014, but had not understood the extent of the breach until it began investigation of a separate data breach incident around July 2016

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- The slide features a blue gradient background with decorative white circuit-like lines in the corners. These lines consist of small circles connected by straight lines, resembling a network or data flow diagram. The lines are more dense in the top-left and bottom-left corners and more sparse in the top-right and bottom-right corners.
- Another data breach occurred on Yahoo! servers in August 2013
 - Yahoo! reported the breach on December 14, 2016
 - This breach is now considered the largest known breach of its kind on the Internet
 - Similar data as from the late 2014 breach had been taken from over 3 billion user accounts, including unencrypted security questions and answers

WHAT SHOULD HAVE BEEN DONE TO PREVENT THE BREACH?

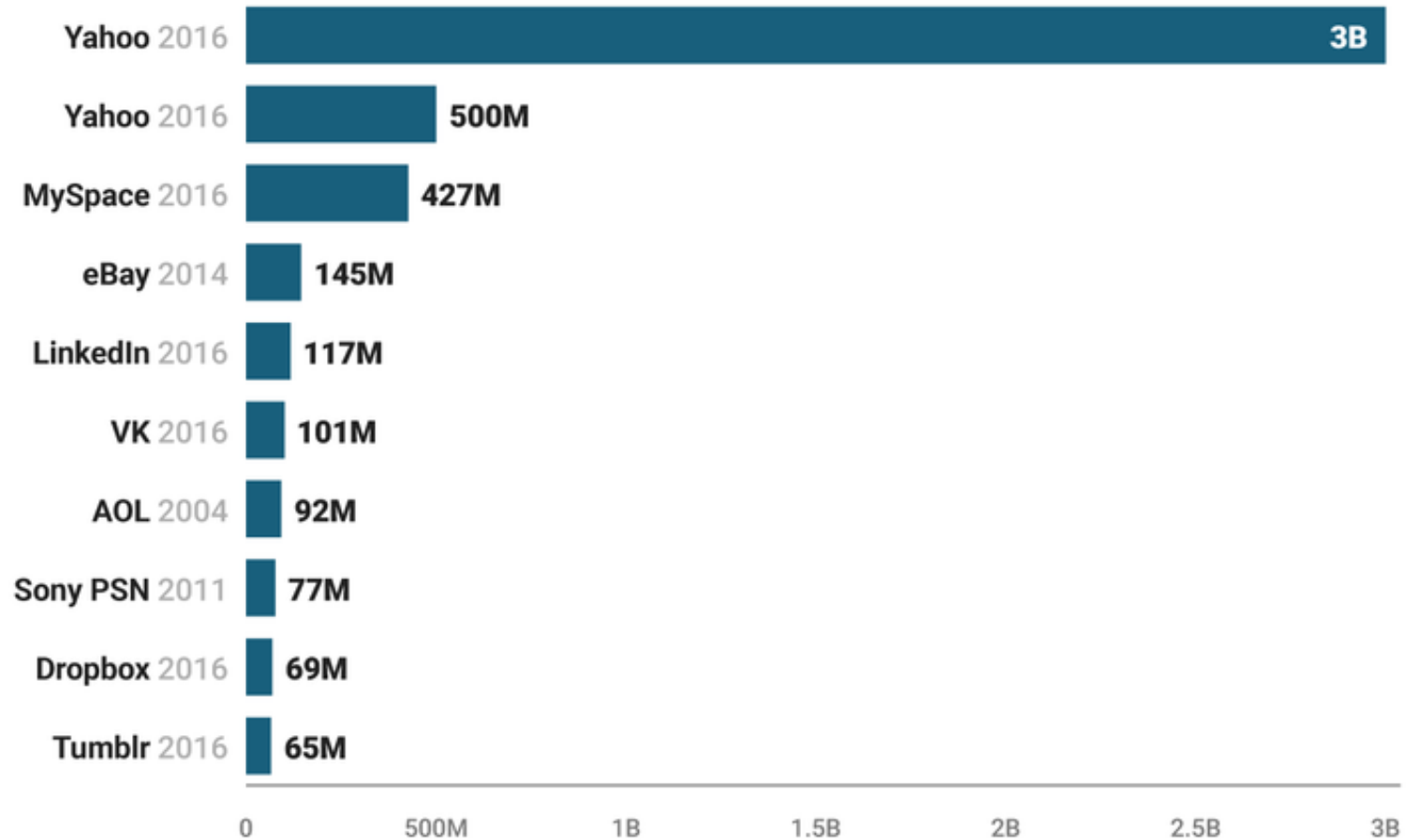
- They didn't care about the warning signs, they weren't focused on the security of data after first small breaches
- They didn't tell anyone, senior executives had in fact known about the breaches but tried to hide it
- invest heavily in security infrastructure
- handle the situation proportionally and professionally

WHAT ARE THE CONSEQUENCES?

- Yahoo will have to pay \$50 million in damages as part of a settlement following massive data breaches in 2013 and 2014
- Yahoo will also have to provide at least two years of credit monitoring services for around 200 million people who had personal information such as names, email addresses and phone numbers stole

3 BILLION USERS AFFECTED BY 2013 YAHOO DATA BREACH

Uncovered in



SOURCE: Media reports, Yahoo first estimated the hack affected 1B accounts in Dec '16

The background is a blue gradient with decorative white circuit-like lines in the corners. These lines consist of straight segments and small circles, resembling a stylized electronic circuit or data paths.

THANK YOU FOR ATTENTION