

A person with long dark hair, wearing a black hoodie and jeans, sits on a white metal bench. They are holding a small black device, possibly a smartphone or a small camera, up towards their face. They are positioned in front of a large, multi-tiered satellite dish structure made of white metal beams. The background shows a clear sky.

[I DO NOT CONSENT]

The Rise of DNA Tracking

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whoami



**PROTECT
+
YOUR
NUTS**

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Not enough time here to explain.
Find me after this talk.

Twitter: @Insider_Agency

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Hashtags: #SocialEngineeringTips #SocialOperator
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What Is Biometrics?

Physiological identifiers that are unique to the human body, which are used for authentication and identification.

EXAMPLE: *fingerprints, voice, retina scans, gait detection, weight*





What is...

DNA Testing?

DNA testing services offer in home kits that are sampled and sent in for processing. The results are retained and posted online.



1. Buy kit
 2. Choose your service & pay lab fee online
- ANCESTRY \$69 or HEALTH + ANCESTRY \$169
3. Provide saliva sample
 4. Receive online genetic reports
- For a list of reports: 23andMe.com/info

What's Wrong?

- Results are returned online only
- Results are for entertainment purposes
- Results are only as secure as website
- You are no longer in control

In order to enjoy all of 23andMe's website content and features, the following settings are also required:

- JavaScript enabled in your browser
- The latest version of [Adobe Flash Player](#) installed
- [Cookies](#) enabled in your browser

Jan 23, 2014



Jan 23, 2014



JAN 22, 2014



Is it...

Safe?

- Always be aware of your surroundings
- It is your decision to release information
- Weigh entertainment and convenience impacts to security
- Everybody is doing it?
- What is taken or captured?
- What is given in return?
- How will your data or biometrics be used?
- How will this be used in the future?

REMEMBER



YOU ARE IN CONTROL

What Is DNA Tracking?

A DNA marker is applied to a target, which is then sent on its way down the supply chain.

At any time the target is able to be identified by examining, amplifying, and sequencing the DNA marker which confirms the origin of the target.





What is ...

Loss Prevention?

In retail and commerce loss prevention practices employed by companies to preserve profit by reducing lost of product through theft, misplacement or destruction.

- Banks – dye packs
- Shoplifting
- Serial numbers
- Asset tags
- Video surveillance

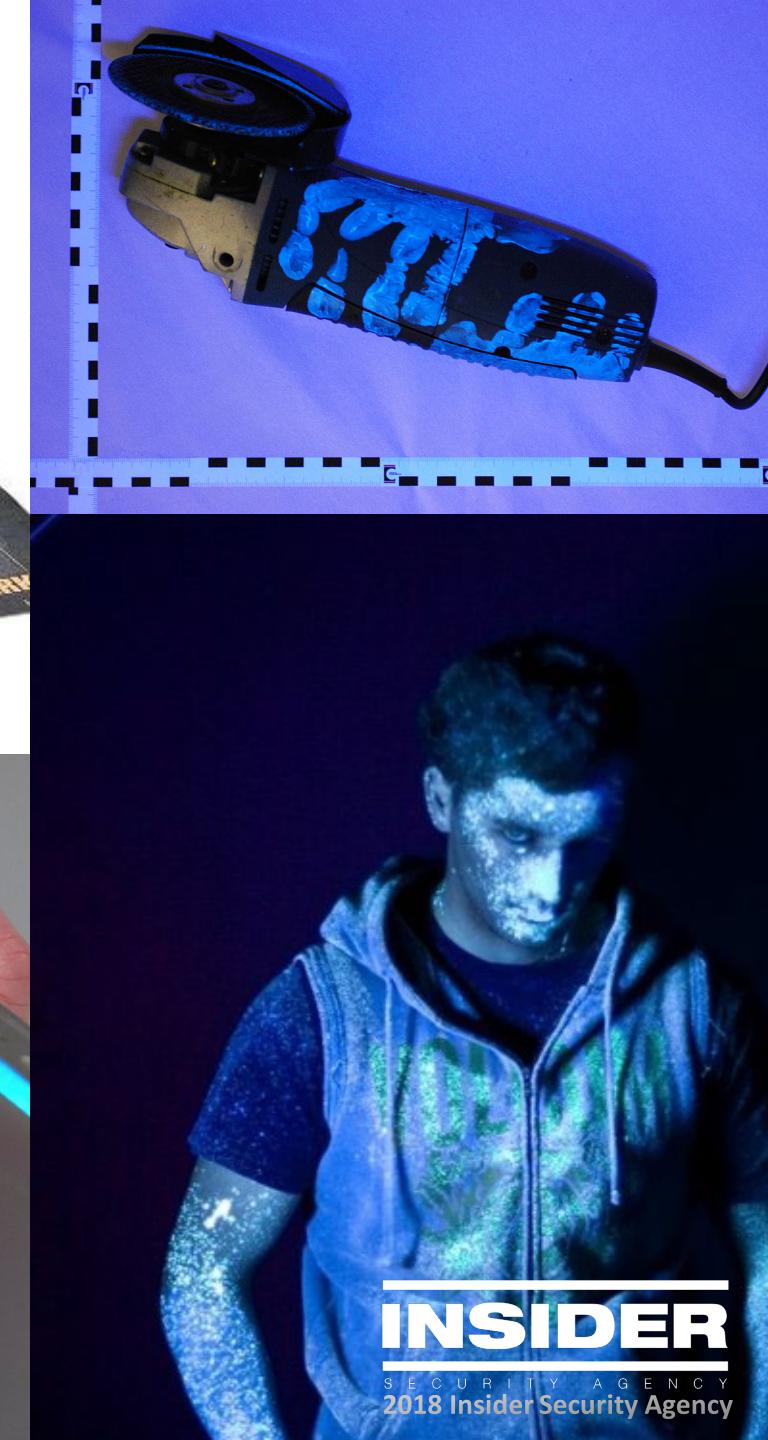
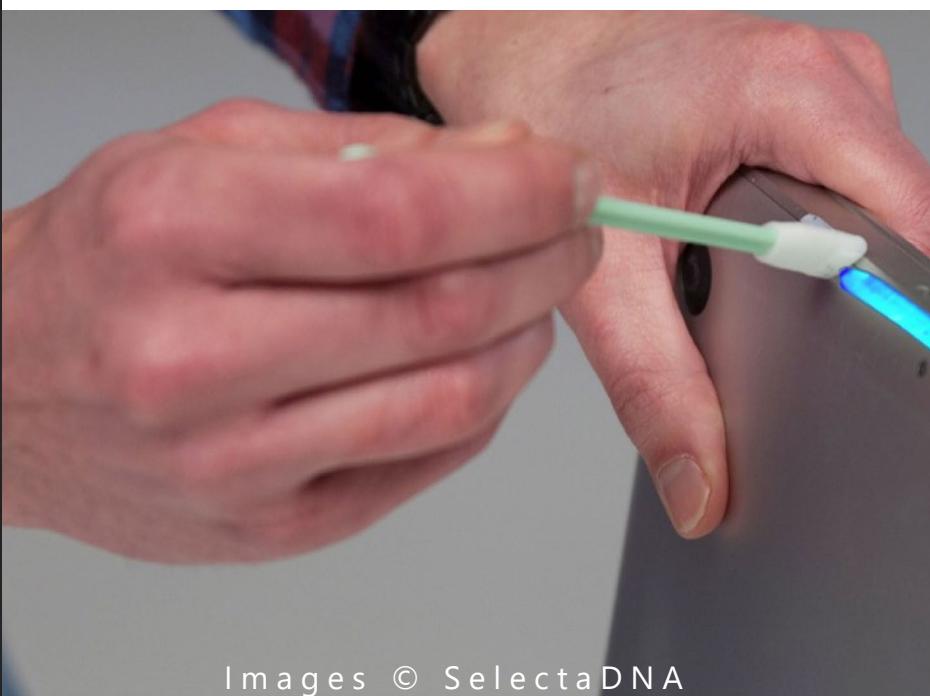
How Does it Work?

First a specific marker sequence is assigned for tracking.

Next a tracking solution with the marker is applied to the target that is inventoried.

The solution is visible through UV light.

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How long

Does it last?

DNA Marker evidence lasts up to weeks or permanent solutions last years.

What are...

Acceptable uses?

- Asset tagging
- Crime deterrent
- Loss prevention
- Prevention of attribution
- Tracking



*Dispersion systems are
USUALLY marked at entrances
or visual inspection can yield
the devices*





Images © SelectaDNA



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Questions?

Always open to questions:

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