

A PERSONAL PERSPECTIVE
HOW NOT TO BE
HACKED

ENJOY LIFE PROTECT LIFE

- 3,197,818,977 Record exposed since 2013
- \$1,600 cost to each consumer effected
- 2 deaths from Ashley Madison hack
- 82% of online sex crimes against minors, offender used victim's social networking to gain information



OUR DATA NEVER CHANGES

- Date of Birth
- High School
- SSN
- Address
- First car ...
- Biometrics

BREACH
COPY
FRAUD
REPEAT.

MY RANDOM JOURNEY IN INFO CYBER SECURITY

BIO: JAMES DELUCCIA IV

20 YEARS AGO ...



"The Battle For Earth Has Begun"

A



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Feel Free To Upload/Download
Give This To A Friend!!!
Please Distribute!!!!!!

Coming Soon: Ship Editor, Fixed Bugs, Weapons Capabilities

For Newest Version Call UTOPIA BBS or send Blank Disk with SASE to me.
Any Comments/Questions I am Always Deater....#23 at Utopia.

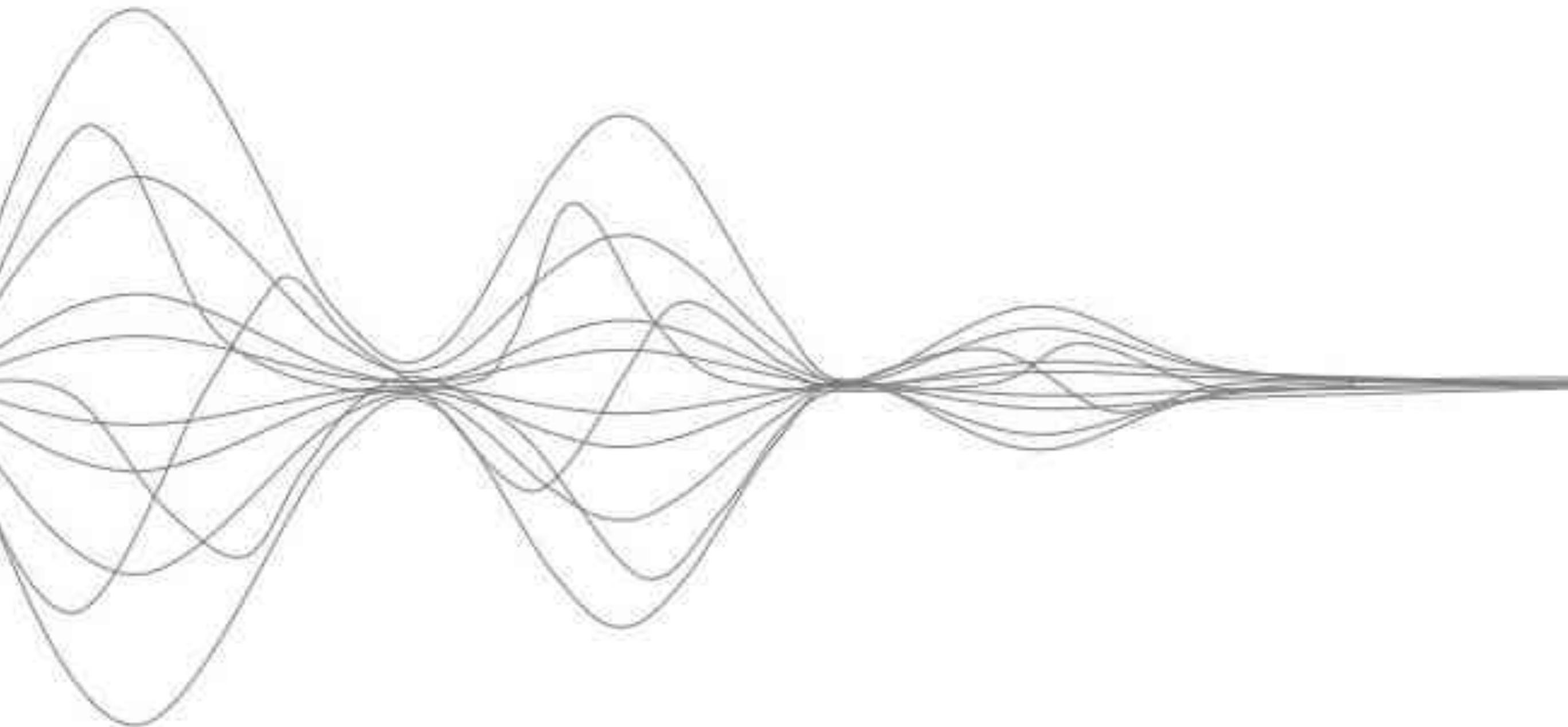
"Nobody ever told us"

- FAMILY MEMBER

A GREAT DIVIDE

3.1 BILLION CAN BE WRONG - ALL AT ONCE

WE ARE NOT EQUIPPED



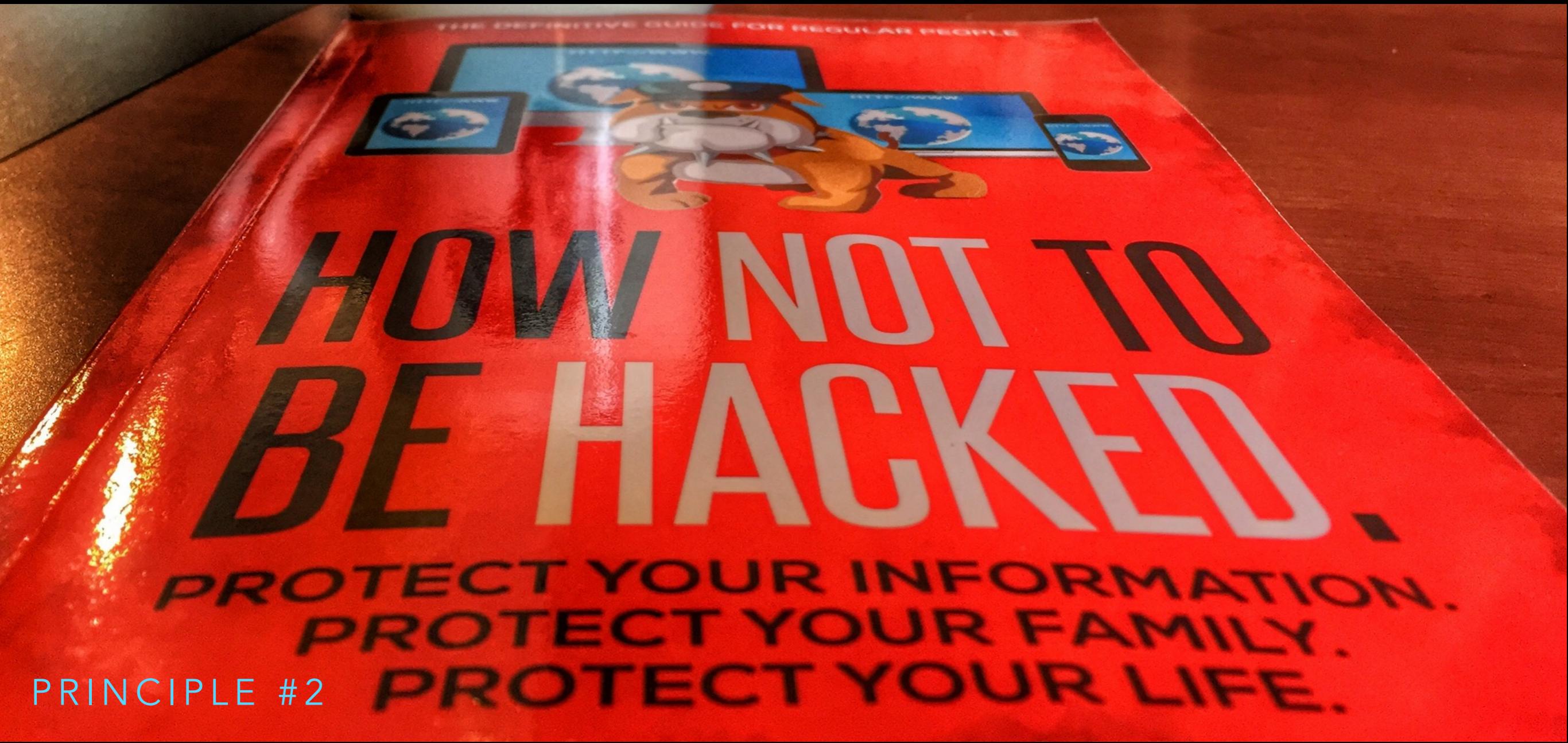
PRINCIPLE #1

PROXIMITY



"Time is relative."

-ALBERT EINSTEIN



THE ROOT OF OUR PROBLEM

OUR NATURAL INSTINCTS



LACK OF APPRECIATION FOR VELOCITY OF DATA

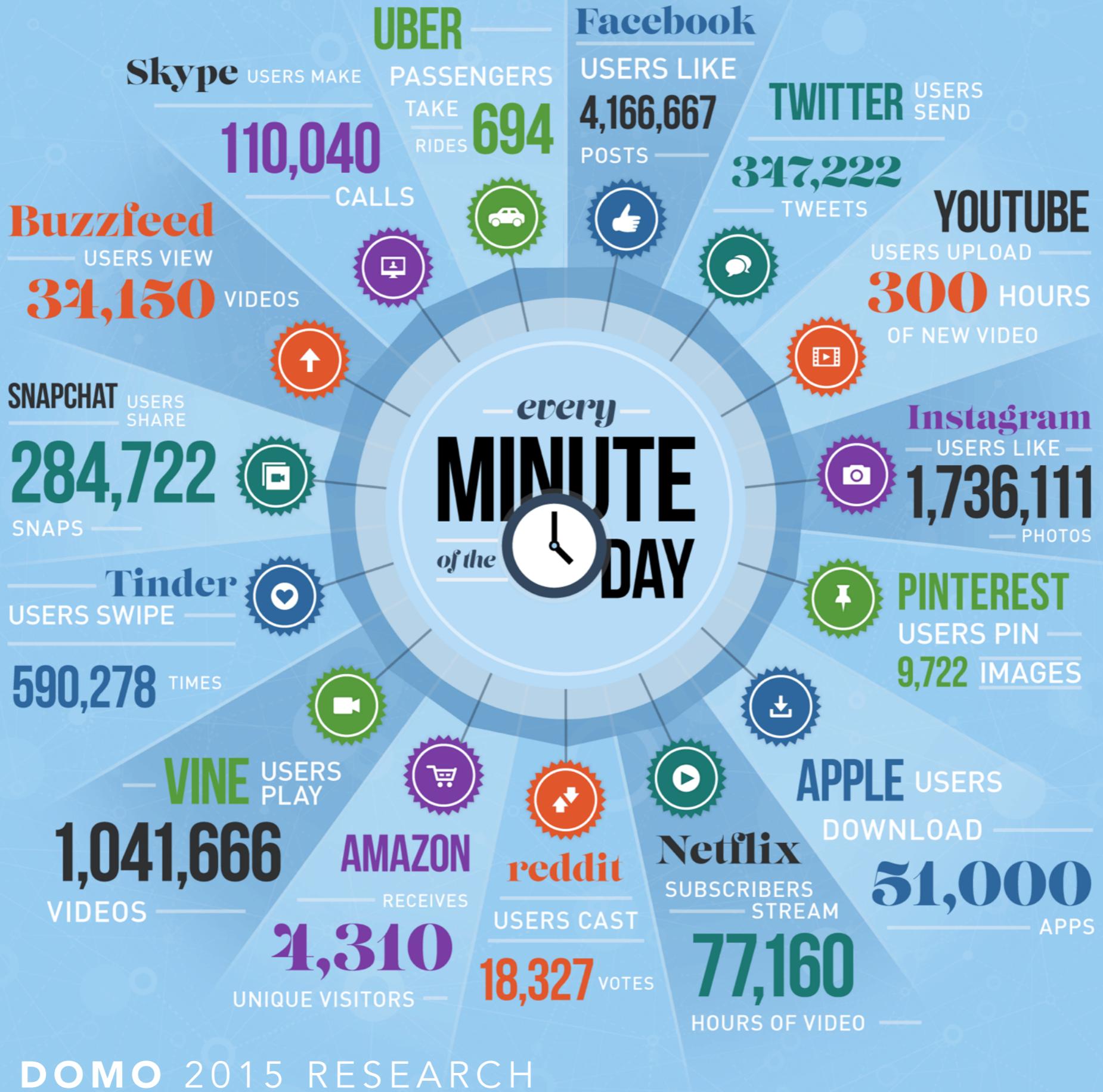
- 99.9% of exploited vulnerabilities were at least 1 year old
- 60% of Data Breaches occurred in minutes after attack (DBIR 2015)
- At least 19 computers touch everything you do online

IT'S NOT PERSONAL

- 56% of web traffic is a bot
- 80%+ of messages sent are SPAM
- but it effects us personally.



2.5 TRILLION MEGABYTES OF
DATA A DAY



DOMO 2015 RESEARCH



THE GLOBAL INTERNET POPULATION GREW
18.5% FROM 2013-2015 AND NOW REPRESENTS

3.2 BILLION PEOPLE.

ON THE INTERNET, DATA IS PERSISTENT
THE HOUSE ALWAYS WINS



THEREFORE ...

Lifetime problem;
White washed due to complexity;
Growing at scale...



Near certainty of identity issues;
Risk to corporate stability;
Risk to life of family and friends



FROM THE STREET WHERE RUBBER MEETS THE ROAD
TIPS AND TACTICS

HOW CAN YOU TRANSFORM YOUR BUSINESS?

- Change how you manage employees
- Change how you collect data that could be weaponized
- Change how you protect your business
- Empower your users through EMOTIONAL benefits based training

"MANAGE" EMPLOYEES

- Devices
- Connectivity
- Portability of data
- HR risk management



WEAPONIZED DATA:

- Partners
- Flow of data
- Supply Chain Attacks



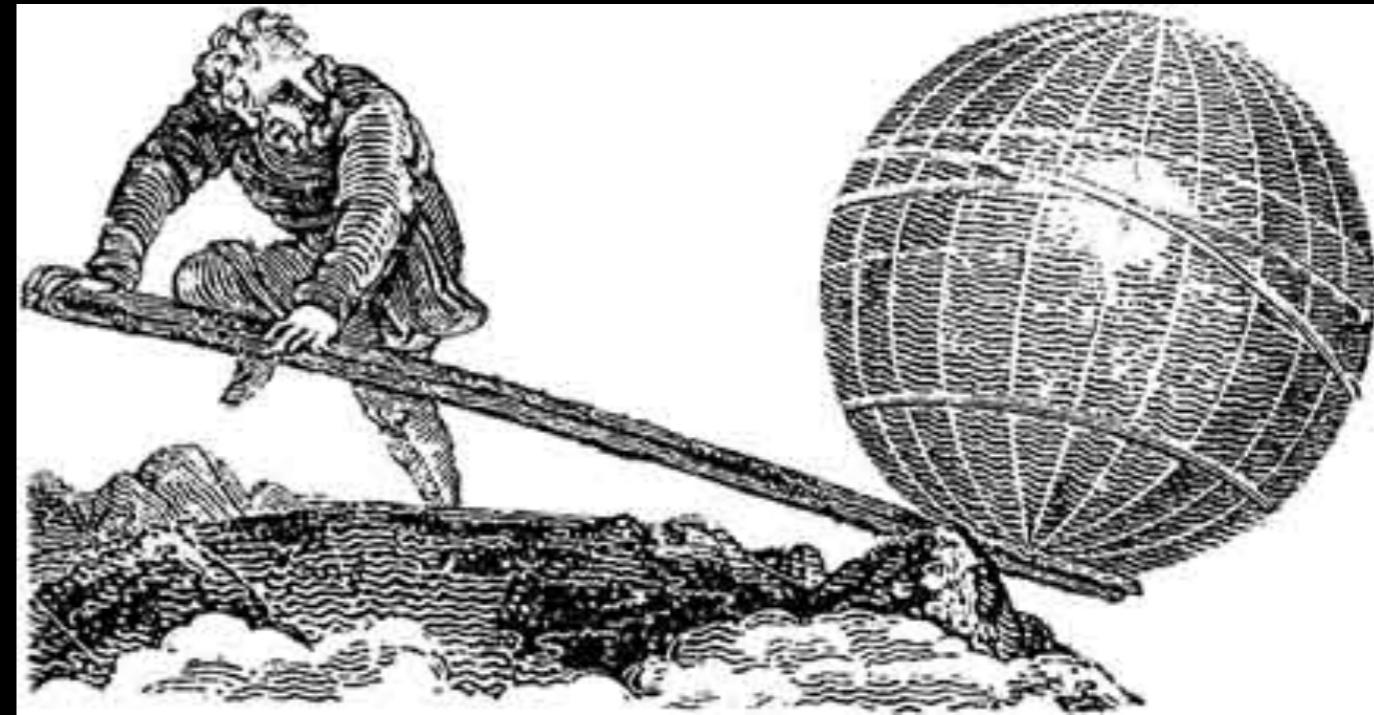
PROTECTION OF BUSINESS

- What are you protecting?
- What matters?
- Not just the what but how
- Seek validation



EMPOWER USERS

- Lever and fulcrum
- Communicate - benefits
- OPM, Target, Anthem, and others were customers and victims to own breaches



Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.

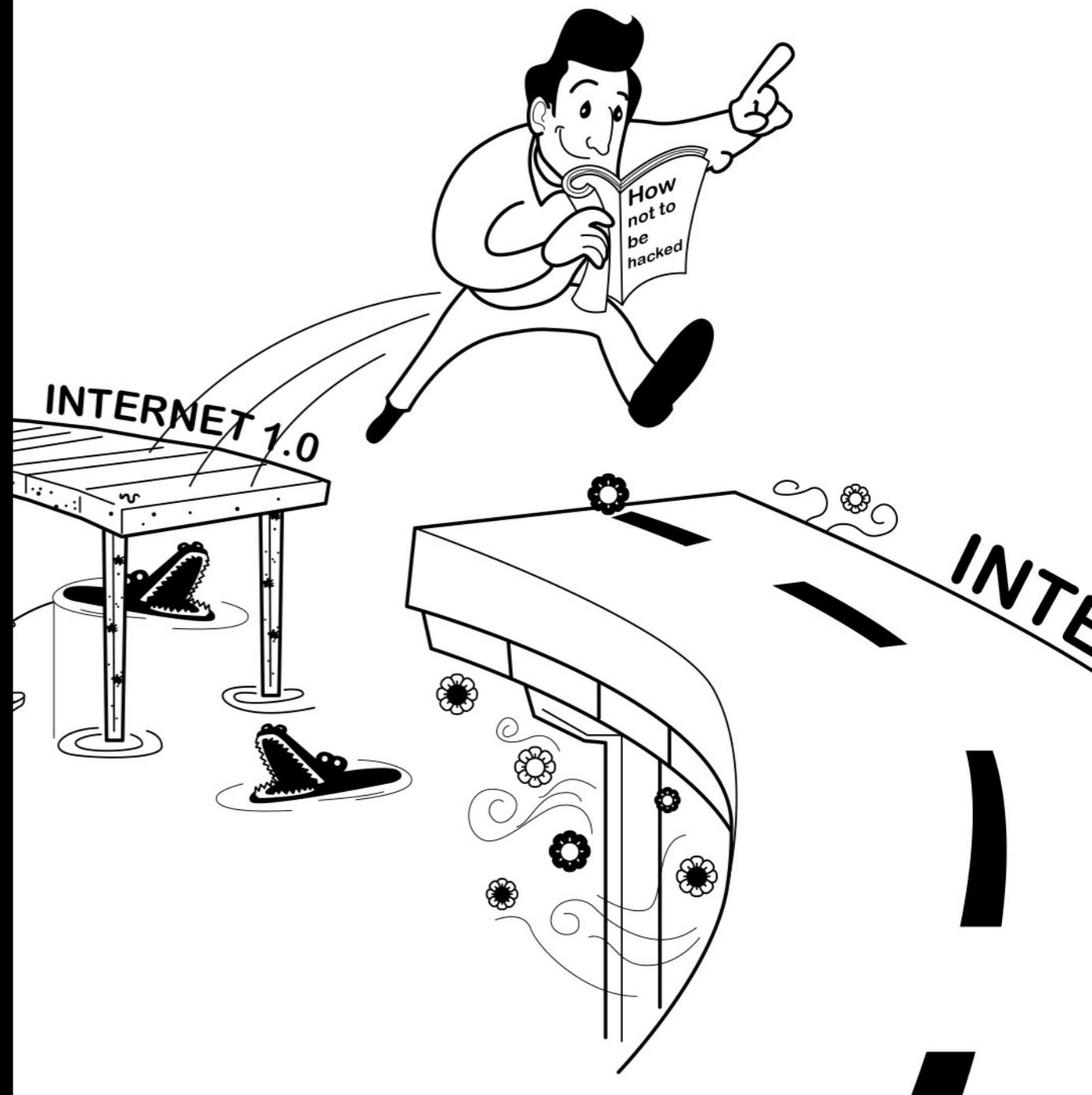
2 ACTIONS TODAY

HOW CAN YOU AND YOUR FAMILY
AVOID THE HIGHEST CAUSES OF HARM?



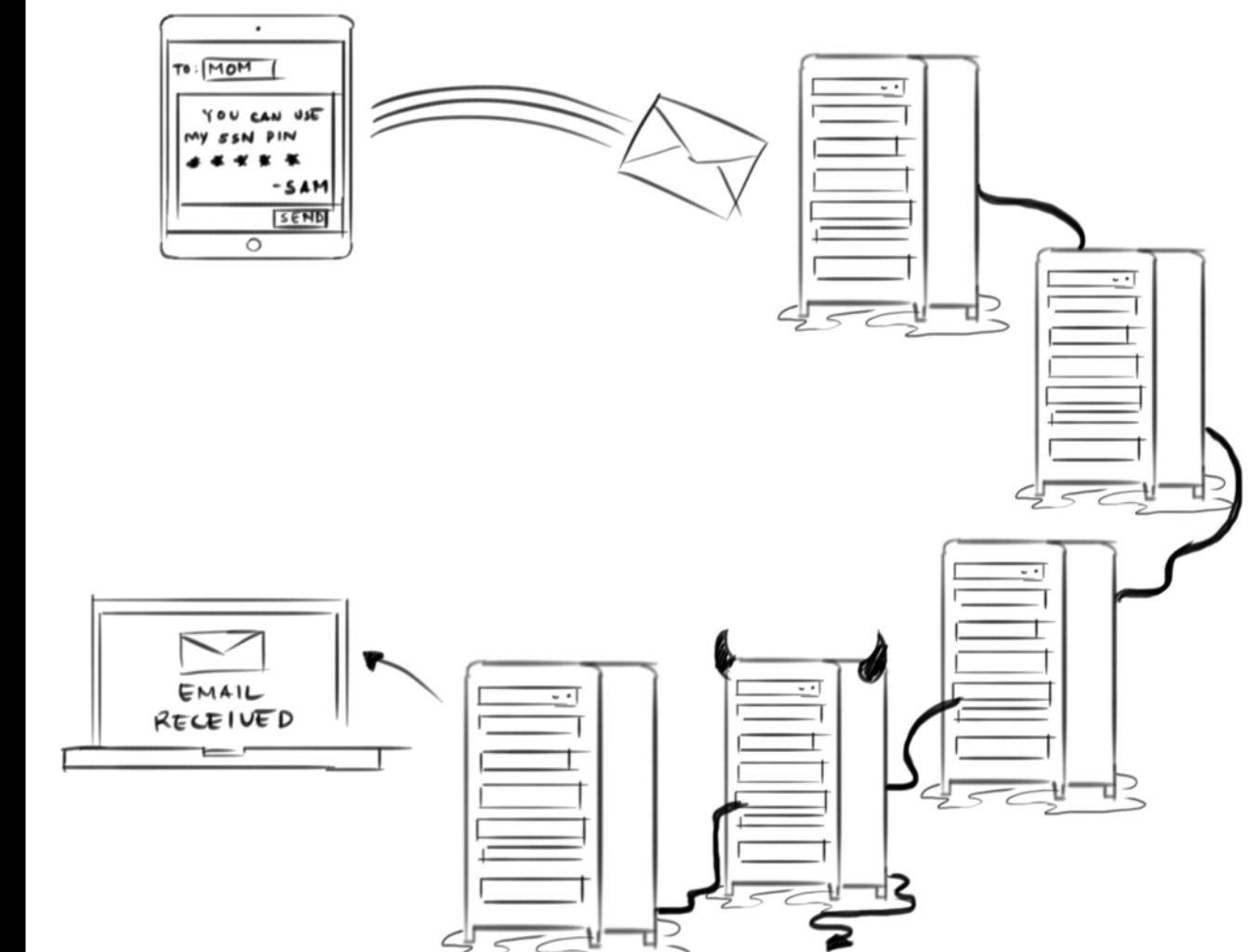
DO THIS NOW

- Freeze your credit - IF you have been part of 4+ breaches
- Add 2-Factor authentication to bank accounts for transfers



Q & A

- Twitter: **@jdeluccia**
- Facebook:
www.facebook.com/hntbh
- Book for your family:
 - **How Not To Be Hacked**
 - Driver of research and presentation



**HOW NOT TO
BE HACKED.**