



V Konferencja

# **SECURITY • MANAGEMENT • AUDIT FORUM**

## **Is your data secure? privacy and trust in the social web**

**Phil Cryer**

616 Collab

Saint Louis, Missouri, US

Warsaw, Poland – February 24, 2012



- privacy advocate
- security researcher
- infrastructure engineer
- open source technologist



*“With social media,  
users’ vanity has  
trumped previously held  
mores concerning  
privacy”*

me, 2011

People's data on social  
networks becomes  
permanently shared.

So what will companies do to monetize all of this data they collect?

Use it to better target  
you with ads, of course.

To you, your social  
profile...

=

# Data

# Your data

But to the social media  
companies...

# Your data

=



**thank you**



A fluffy orange and white cat is lying on a blue blanket. In front of the cat, a newspaper is spread out. The word "CAT" is handwritten in large, bold letters across the center of the newspaper. The background shows a wooden floor and some furniture.

**CAT**

**mr obvious...**

So, how much should people worry about the loss of online privacy?



Danah Boyd “People want to share. But that's different than saying that people want to be exposed by others.”



Protecting **privacy** is about making certain that people have the ability to make informed decisions about how they engage in public. I do not think we've done enough.

That said, I am opposed to approaches that protect people by disempowering them. I want to see approaches that **force powerful entities to be transparent about their data practices**. And I want to see approaches that put restrictions on how data can be used to harm people.



Chris Soghoian “...we now regularly **trade our most private information for access to social-networking sites and free content**”



The dirty secret of the Web is that **the 'free' content and services that consumers enjoy come with a hidden price: their own private data.**

Many of the major online advertising companies are not interested in the data that we knowingly and willingly share. Instead, these parasitic **firms covertly track our web-browsing activities, search behavior and geolocation information.** Once collected, this mountain of data is analyzed to build digital dossiers on millions of consumers, in some cases identifying us by name, gender, age as well as the medical conditions and political issues we have researched online.



# Whose Life Is It Anyway? Consumers are learning their data is currency



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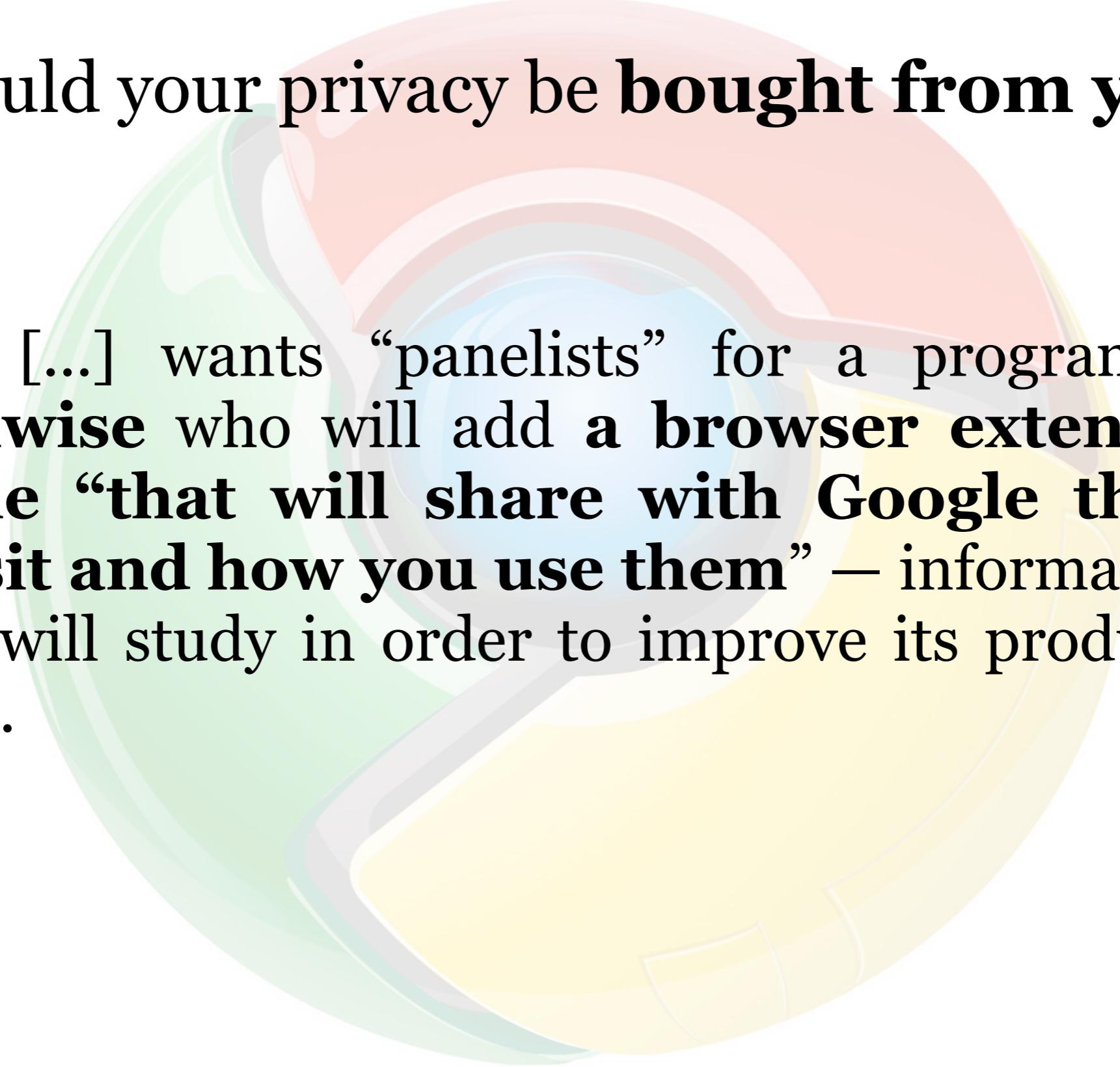


Each year, **companies in the U.S.** spend more than \$2 billion on third-party consumer data, according to Forrester Research. [...] growing at such a fast clip that the World Economic Forum and other futurists have called personal data the “new oil.”

Could your privacy be **bought from you?**



# Could your privacy be **bought from you**?



Google [...] wants “panelists” for a program called **Screenwise** who will add a **browser extension** in **Chrome** “that will share with Google the sites you visit and how you use them” — information that Google will study in order to improve its products and services.

# Could your privacy be **bought from you**?

**What's in it for you? Up to \$25 in gift cards.** [...] a \$5 Amazon.com Gift Card code instantly when you sign up and download the Google Screenwise browser extension. [...] \$5 Amazon.com Gift Card codes every three months for staying with it. It's our way of saying "Thank you."

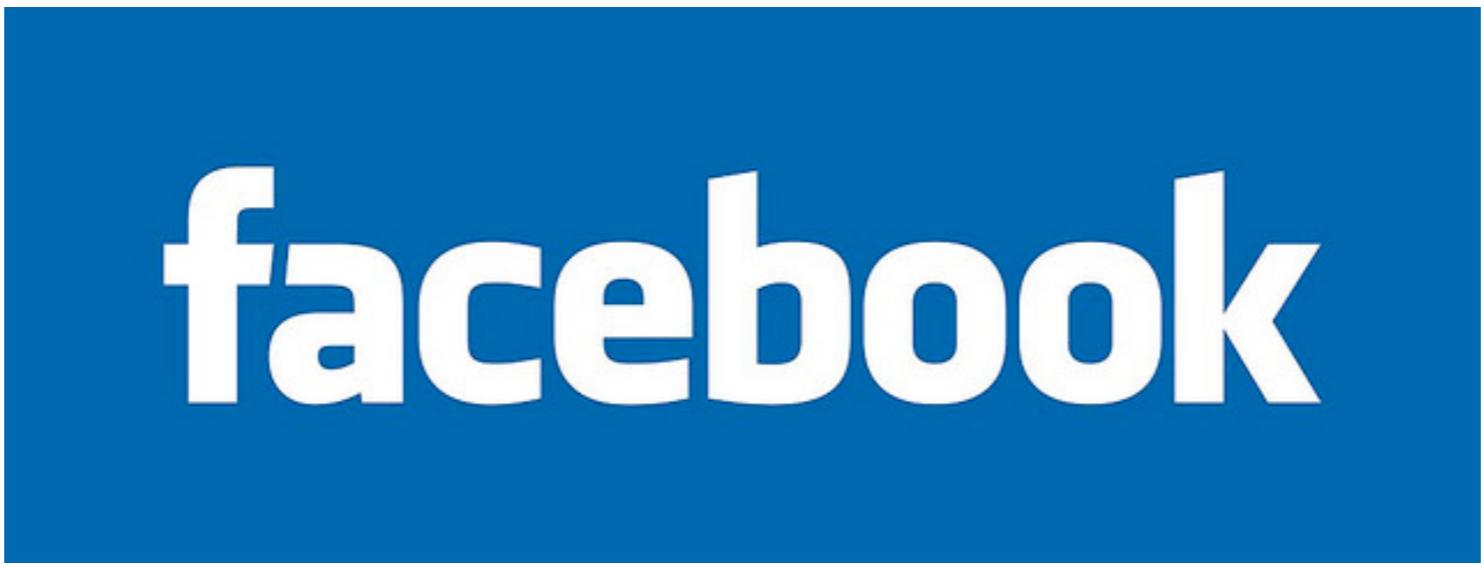


**\$25 USD per year**



**“New research finds people fork over \$5,000 worth of personal information a year to Google in exchange for access to its “free services” such as Gmail and search.**

“If you’re not paying for  
the product, you are the  
product.”

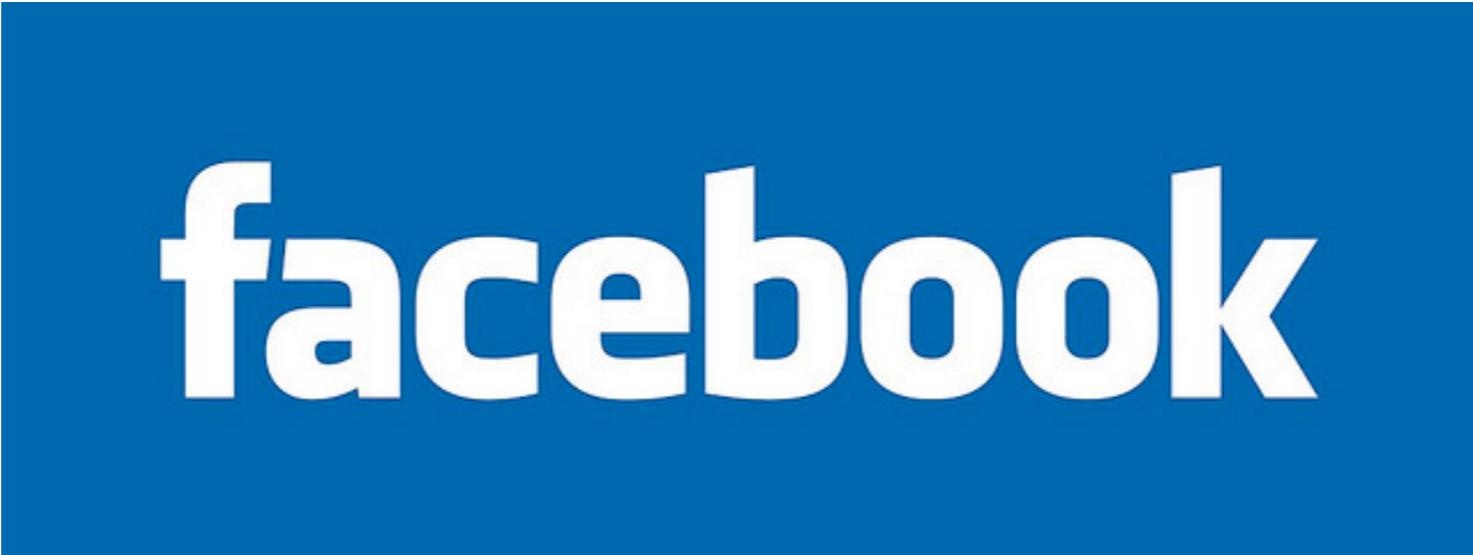
The image shows the Facebook logo, which consists of the word "facebook" in its signature white lowercase sans-serif font. This text is centered within a solid blue rectangular background.

facebook

The Facebook logo, featuring the word "facebook" in its signature white lowercase sans-serif font, centered on a solid blue rectangular background.

# facebook

- More than 800 million active users
- More than 50% of active users login daily
- Average user has 130 friends



- More than 70 languages available on the site
- Over 300,000 users helped translate the site through the translations application
- **75%+ of users are outside of the US**





```
$ curl -s http://graph.facebook.com/4 | python -mjson.tool
{
    "first_name": "Mark",
    "gender": "male",
    "id": "4",
    "last_name": "Zuckerberg",
    "link": "http://www.facebook.com/zuck",
    "locale": "en_US",
    "name": "Mark Zuckerberg",
    "username": "zuck"
}
```



Mark Zuckerberg starts Facebook at 19 while still at Harvard, but early messages **don't** show a strong interest in privacy...



## An early instant message session with a friend...

Zuck: Yeah so if you ever need info about anyone at Harvard

Zuck: Just ask.

Zuck: I have over 4,000 emails, pictures, addresses, SNS

[Redacted Friend's Name]: What? How'd you manage that one?

Zuck: People just submitted it.

Zuck: I don't know why.

Zuck: They "trust me"

Zuck: Dumb f\*\*\*s



Other comments to give us a feel for his thoughts on privacy...

“Having two identities for yourself is an example of a lack of integrity.”



The New York Times Technology | Personal Tech | Business Day



More recently, Nick Bilton's off the record chat with a Facebook employee...

@nickbilton: How does Zuck feel about privacy?

Response: [laughter] He doesn't believe in it.

<https://twitter.com/#!/nickbilton/status/13012581261>

<http://www.wired.com/epicenter/2010/04/report-facebook-ceo-mark-zuckerberg-doesnt-believe-in-privacy>

# Privacy no longer a social norm, says Facebook founder

“People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people,” he said. “That social norm is just something that has evolved over time.”



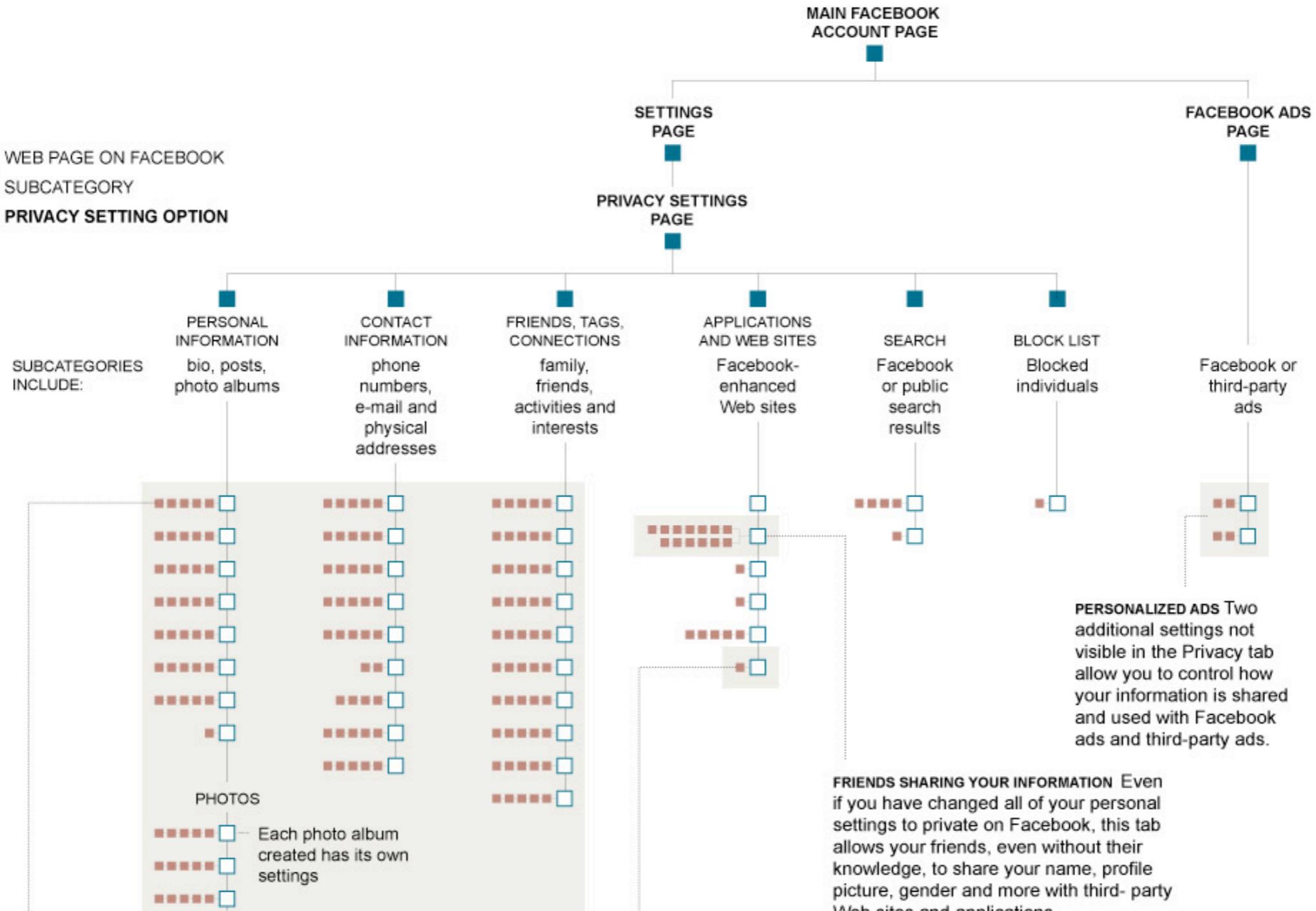
# theguardian

# The New York Times

## Facebook Privacy: A bewildering Tangle of Options

“To manage your privacy on Facebook, you will need to **navigate through 50 settings with more than 170 options**. Facebook says it wants to offer precise controls for sharing on the Internet.”

█ WEB PAGE ON FACEBOOK  
□ SUBCATEGORY  
■ PRIVACY SETTING OPTION



**WHO CAN SEE YOU** Most privacy settings come with five suboptions to decide who can see your personal information. For higher levels of privacy, select "Only Friends," or "Only Me" from the Customize tab.

**Only Friends ▾**

- Everyone
- Friends and Networks
- Friends of Friends
- \* Only Friends**
- Customize

**INSTANT PERSONALIZATION** This setting allows some Facebook partners – currently Microsoft Docs, Pandora and Yelp – to customize their sites using your personal information and the actions of your friends on those sites.



Allow select partners to instantly personalize their features with my public information when I first arrive on their websites.

#### ALLOW YOUR FRIENDS TO SHARE:

- Status updates
  - Online presence
  - Website
  - Family and relationship status \*
  - Relationship details (significant other, looking for, etc.)
  - My videos
  - My links
  - My notes
  - My photos
  - Photos and videos I'm tagged in \*
  - About me
  - My birthday
  - My religious and political views
- Save Changes**

## The ever-expanding privacy policy

In the last five years Facebook's privacy policy has grown to 5,830 words today, from 1,004 in 2005. In addition, Facebook offers an in-depth Privacy FAQ page, with 45,000 words.

### WORD COUNT OF FACEBOOK'S PRIVACY STATEMENTS

2005	2006	2007	NOV. 2009	DEC. 2009	2010
1,004	2,313	3,067	5,394	5,443	<b>5,830 words</b>

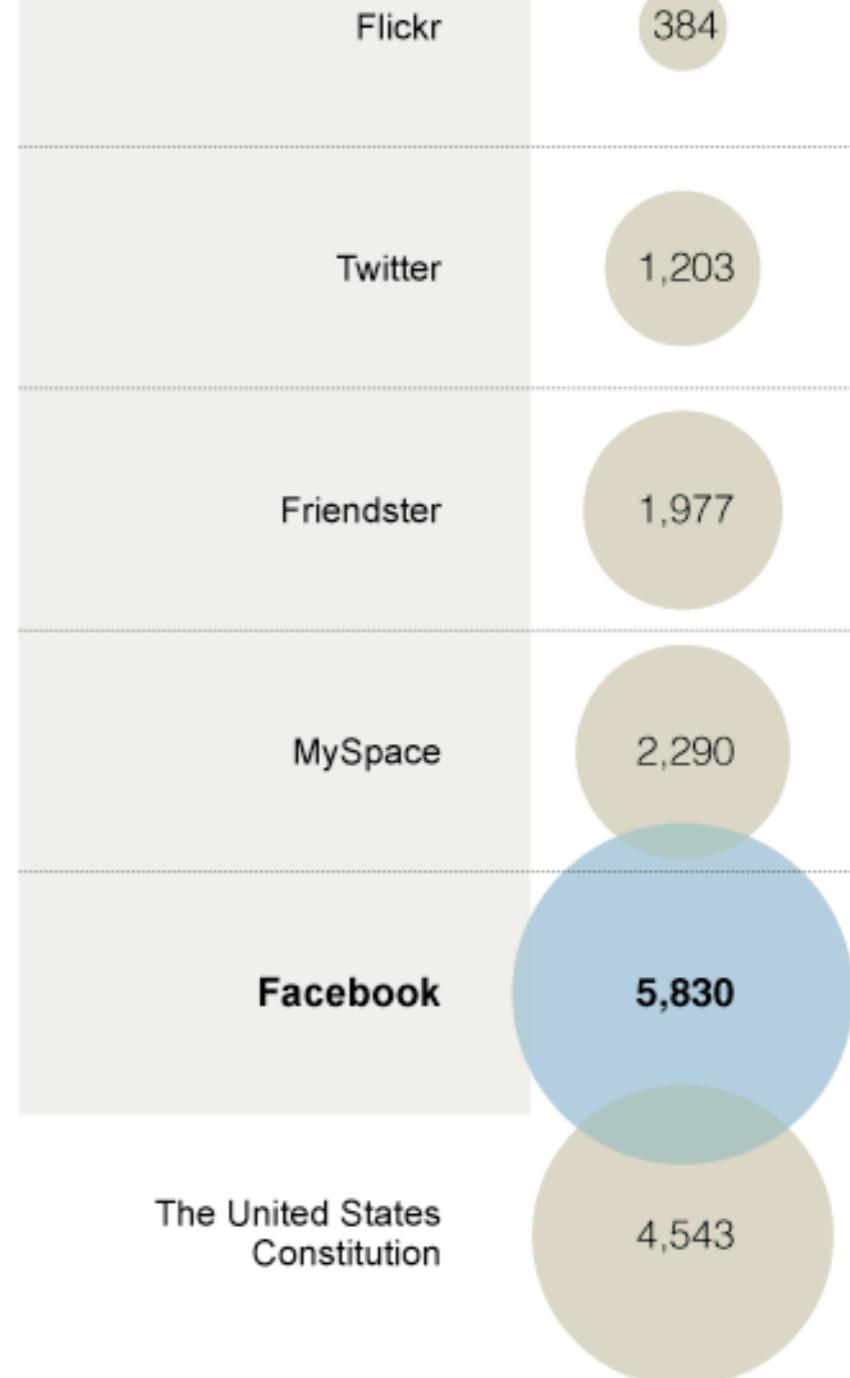


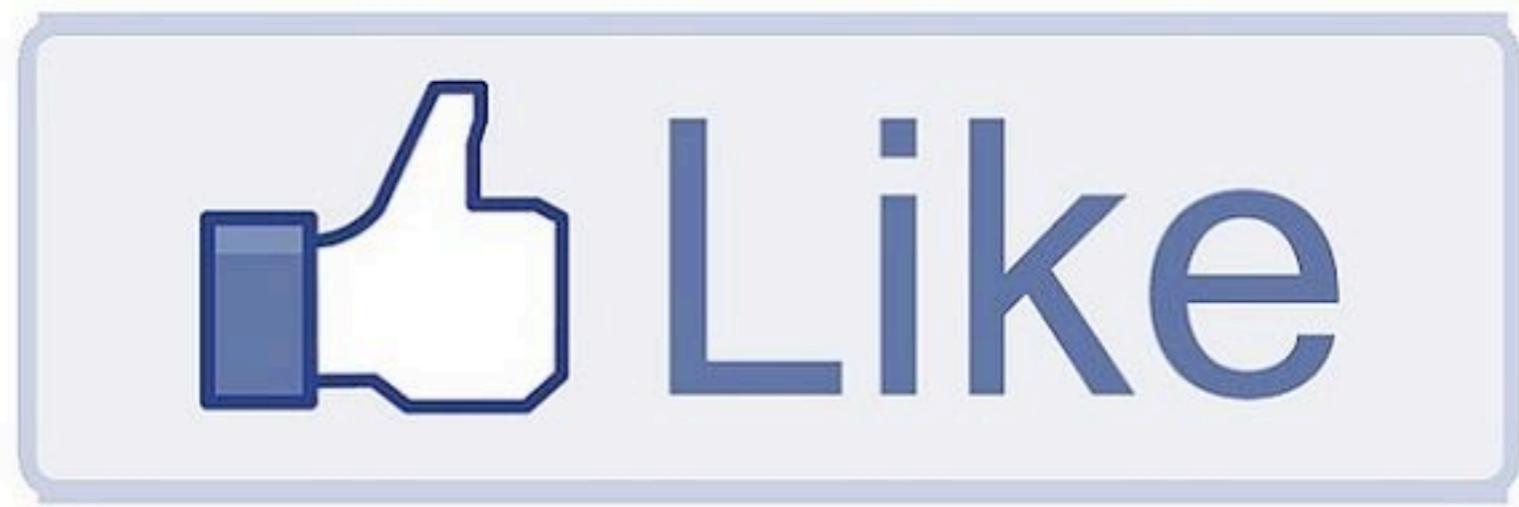
## Longer than the Constitution

Facebook's 2010 privacy policy is longer than that of other social networks, even exceeding the United States Constitution, without the amendments.

### WORD COUNTS

*Privacy policies for:*





# Chris Soghoian “Facebook’s covert surveillance of your browsing activities on non-Facebook websites...”



Although consumers knowingly share information via Facebook, the privacy issues associated with that company are not related to the way consumers use it, but rather the other things the company does.

These include the **tricks** the company has pulled to **expose users’ private data to third-party app developers**, **the changing privacy defaults for profile data**, as well as Facebook’s covert surveillance of your browsing activities on non-Facebook websites, **as long as a “Like” button is present (even if you don’t click on it)**.





Facebook has cut a **deal with political website Politico that allows the independent site machine-access to Facebook users' messages, both public and private**, when a Republican Presidential candidate is mentioned by name. The data is being collected and analyzed for sentiment by Facebook's data team, then **delivered to Politico to serve as the basis of data-driven political analysis and journalism**.

The move is being widely condemned in the press as a **violation of privacy** but if Facebook would do this right, it could be a huge win for everyone. Facebook could be the biggest, most dynamic census of human opinion and interaction in history. Unfortunately, failure to talk prominently about privacy protections, **failure to make this opt-in (or even opt out!) and the inclusion of private messages** are all things that put at risk any remaining shreds of trust in Facebook that could have served as the foundation of a new era of social self-awareness.

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**POLITICO**

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# POLITICO

## FACEBOOK MENTIONS BY CANDIDATE

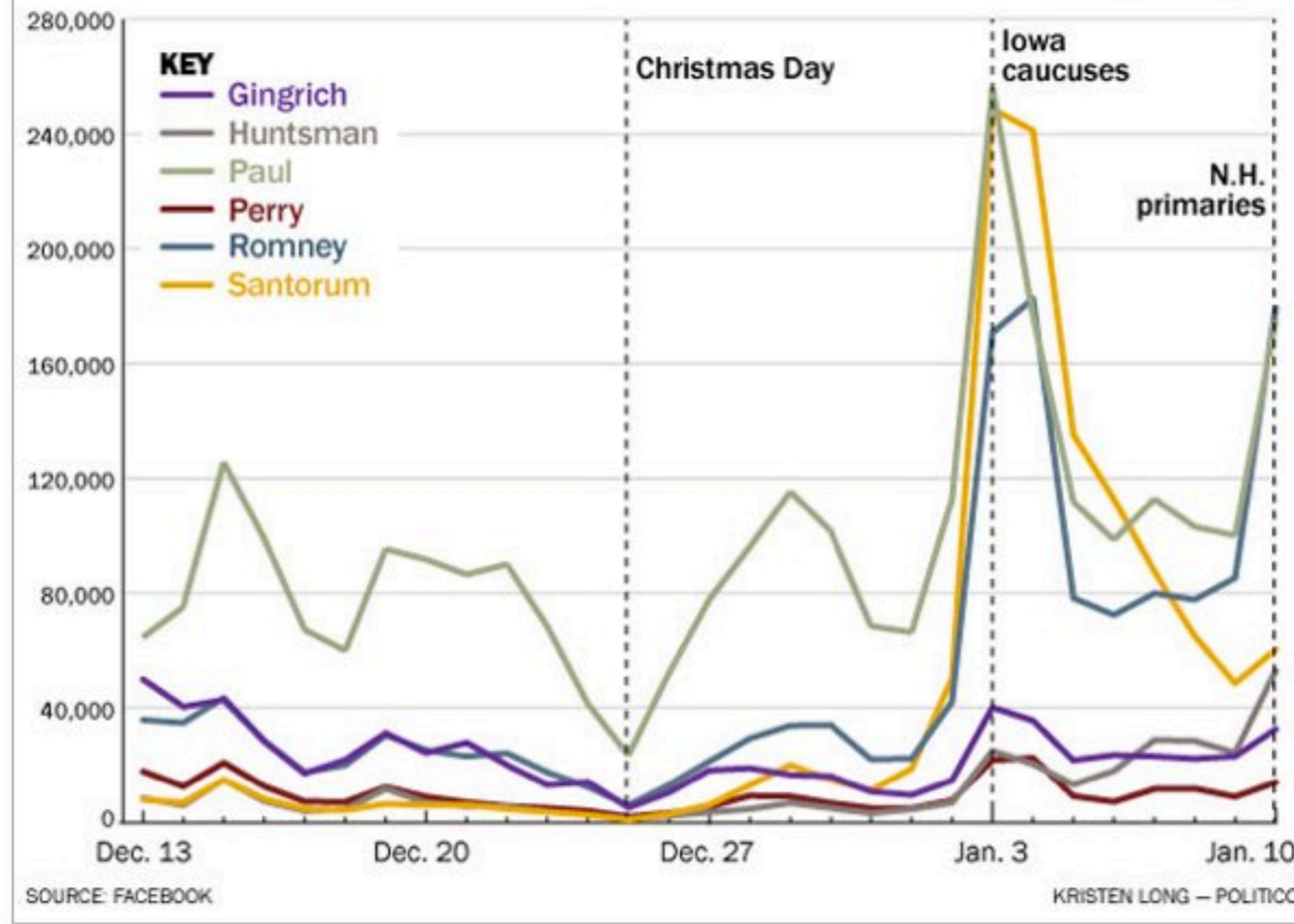
Facebook measured the volume of its users' status updates, postings and comments over the last month to gauge the amount of social traffic around the Republican presidential contenders.

In partnership with

facebook

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**POLITICO**

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## **Ads help keep Facebook free**

From the beginning, the people who built Facebook wanted it to be free for everyone. It now costs over a billion dollars a year to run Facebook, and delivering ads is how Facebook pays for this.

## **You can choose the ads you see**

Unlike ads on television, you can impact the [ads you see on Facebook](#). Spot something that doesn't interest you? Click the X and it's gone.



[f](#) 70,029 people like this. Be the first of your friends.



## Exclusive: Leaked Details of How Facebook Plans To Sell Your Timeline to Advertisers

What most users don't know is that the **new features being introduced are all centered around increasing the value of Facebook to advertisers**, to the point where Facebook representatives have been selling the idea that Timeline is actually about re-conceptualizing users around their consumer preferences, or as they put it, "**brands are now an essential part of people's identities.**"

The name itself is cleverly designed to conceal the fact that your profile no longer arranges information chronologically. Yes, things are laid out by year and by month. But, when it comes to what's displayed to your social circle at any given time, other metrics, including direct payments to Facebook itself, will now influence the ranking and placement of stories. This payola will be a crucial part of the graph rank, the new metric for placement that the social network uses to determine what appears on your profile.



# Brands are now an essential part of people's identity.

facebook search

Adam Berger Home

Now September August July 2010 2009 2008 2007

THE SOCIAL MEMORIES OF ADAM BERGER

Current App Timeline

Strategist at Facebook Studied Marketing & Entrepreneurship at Indiana ... Lives in New York, New York Married to Lindsay Gilman Berger

About Friends 779 Photos 351 Map



## Custom Open Graph= Deeper connections to your brands

The name itself is cleverly designed information chronologically. Yes, this what's displayed to your social circle Facebook itself, will now influence crucial part of the graph rank, the determine what appears on your prof

Roast Chicken

First edge in Thomas Keller's cookinak -- Favorite Simple Roast Chicken

Cook Recipe Add Photo

Fiji Sime

Roast Chicken

Additions and Tips

Fiji Sime cooked recipes via Recipe Box

Ticker News Feed Timeline

## Exclusive: Leaked Details of How Facebook Plans To Sell Your Timeline to Advertisers

**Disguising ads as your friends' updates is being offered** up as an antidote to the dismal click-through rates for traditional web advertising. Sponsored stories in your feed and sidebar ads based on your friends' likes will become ubiquitous. Indeed in marketing materials, **Facebook says these new premium ads are 90 percent accurate, compared to the industry average of 35 percent. "When people hear about you [the brand] from friends, they listen."**

As the post from Facebook yesterday morning explained, sponsored stories are different from ads in that a user's name or profile might appear alongside the ad, "If you've liked that business's page, the story about you liking the page (including your name or profile photo) may be paired with the ad your friends see." While sponsored stories don't include additional messaging from the sponsor, businesses pay Facebook to feature posts and activity that mention their brands. In both cases, these are only visible "to friends you've already shared this information with."

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Timeline is “mandatory”  
for every Facebook user

Timeline is “mandatory”  
for every Facebook user

**with no opt-out option**

# Facebook settles privacy case with the Federal Trade Commission

Facebook has agreed to settle an investigation by the Federal Trade Commission into deceptive privacy practices, committing to cease making false claims and to **submit to independent audits for 20 years.**

The FTC said the world's largest Internet social network had been repeatedly deceptive. **For example, Facebook promised users that it would not share personal information with advertisers, but it did**, the agency said.

Also, the company failed to warn users that it was changing its website in December 2009 so that certain information that users designated as private, such as their "Friends List," would be made public, the FTC said.

**"Facebook's innovation does not have to come at the expense of consumer privacy,"** FTC Chairman Jon Leibowitz said in a statement.

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**“Facebook’s innovation does not have to come at the expense of consumer privacy,”** FTC Chairman Jon Leibowitz said in a statement.

Facebook's entire  
business model is under  
fire in the EU

**The EU is considering a ban on Facebook's practice of selling demographic data to marketers and advertisers without specific permission from users.**

Now, however, the EC is planning to ban such activity unless users themselves specifically agree to it. The EU's data protection working group is currently investigating how Facebook tracks users, stores data and uses that information to serve targeted ads. **The ban may take effect as soon as next year.** (11/2011)

[...] The European Commission is planning to stop the way the website "eavesdrops" on its users to gather information about their political opinions, sexuality, religious beliefs – and even their whereabouts.

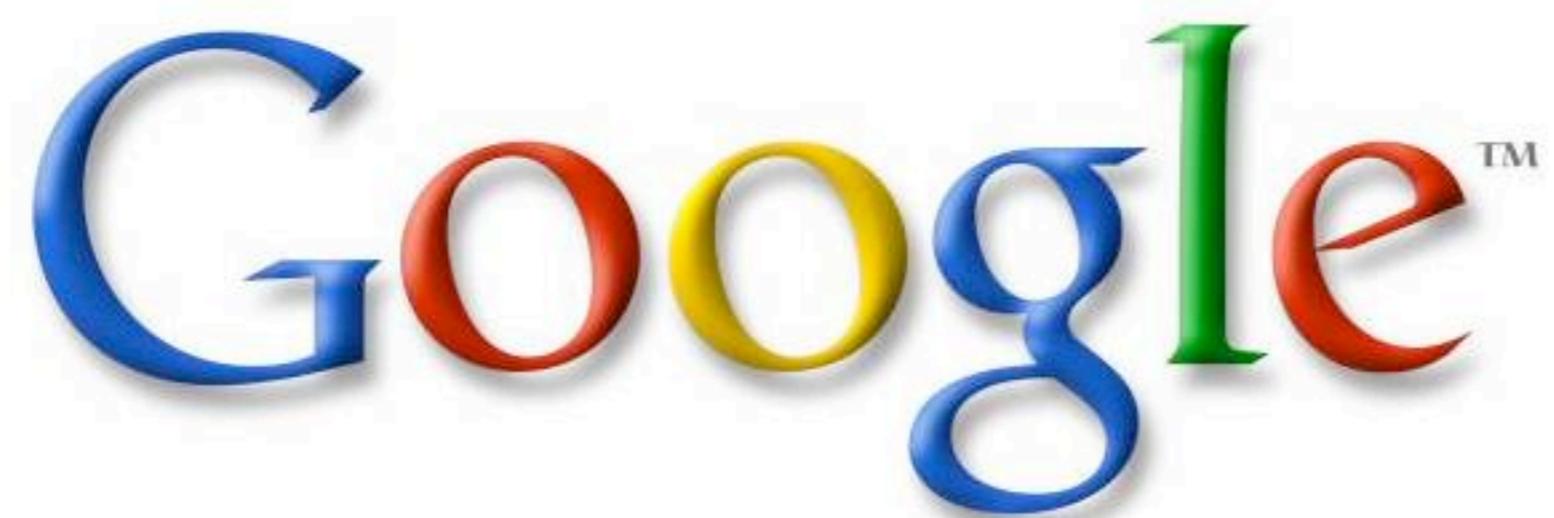
Viviane Reding, the vice president of European Commission, said the Directive would amend current European data protection laws in the light of technological advances and ensure consistency in how offending firms are dealt with across the EU.

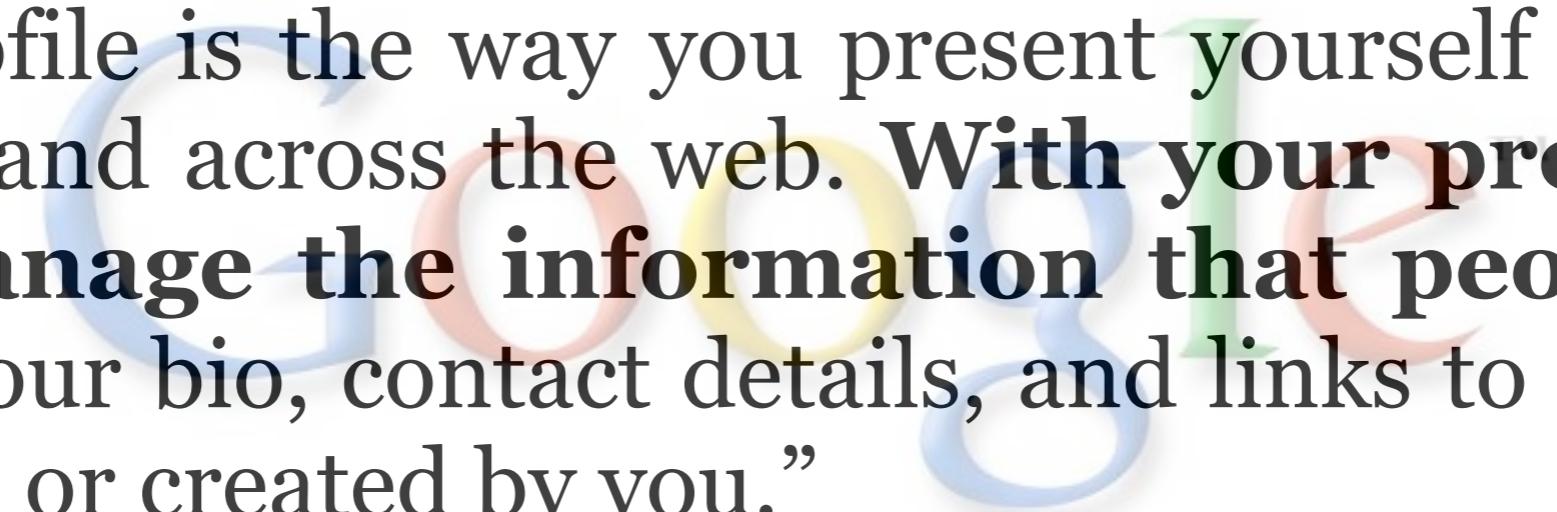
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The Google logo is a wordmark consisting of the word "Google" in a bold, sans-serif font. Each letter is a different color: the 'G' is blue, the first 'o' is red, the second 'o' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red. A small "TM" symbol is located at the top right of the 'e'. The letters have a slight 3D effect with shadows.

A faint watermark of the Google logo, consisting of the word "GOOGLE" in its signature font with colored circles behind each letter, is centered behind the quote.

“Your profile is the way you present yourself on Google products and across the web. **With your profile, you can manage the information that people see** - such as your bio, contact details, and links to other sites about you or created by you.”

## Google accounts

### Dashboard



#### Account

Name: Joe Tester  
Nickname: Joe  
Email address: joetester324@gmail.com

[Manage account](#)[Edit personal information](#)[Privacy and security help](#)

#### Alerts

[My alerts](#) 1 active alert  
Most recent: Google Dashboard on Oct 23, 2009

[Manage alerts](#)[Google alerts help](#)

#### Contacts

[Contacts](#) 3 entries



#### Docs

[Owned by me](#) 1 document  
[A document I created](#) on Oct 23, 2009  
[You must read this!](#) on Oct 23, 2009  
Most recent: [You must read this!](#) on Oct 23, 2009  
[Opened by me](#) 1 document  
Most recent: [A document I created!](#) on Oct 26, 2009  
[Trashed](#) 1 document  
Most recent: [This is rubbish!](#) on Oct 23, 2009

[Manage contacts](#)[Manage documents](#)[Sharing documents](#)

#### Gmail

[Inbox](#) 18 conversations  
Most recent: [The Deadline is 3PM](#) at 9:18 PM  
[All mail](#) 21 conversations  
Most recent: [The Deadline is 3PM](#) at 9:18 PM  
[Sent mail](#) 3 conversations  
Most recent: [thank you for all your hard work on the...](#) at 9:17 PM  
[Saved drafts](#) 1 conversation  
Most recent: [I will save this for later](#) on Oct 23, 2009  
[Chat history](#) 1 conversation  
Most recent: [Chat with suzietester@gmail.com](#) at 8:57 PM  
[Trash](#) 4 conversations  
Most recent: [Project Is Done](#) at 9:15 PM

[Manage chat history](#)[Manage HTTPS settings](#)[Manage all Gmail settings](#)[Gmail privacy policy](#)[Privacy and security help](#)

#### iGoogle

[Gadgets installed](#) 5 gadgets  
Most recent: on May 27, 2009  
[Tabs](#) 1 tab

[Manage iGoogle settings](#)[iGoogle privacy policy](#)



TM

We're changing our privacy policy and terms. This stuff matters. [Learn More](#) [Dismiss](#)

# Google announces privacy changes across all products



Google said Tuesday it **will require users to allow the company to follow their activities across e-mail, search ... and other services**, a radical shift in strategy that is expected to invite greater scrutiny of its privacy and competitive practices.



**Google's new policy replaces more than 60 existing product-specific privacy documents** for services including Gmail, YouTube and Google Docs (plus Picassa, Blogger, Google Talk, Google Earth, etc.)

Google says the unified terms will provide **better search results and serve up ads that are more likely to be of interest.**



**The new privacy policy – which Google contends will allow it to better target ads – goes into effect on March 1.** In a press release, the company said it may combine the information users submit under their email accounts with information from other Google services or third parties. **What people do and share on the social networking site Google+, Gmail and YouTube will be combined to create a more three-dimensional picture of consumers' likes and dislikes**, according to reports. Google did not return calls seeking comment.

# SCIENTIFIC AMERICAN™



**“If Google received a warrant to disclose documents, and your business and personal docs are intermingled — that’s a problem,”** he said. “Some would like to say, ‘No, thank you’ and keep their accounts separate.”

**“Google should make it easy for people to set up and manage separate accounts if they wish to do so,”** Kurt Opsahl, senior staff attorney for the Electronic Frontier Foundation.

# The End of Privacy

**If Google can change its privacy policy today, it can change it tomorrow.** And it will. [...] This is what's motivating their policy change this week, and someday it's likely to motivate them to sell my personal information after all.



Google announces  
privacy changes across  
products

Google announces  
privacy changes across  
products  
**with no opt-out option**



# FEDERAL TRADE COMMISSION

## Protecting America's Consumers

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For Release: 03/30/2011

## **FTC Charges Deceptive Privacy Practices in Google's Rollout of Its Buzz Social Network**

### **Google Agrees to Implement Comprehensive Privacy Program to Protect Consumer Data**

Google Inc. has agreed to settle Federal Trade Commission charges that it used deceptive tactics and violated its own privacy promises to consumers when it launched its social network, Google Buzz, in 2010. The agency alleges the practices violate the FTC Act. The proposed settlement bars the company from future privacy misrepresentations, requires it to implement a comprehensive privacy program, and calls for regular, independent privacy audits for the next 20 years. This is the first time an FTC settlement order has required a company to implement a comprehensive privacy program to protect the privacy of consumers' information. In addition, this is the first time the FTC has alleged violations of the substantive privacy requirements of the U.S.-EU Safe Harbor Framework, which provides a method for U.S. companies to transfer personal data lawfully from the European Union to the United States.



On the day Buzz was launched, Gmail users got a message announcing the new service and were given two options: “Sweet! Check out Buzz,” and “Nah, go to my inbox.” However, the FTC complaint alleged that **some Gmail users who clicked on “Nah...” were nonetheless enrolled in certain features of the Google Buzz social network.**

For those Gmail users who clicked on “Sweet!,” the FTC alleges that they were **not adequately informed that the identity of individuals they emailed most frequently would be made public by default.** Google also offered a “Turn Off Buzz” option that did not fully remove the user from the social network.



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In response to the Buzz launch, Google received thousands of complaints from consumers who were concerned about **public disclosure of their email contacts which included, in some cases, ex-spouses, patients, students, employers, or competitors**. According to the FTC complaint, Google made certain changes to the Buzz product in response to those complaints.

When Google launched Buzz, its privacy policy stated that “When you sign up for a particular service that requires registration, we ask you to provide personal information. If we use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.” **The FTC complaint charges that Google violated its privacy policies by using information provided for Gmail for another purpose - social networking - without obtaining consumers’ permission in advance.**



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## Identity Matters

John Fontana

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# FTC asked to probe Google+, search integration

By [John Fontana](#) | January 12, 2012, 4:36pm PST

**Summary:** The Electronic Privacy Information Center has sent a letter to the Federal Trade Commission asking it to investigate Google's integration of Google+ and Google Search. EPIC cites the FTC's ongoing antitrust investigation of Google and Google's April 2011 settlement with the FTC over deceptive privacy practices.



**epic.org** | ELECTRONIC PRIVACY INFORMATION CENTER

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**EPIC says a review should take place given an ongoing FTC investigation of possible antitrust violations related to the way Google compiles search results**, as well as, an April 2011 settlement Google made with the FTC regarding deceptive privacy practices.

EPIC claims the integration of Google+ and Google search, called Search plus Your World, raises concerns over fair competition and the search giant's adherence to the FTC settlement.

EPIC said in its letter to the FTC, "Google's [search] changes make the personal data of users more accessible." The letter was signed by Marc Rotenberg, executive director of EPIC.

EPIC's concerns were over personal data - photos, posts, and contact details - being gathered from Google+ users and included in search results. "Google allows users to opt out of receiving search results that include personal data, but users cannot opt out of having their information found by their Google+ contacts through Google search," the letter said.

*Summary: The Electronic Privacy Information Center has sent a letter to the Federal Trade Commission asking it to investigate Google's integration of Google+ and Google Search. EPIC cites the FTC's ongoing antitrust investigation of Google and Google's April 2011 settlement with the FTC over deceptive privacy practices.*



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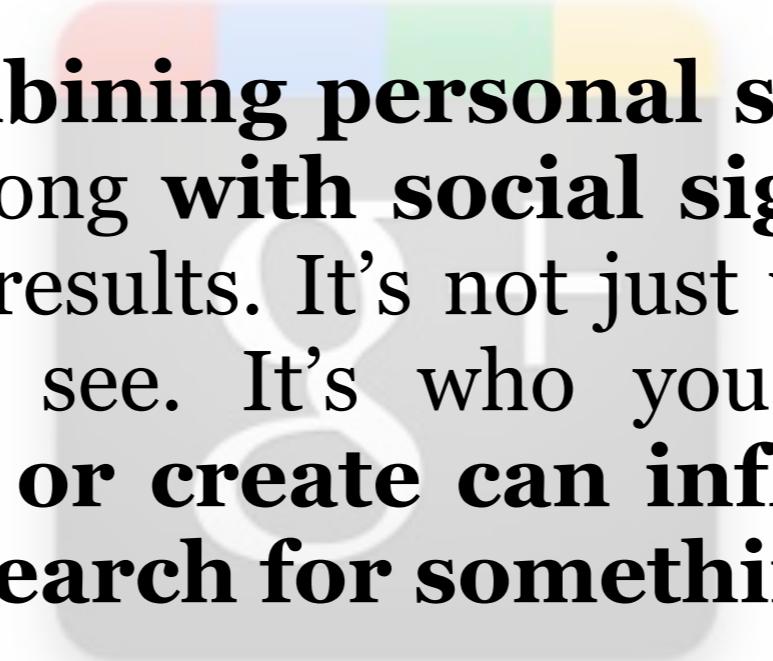
EPIC said in its letter to the FTC, "Google's [search] changes make the personal data of users more accessible." The letter was signed by Marc Rotenberg, executive director of EPIC.

EPIC's concerns were over **personal data - photos, posts, and contact details - being gathered from Google+ users and included in search results.** "Google allows users to opt out of receiving search results that include personal data, but **users cannot opt out of having their information found by their Google+ contacts through Google search,**" the letter said.

*Commissioner Julie Brill of the Federal Trade Commission has sent a letter to the Federal Trade Commission asking it to investigate Google's integration of Google+ and Google Search. EPIC cites the FTC's ongoing antitrust investigation of Google and Google's April 2011 settlement with the FTC over deceptive privacy practices.*



<https://plus.google.com>



**Search Plus is combining personal signals** – your search and web history – along **with social signals** to create a new form of personalized results. It's not just who you are that now influences what you see. It's who you know. **What your friends like, share or create can influence what shows up first when you search for something.**

**Google may use your Google account information, such as items you +1 on Google properties and across the web, to personalize content and ads on non-Google websites.**



# **Google Under Fire for Circumvention of Cookie Settings in Safari for iOS to Track Users**

Safari's cookie blocking feature is unique in two ways: **its default and its substantive policy.**

Unlike every other browser vendor, **Apple enables 3rd party cookie blocking by default.** Every iPhone, iPad, iPod Touch, and Mac ships with the privacy feature turned on. <sup>TM</sup>

Apple's Safari web browser is configured to block third-party cookies by default. We identified four **advertising companies that unexpectedly place trackable cookies in Safari. Google and Vibrant Media intentionally circumvent Safari's privacy feature.** Media Innovation Group and PointRoll serve scripts that appear to be derived from circumvention example code.

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Safari's cookie  
default and  
Unlike every  
cookie block  
and Mac ship  
Apple's Safari  
cookies by de  
that unexp  
Google and  
Safari's pri  
PointRoll s  
circumventio

## Google's Technique: How It Worked

The Internet giant circumvented privacy settings on Apple's Safari browser.

**Safari** automatically prevents installation of 'cookies'—small files that can track a person's Web browsing—from ad networks and other so-called third parties.

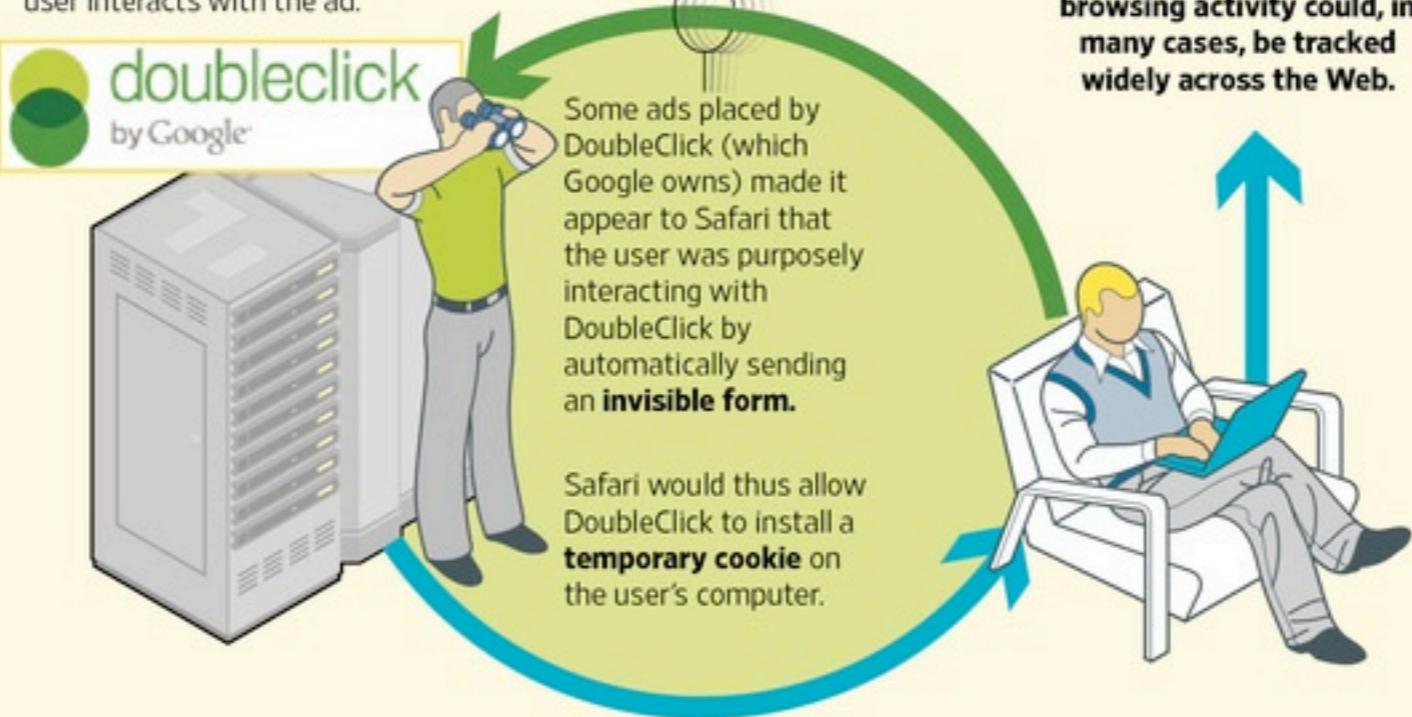
**Google** until recently assured Safari users on one of its sites that, because of this, they don't need to opt out of Google tracking:

plugin, Safari is set by default to block all third-party cookies. If you have not changed those settings, this option effectively accomplishes the same thing as using cookie opt-out



Google site as of Monday, Feb. 12

However, Google exploited a **loophole** in Safari: it allows an advertiser to place a cookie if the user interacts with the ad.



# Google + double click

- but, Google used a loophole to make Safari allow cookies (which it will only do IF a user interacts with an ad)
- an ad from DoubleClick (owned by Google) sent an invisible form, so Safari would think the user was interacting with the ad
- thus, cookie accepted, tracking occurred
- Google discouraged Safari users to opt-out

# Lastly, Google produces a laudable transparency report, but...



Google **complies with 93 percent of the 6,000 requests it receives** for user data from law enforcement agencies is very **different from the approach** news organizations would take to handing over sources.



**“...all these concerns about privacy tend to be old people issues.”** Reid Hoffman, the founder of LinkedIn, in a segment during last year’s World Economic Forum at Davos, Switzerland



**LinkedIn** © Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Add Connections Colleagues Alumni People You May Know

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

**See Who You Already Know on LinkedIn**

Searching your email contacts is the easiest way to find people you already know on LinkedIn.  
[Learn More](#)



I'd like to add you to my professional network on LinkedIn.

- Phil

**Confirm that you know Phil**



- people I **didn't know well** personally
- people that I work with from other countries  
that **aren't on LinkedIn**  
- Phil
- technical **mailing lists** that I subscribe to
- myself, **four times**
- and in one case, a **deceased** relative



HOME ART GEEK MUSIC POLITICS ABOUT CONTACT SEARCH

« HOWTO Install php5-fpm on Debian Squeeze

HOWTO run DD-WRT on a Netgear WNDR3700 »

## LinkedIn is spamming all of my Gmail contacts

**UPDATE2** I finally got a response on Thu, Oct 27, 2011 at 7:24 AM, it said, "*I would first like to apologize for the delay in responding to your inquiry. This is certainly not the customary wait time for a reply from LinkedIn Customer Support. We have been experiencing higher than expected volumes, and your patience is greatly appreciated.*" So, they've been so busy that it took 2 1/2 weeks to get back to me? Still, they haven't answered my questions, one what happened and two, who did they email on my behalf? I need a list. Stay tuned.



**UPDATE** today is October 17, 2011, so it's been a week since I've reported my problem, and I have not gotten anything back from LinkedIn support. Pathetic.

FAK3R

*look lout honey, cause I'm using technology*

Move along nothing to see here

Here are some recommended categories of mine, take a look, and comment at will!

HOWTO - my from the trenches tech guides

MUSIC - without music, life would be a mistake

ART - I don't know where I'd be without it

POLITICS - the more things change...



HOME ART GEEK MUSIC POLITICS ABOUT CONTACT SEARCH

« HOWTO install php5-fpm on Debian Squeeze HOWTO run DD-WRT on a Netgear WNDR3700 »

LinkedIn is spamming all of my Gmail contacts

- so I did **opt-in**
- but they didn't use the data in the **manner I approved**
- support, didn't help

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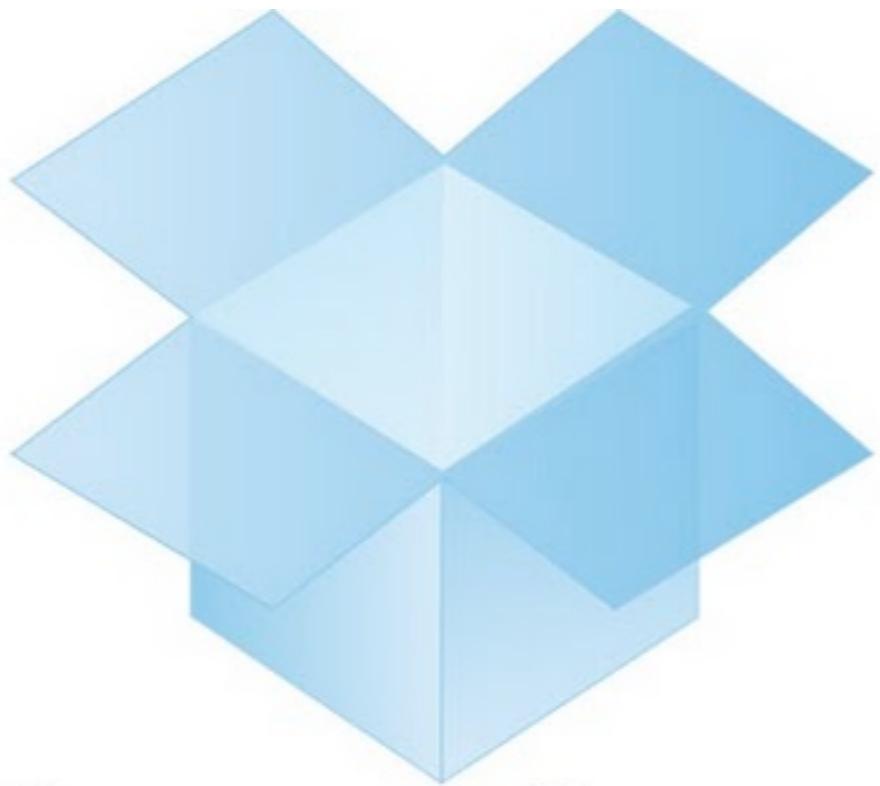
**M**ove along nothing to see here

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HOWTO - my from the trenches tech guides  
MUSIC - without music, life would be a mistake  
ART - I don't know where I'd be without it  
POLITICS - the more things change...



Don't forget about file  
sharing

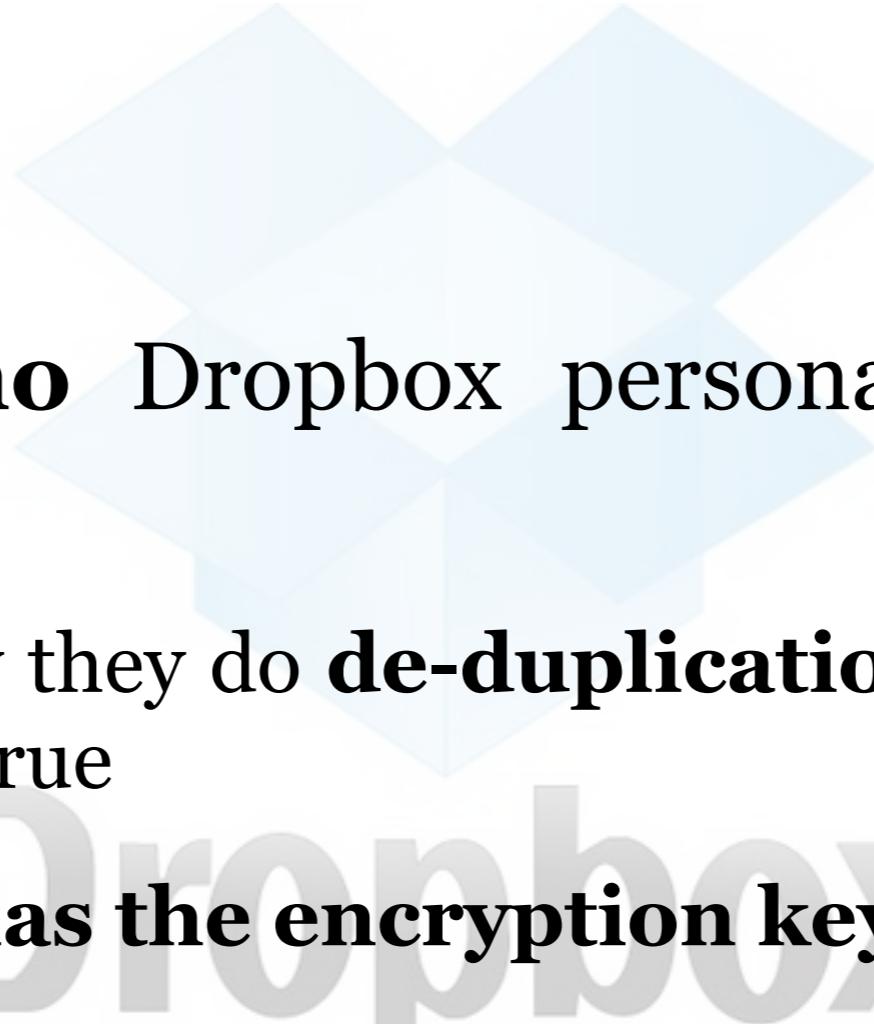


**Dropbox**

- Dropbox is a **simple** to use, **file syncing application**
- syncs across multiple devices **automatically**
- offers **2 Gigs** of free storage

The logo for Dropbox, featuring the word "Dropbox" in a bold, lowercase, sans-serif font. The letters are a light gray color and are partially obscured by a large, semi-transparent watermark consisting of two overlapping diamond shapes.

# How Dropbox **sacrifices user privacy for cost savings**



- claimed **no** Dropbox personal could access your files
- but the way they do **de-duplication of files** proved this wasn't true
- **Dropbox has the encryption keys**, not the user
- other services **do** encrypt their users' data with a key only known to the user

# How Dropbox sacrifices user privacy for cost savings



On April 1, 2011, Marcia Hofmann at the Electronic Frontier Foundation **contacted Dropbox to let them know about the flaw, and that a researcher would be publishing the information** on April 12th.

At 6:15PM west coast time on April 11th, an attorney from Fenwick & West retained by Dropbox left Marcia a voicemail message, in which he reveled that: "**the company is updating their privacy policy and security overview that is on the website to add further detail.**"

# Privacy Policy change (April 13, 2011)

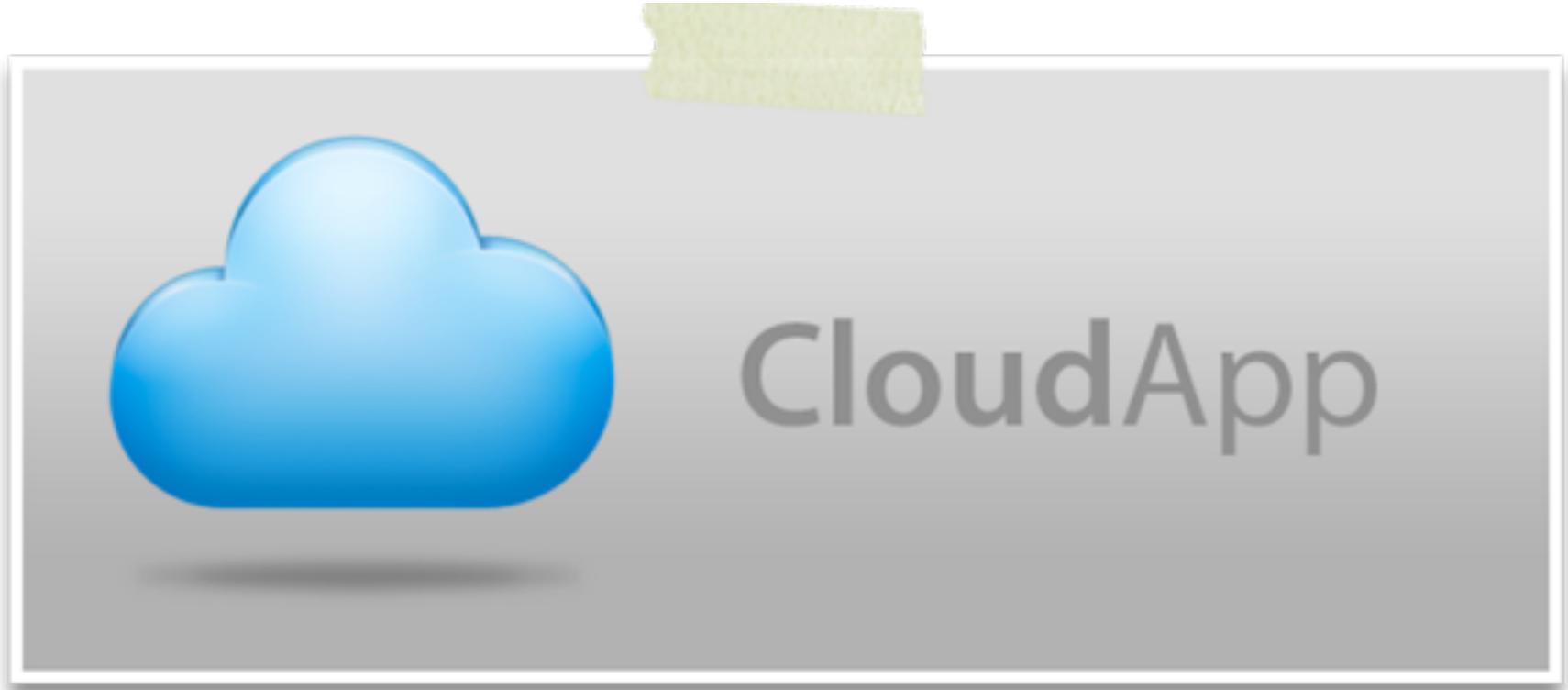
“All files stored on Dropbox servers are encrypted (AES 256) and are inaccessible without your account password.”

The logo consists of the word "Dropbox" in a bold, lowercase, sans-serif font. The letters are a light gray color, matching the background of the slide. The letters are slightly overlapping, giving a sense of depth.

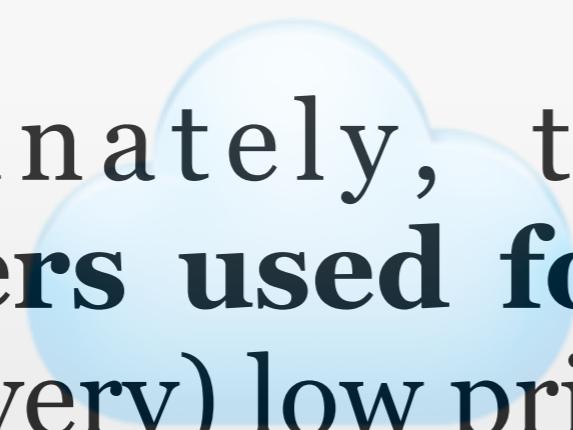
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“All files stored on Dropbox servers are encrypted (AES 256) and are inaccessible without your account password.”

The logo consists of the word "Dropbox" in a bold, sans-serif font. The letters are a light gray color, matching the background of the slide. The "D" is capitalized and has a slightly larger height than the other letters.

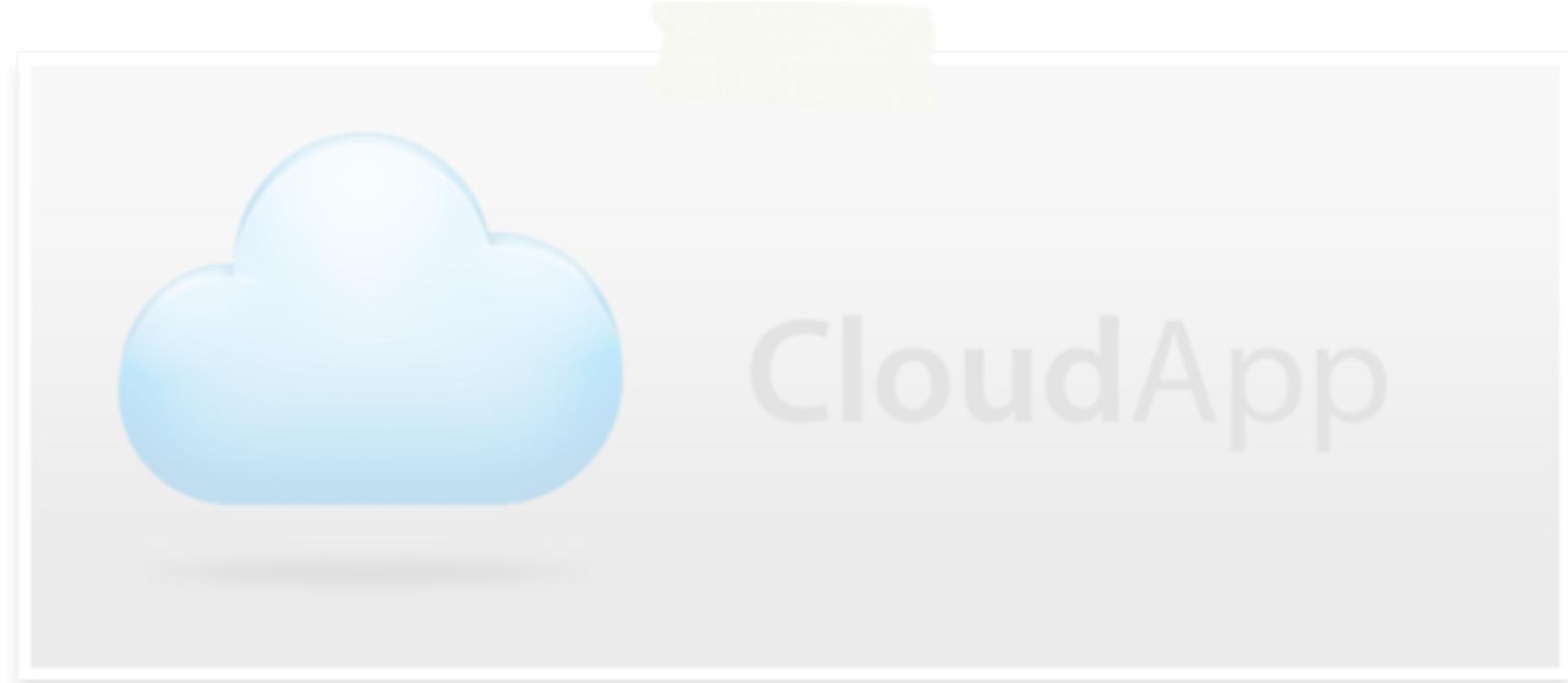


“CloudApp allows you to share images, links, music, videos and files. Here is how it works: **choose a file, drag it to the menubar and let us take care of the rest.** We provide you with **a short link** automatically copied to your clipboard that you can use to share your upload with co-workers and friends.”



Unfortunately, the **weak entropy of characters used for their shortened URLs** leads to (very) low privacy

<http://cl.ly/2a3e>



<http://cl.ly/2a3e>



zenmac

zenmac

Analytics Settings – Google Analytics

Follow Dashboard Install Theme

# zenmac

Come usare un Mac e un iPhone per migliorarti la vita.

 [Zenmac, owoero anche io ho qualcosa da dire](#)

Dopo una telefonata di consulto con la mia [ragazza](#) ho pensato di aprire un nuovo tumblr dall'argomento inquietante. Come un Mac e un iPhone possono migliorarti la vita.

Ok, ci sono decine e decine di blog sulla mela ma forse quello che ho da dire potrebbe interessarvi. L'idea nasce dall'ispirazione degli splendidi [MinimalMac](#) ed [ilMacMinimalista](#), che vedono nel Mac lo strumento e non l'oggetto del discorso.

Qui lo schema vuole essere simile, e chi ha una vaga idea di cosa parlo sa che il mondo è pieno di gente con un MacBook nella borsa che non sa come trarre vantaggio dal meraviglioso strumento che ha a disposizione.

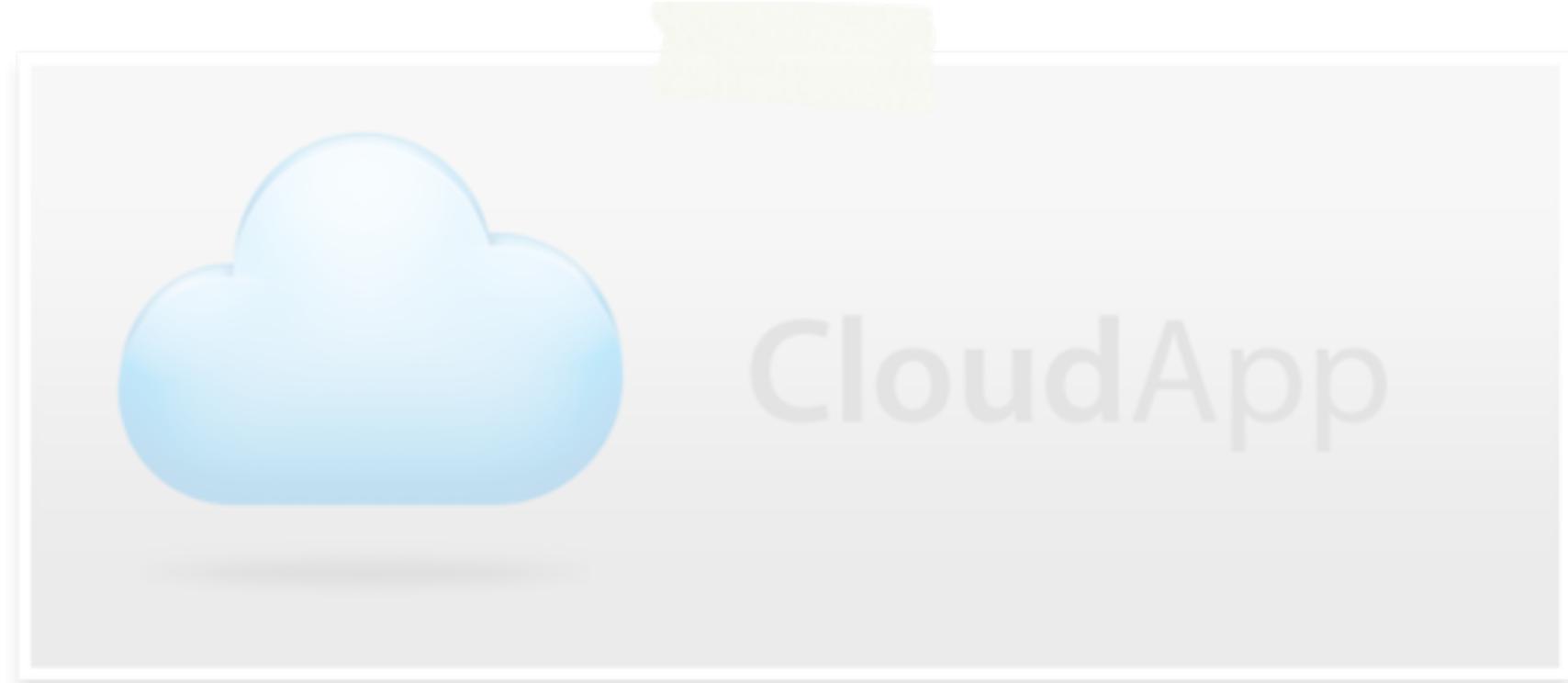
E non parleremo solo di questo. Ultimamente ci si riempie la bocca con la parola "produttività". Bellissimo, ma essere produttivi a che scopo? Quello di [migliorare la propria vita](#) e potersi concentrare su quello che conta davvero.

Se tutto questo può lontanamente interessarvi, zenmac sarà pane per i vostri denti.

Posted Settembre 28, 2010 at 8:40am

- [HOME](#)
- [RANDOM](#)
- [ARCHIVE](#)
- [RSS](#)

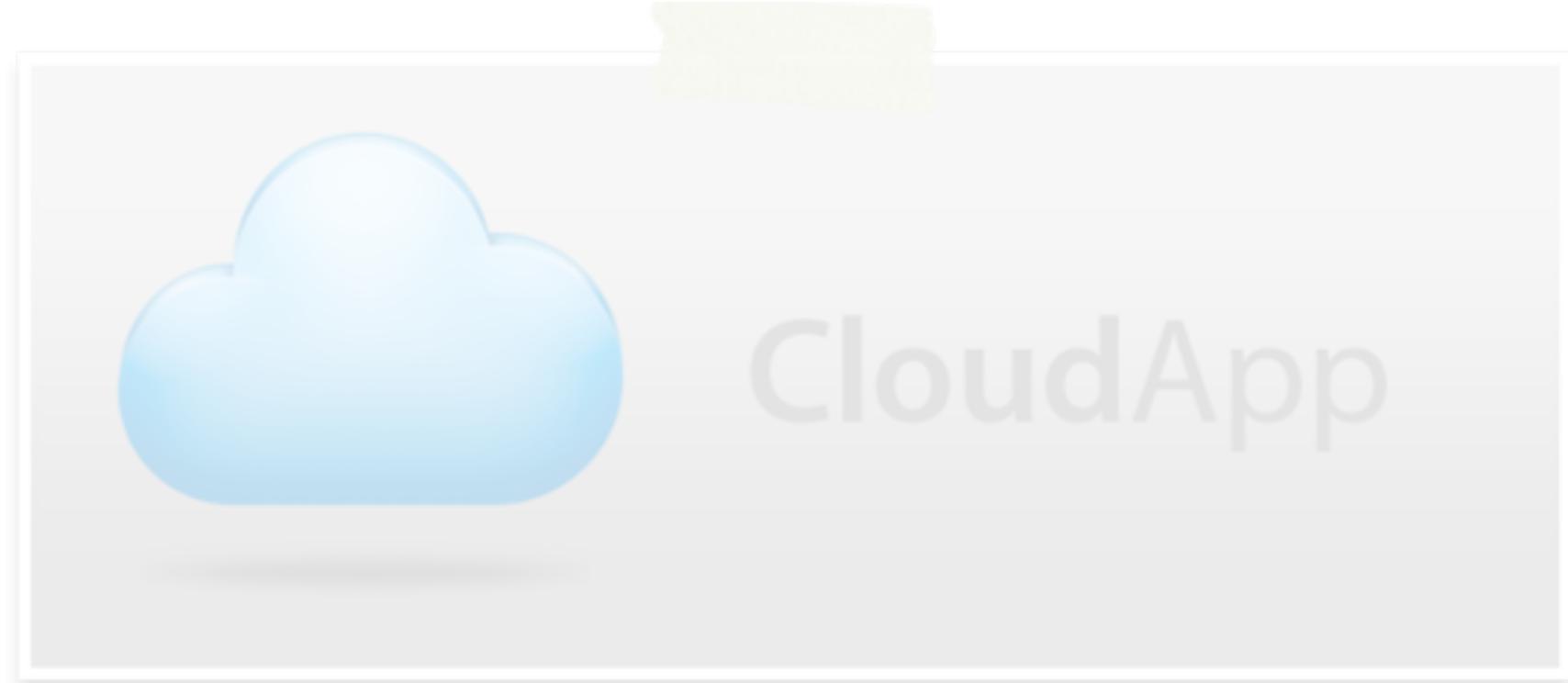
<http://cl.ly/3l1k>



<http://cl.ly/3l1k>

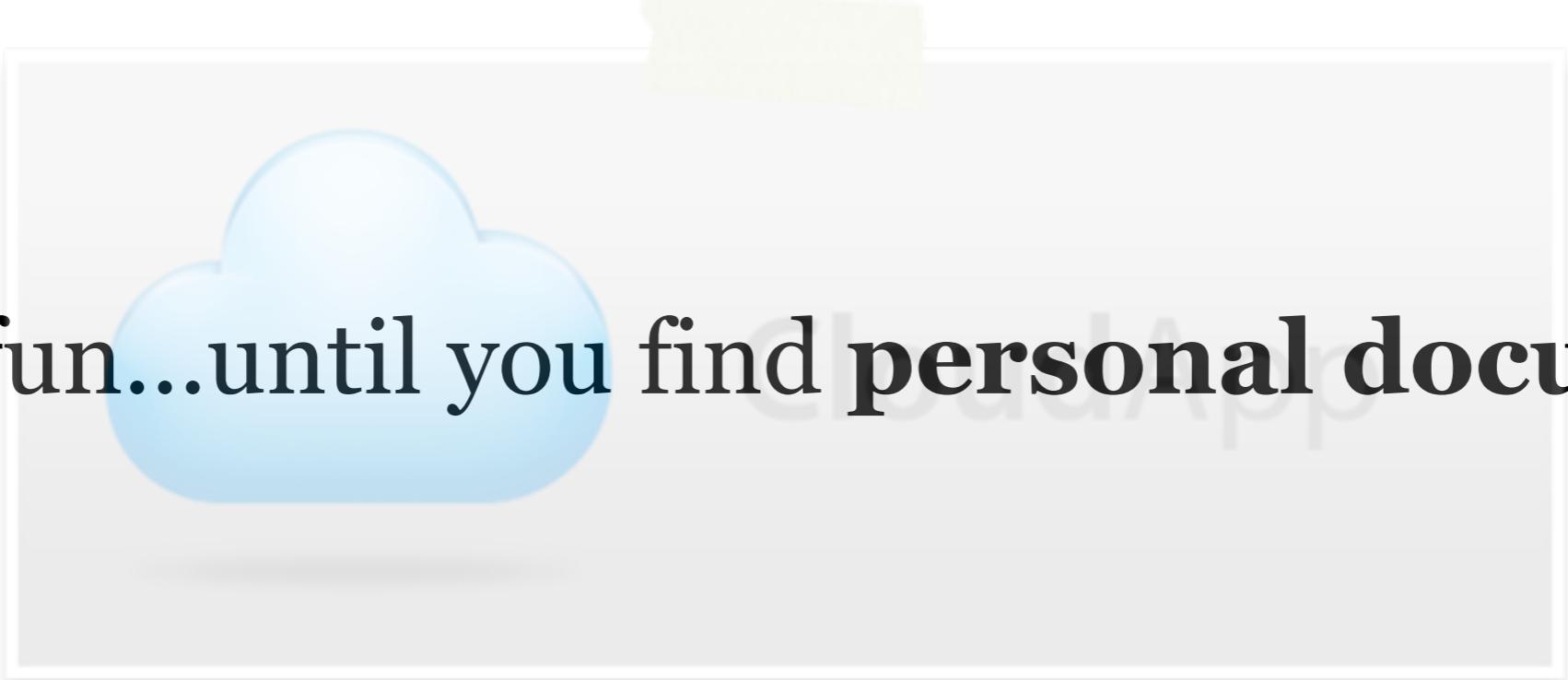


<http://cl.ly/4ety>



<http://cl.ly/4ety>





This is fun...until you find **personal documents**



I wrote a script that can randomly download gigabytes of users' data, **by guessing, or “brute forcing” different URL combinations**

- plenty of pictures, mp3s, graphics
- **credit card receipts, court documents, W9 (US tax forms), personal emails, Facebook posts, instant messages, passport scans**
- ...and everything was **unencrypted**

# People don't know they're sharing this data.

*Responsible Disclosure:* I reported my findings to CloudApp (**12/2011**), they said they have a notice on their site that it may not be secure...but **they still allow this kind of convenient ‘sharing’**

They have not fixed the issue, I have released  
**the script to demonstrate this vulnerability.**  
I'm still waiting to hear back from CloudApp.

**<https://github.com/philcryer/ca-harvester>**

How could all of this  
social media data be  
used?



# Facebook Unmasks Koobface (P2P botnets) Gang, Aided By Their Foursquare Check-ins And Social Networking Photos



# **Facebook Unmasks Koobface (P2P botnets) Gang, Aided By Their Foursquare Check-ins And Social Networking Photos**

**Independent security researchers and members of the Facebook security team tracked digital breadcrumbs to expose the five men responsible for Koobface [...] they tracked them down based on IP fingerprints, Foursquare check-ins, Twitter activity, friend lists on a Russian social networking site, and Flickr photos showing the gang vacationing across Europe.**





# Twitter Tracks Cholera Outbreaks Faster Than Health Authorities



Now researchers have shown that, for the 2010 cholera epidemic in Haiti, **social media like Twitter can track outbreaks as much as two weeks sooner than official health reports**, especially when used by people with mobile phones.

For nefarious purposes

only fifty cents, huh? well,  
i guess the real profit's  
made when you COLLECT  
MY DATA AND SELL IT  
TO THE GOVERNMENT!



# Spokeo is a people search engine

The screenshot shows the Spokeo search interface. At the top, there's a search bar with the placeholder "Phil Cryer, Enter a City". Below the search bar, the results for "Philip Clifford Cryer" are displayed. On the left, there's a thumbnail photo of him and his profile information: "Philip Clifford Cryer" and "Male | Early 40's". A "Get Full Results" button is visible. To the right, there are several categories represented by icons: Male, Early 40's, Relationship, House, \$250k, Hobbies; Caucasian, Aquarius, Politics, Religion, Education, Occupation. Below these categories, a link says "To see all of Philip Clifford Cryer's personal information » Click Here". Further down, there's a "Property" section with a map showing the location of "\*\*\*\*\* Hi Pointe Pl, Apt 8". The map highlights the area around Hi Pointe Place, Old Olive Street, and Olive Boulevard.

“...organizes vast quantities of **white-pages listings, social information, and other people-related data from a large variety of public sources**. Our mission is to help people find and connect with others, more easily than ever”

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Not just Name, Age, Sex, but they also include **Race, Politics, Religion, Cost of your home, Occupation, Education level, Salary, Hobbies...** even your Zodaic sign (?)

**So...**



**what can we do?**

Understand why  
privacy matters



**ELECTRONIC FRONTIER FOUNDATION**  
DEFENDING YOUR RIGHTS IN THE DIGITAL WORLD

# The **Right to Anonymity** is a Matter of Privacy

- Privacy from **employers**
- Privacy from the **political scene**
- Privacy from the **public eye**
- Achieving **anonymity online**



## Communication Security; Riseup's primer on surveillance and security. **Why security matters**

- Because **network surveillance** is so pervasive, it is a social problem that **affects everyone all the time**. In contrast, device and message security are important for people who are being individually targeted by repressive authorities
- Improving your **network security is fairly easy**, in comparison to device or message security.

# The Filter Bubble



*"Internet firms increasingly show us less of the wide world, locating us in the neighborhood of the familiar. The risk, as Eli Pariser shows, is that each of us may unwittingly come to inhabit a ghetto of one."*

Watch -> **<http://bit.ly/filter-bubble>**

Understand that private  
browsing isn't private

Private browsing isn't very private

The ONLY thing it does is keep people who go on your **actual, physical computer** from seeing the sites you've been to...



...but the **rest of the world** can see everything.

Know what you are  
sharing

# Block trackers before they get your information – social sites, ad networks, companies



## Do Not Track Plus

**Ghostery** 

# Blocks ads, flash and javascript trackers

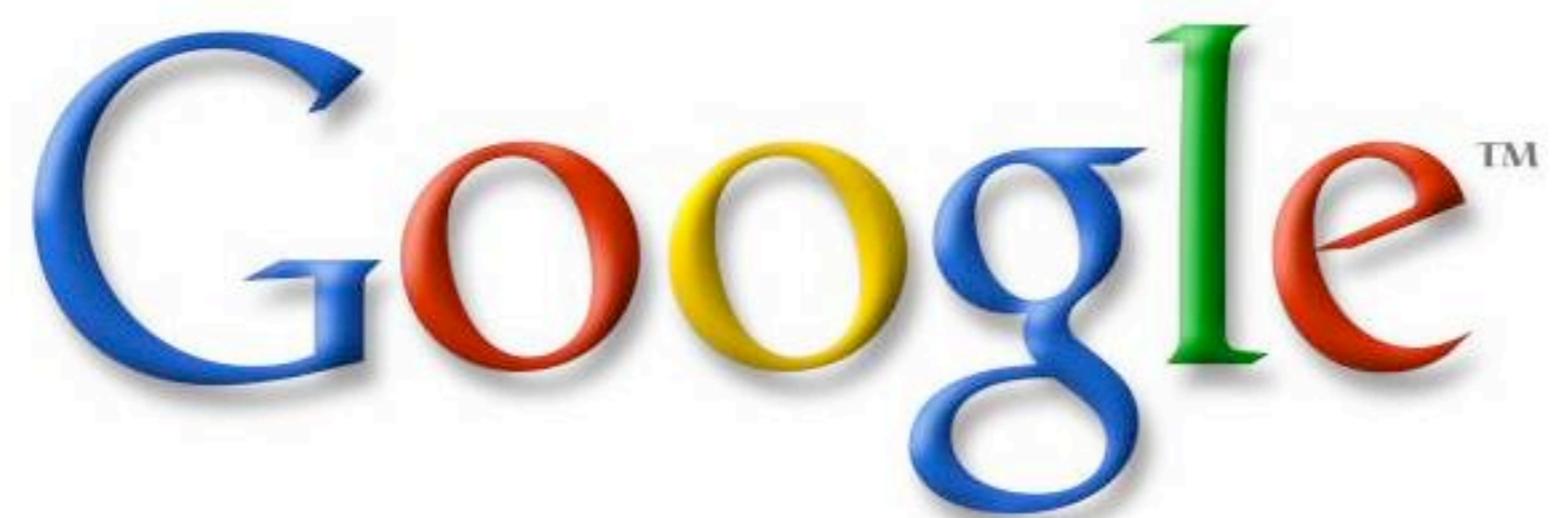


<http://noscript.net>

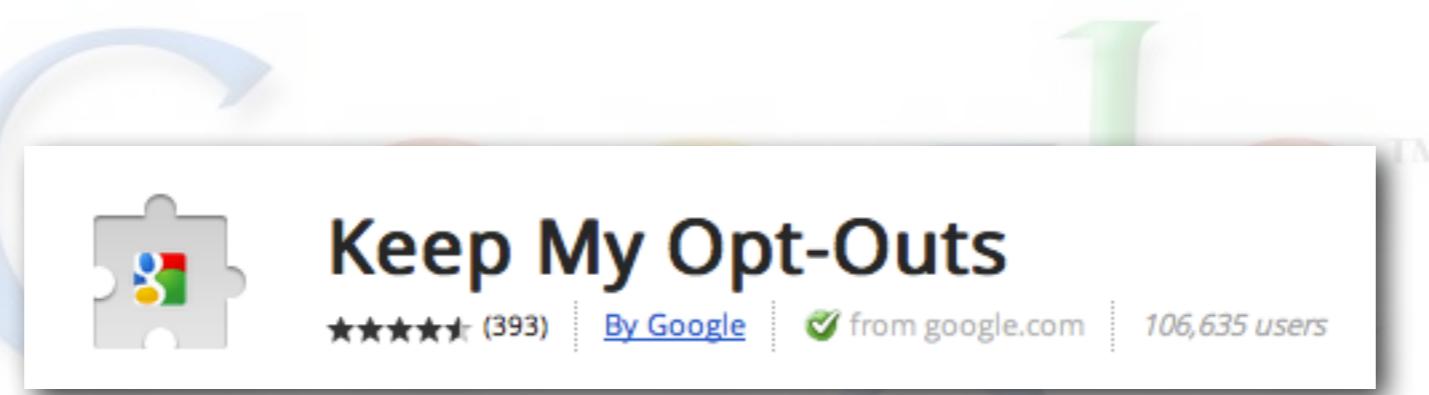
<http://adblockplus.org>

<https://addons.mozilla.org/en-US/firefox/addon/flashblock>

# **Opt-out of sharing**

The Google logo is a wordmark consisting of the word "Google" in a bold, sans-serif font. Each letter is a different color: the 'G' is blue, the first 'o' is red, the second 'o' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red. A small "TM" symbol is located at the top right of the 'e'. The letters have a slight 3D effect with shadows.

# Via browser plugins



**Download the advertising  
cookie opt-out plugin**

Save your opt-out preference permanently with  
Google's plugin for your browser

**Get Google Analytics  
Opt-out Browser Add-on  
(BETA)**

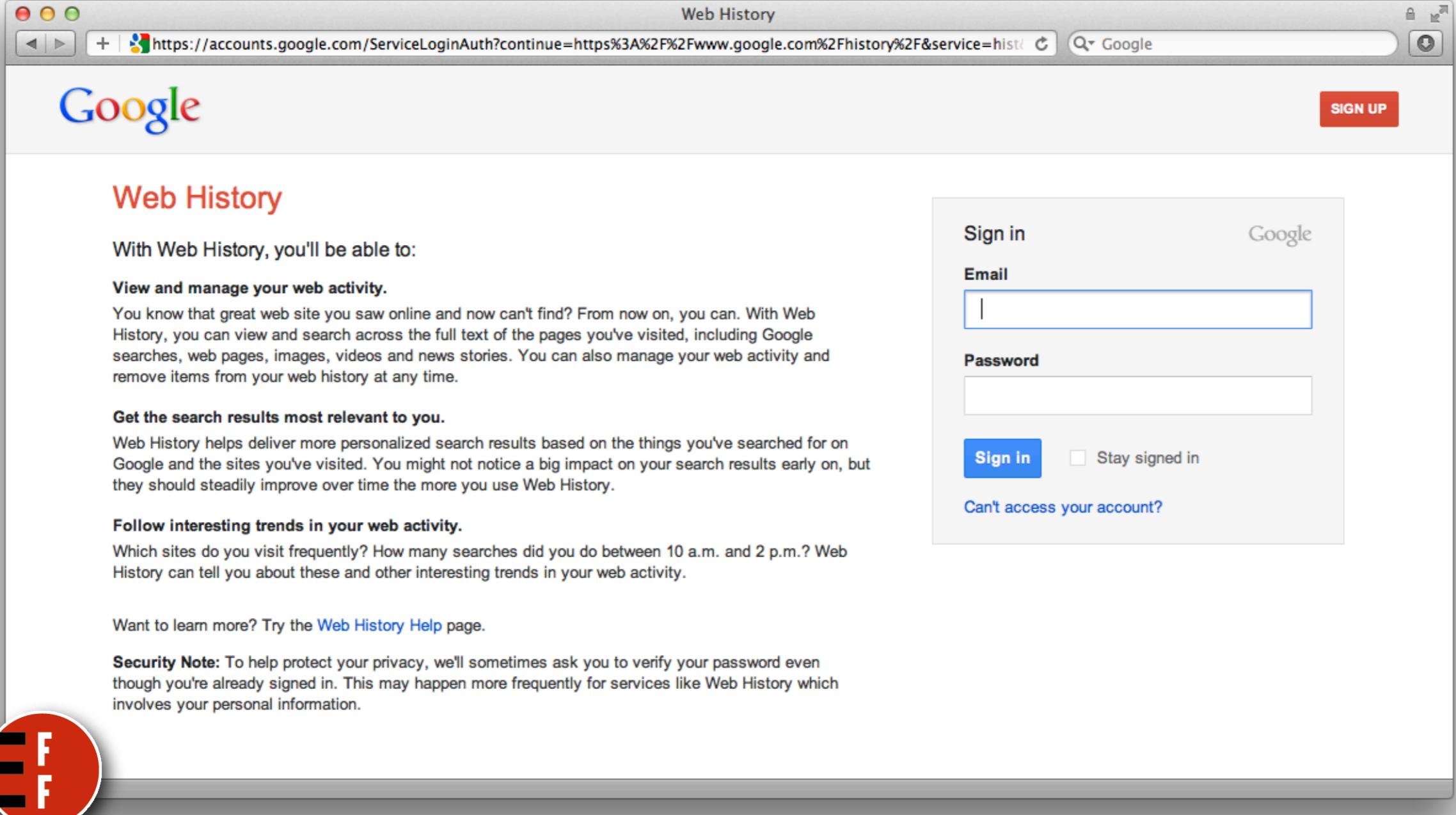
Available for Internet Explorer (versions 7  
and 8), Google Chrome (4.x and higher),  
and Mozilla Firefox (3.5 and higher).

# Or opt-out manually

<http://bit.ly/optout>

**Remove Your Google  
Search History Before  
Google's New Privacy  
Policy Takes Effect**

# 1. Sign into your Google account



The screenshot shows a web browser window with the title bar "Web History". The address bar contains the URL <https://accounts.google.com/ServiceLoginAuth?continue=https%3A%2F%2Fwww.google.com%2Fhistory%2F&service=hist>. The main content area displays the Google logo and a "SIGN UP" button. Below the logo, the heading "Web History" is shown in red. A section titled "With Web History, you'll be able to:" lists three features: "View and manage your web activity.", "Get the search results most relevant to you.", and "Follow interesting trends in your web activity.". Each feature has a brief description. At the bottom, there's a link to "Web History Help" and a "Security Note" about password verification. On the right side of the page, there is a "Sign in" form with fields for "Email" and "Password", a "Sign in" button, a "Stay signed in" checkbox, and a "Can't access your account?" link.

Web History

With Web History, you'll be able to:

**View and manage your web activity.**

You know that great web site you saw online and now can't find? From now on, you can. With Web History, you can view and search across the full text of the pages you've visited, including Google searches, web pages, images, videos and news stories. You can also manage your web activity and remove items from your web history at any time.

**Get the search results most relevant to you.**

Web History helps deliver more personalized search results based on the things you've searched for on Google and the sites you've visited. You might not notice a big impact on your search results early on, but they should steadily improve over time the more you use Web History.

**Follow interesting trends in your web activity.**

Which sites do you visit frequently? How many searches did you do between 10 a.m. and 2 p.m.? Web History can tell you about these and other interesting trends in your web activity.

Want to learn more? Try the [Web History Help](#) page.

**Security Note:** To help protect your privacy, we'll sometimes ask you to verify your password even though you're already signed in. This may happen more frequently for services like Web History which involves your personal information.

Sign in

Email

Password

Sign in

Stay signed in

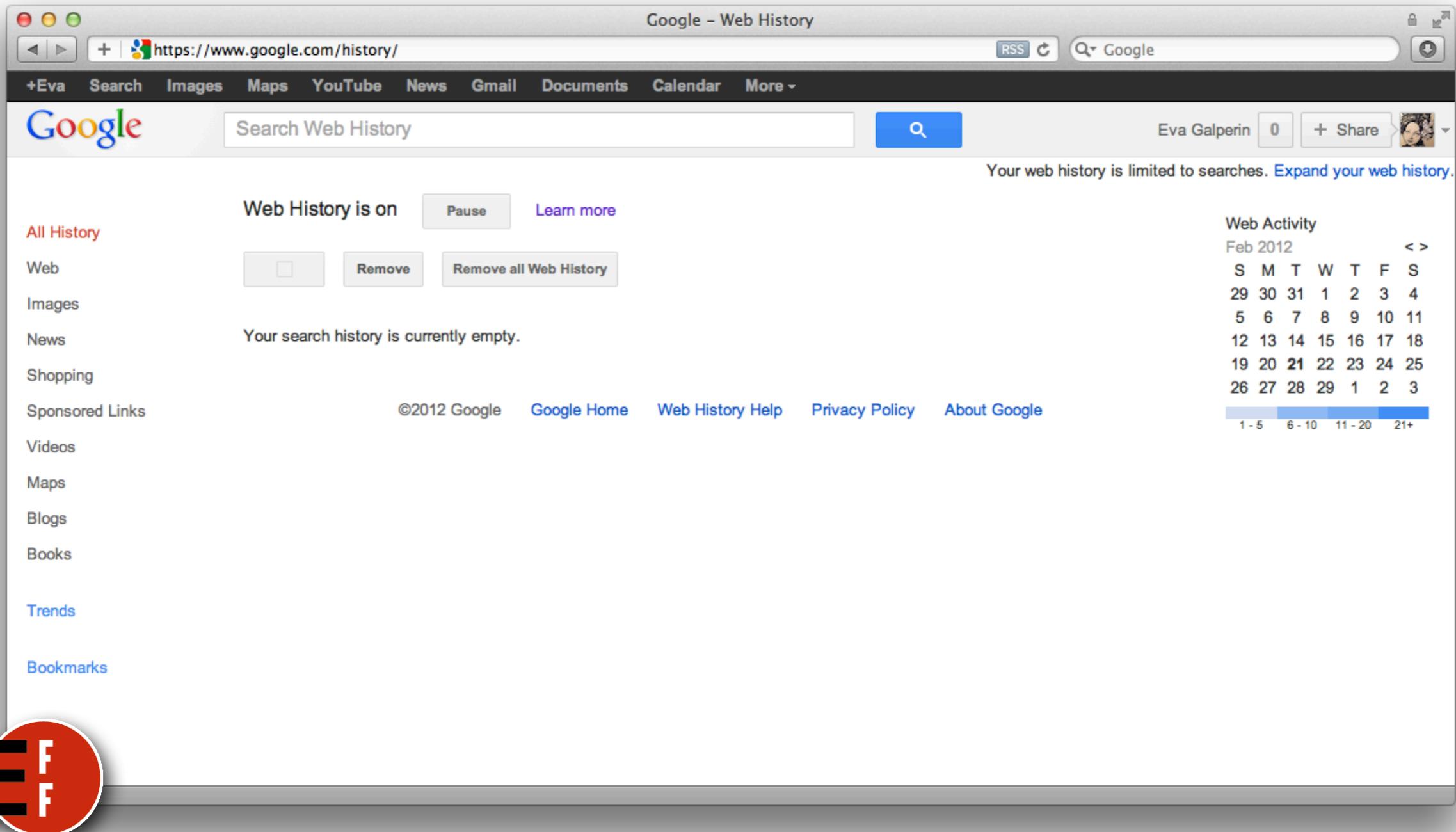
Can't access your account?



## 2. Go to <https://www.google.com/history>

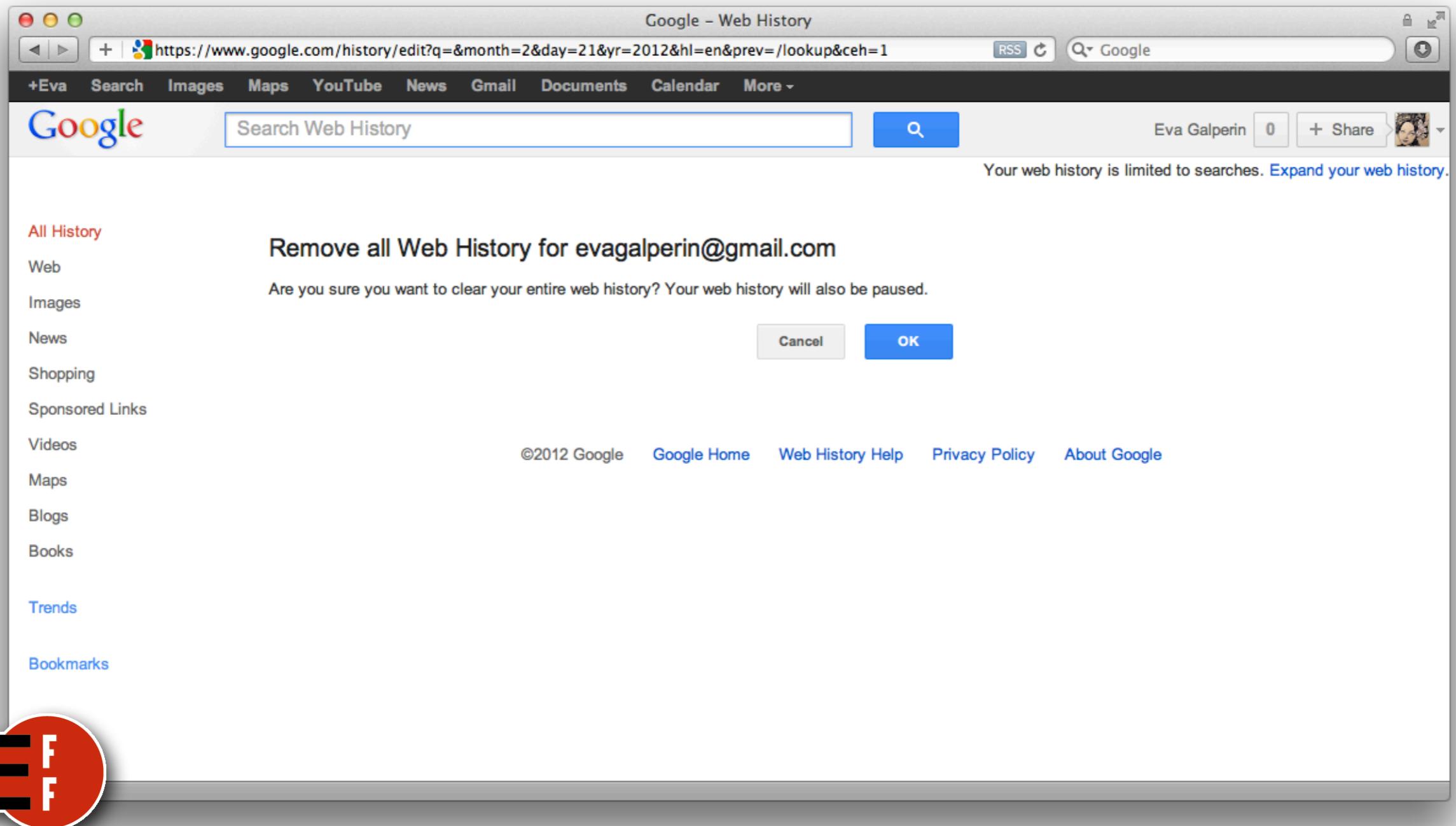
The screenshot shows a web browser window titled "Google - Web History". The address bar displays the URL <https://www.google.com/history/>. The page header includes links for "RSS", "Google", and a user profile for "Eva Galperin" with 0 items. A navigation bar at the top has links for "+Eva", "Search", "Images", "Maps", "YouTube", "News", "Gmail", "Documents", "Calendar", and "More". Below the header, the main content area features the Google logo and a search bar labeled "Search Web History". A message states "Your web history is limited to searches. [Expand your web history.](#)". On the left, a sidebar lists categories: "All History" (selected), "Web" (with a checkbox, "Remove" button, and "Remove all Web History" button), "Images", "News", "Shopping", "Sponsored Links", "Videos", "Maps", "Blogs", "Books", "Trends", and "Bookmarks". In the center, a message says "Your search history is currently empty." On the right, a "Web Activity" section shows a calendar for February 2012. The calendar grid has columns for Sunday through Saturday and rows for weeks. Colored bars above the grid indicate active days: a light blue bar covers weeks 1-5, a medium blue bar covers weeks 6-10, a dark blue bar covers weeks 11-20, and a dark purple bar covers week 21+. At the bottom of the page, there are links for "©2012 Google", "Google Home", "Web History Help", "Privacy Policy", and "About Google".

### 3. Click "remove all Web History"

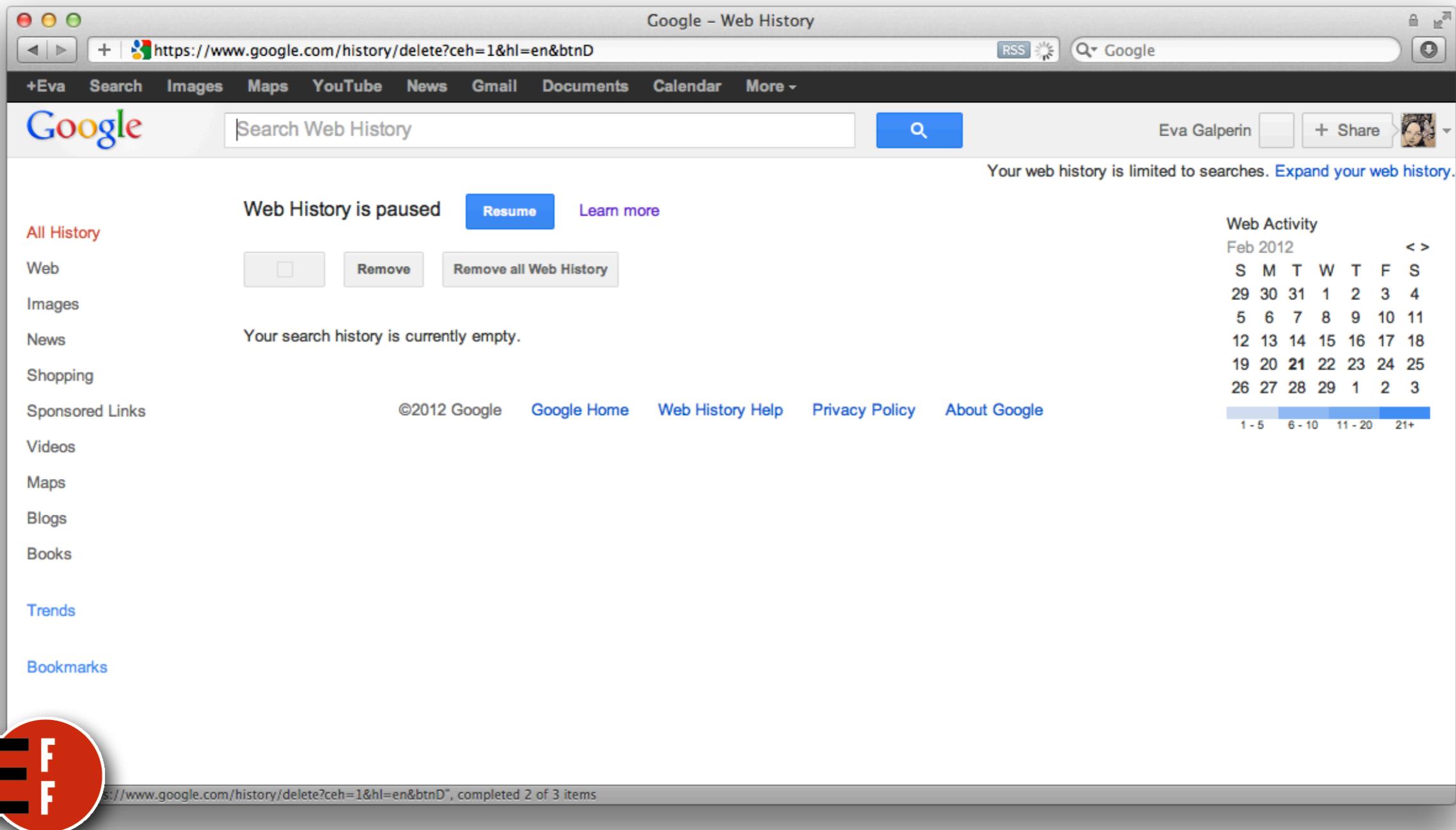


The screenshot shows a web browser window titled "Google – Web History". The URL in the address bar is <https://www.google.com/history/>. The page displays the "Web History is on" status with a "Pause" button and a "Learn more" link. On the left, a sidebar lists categories: All History, Web, Images, News, Shopping, Sponsored Links, Videos, Maps, Blogs, Books, Trends, and Bookmarks. Under "Web", there are "Remove" and "Remove all Web History" buttons. A message states "Your search history is currently empty." To the right, a "Web Activity" calendar for February 2012 is shown, with a color-coded timeline at the bottom. At the bottom of the page are links for "©2012 Google", "Google Home", "Web History Help", "Privacy Policy", and "About Google". A red circular logo with the letters "EFF" is visible in the bottom left corner.

# 4. Click "OK"

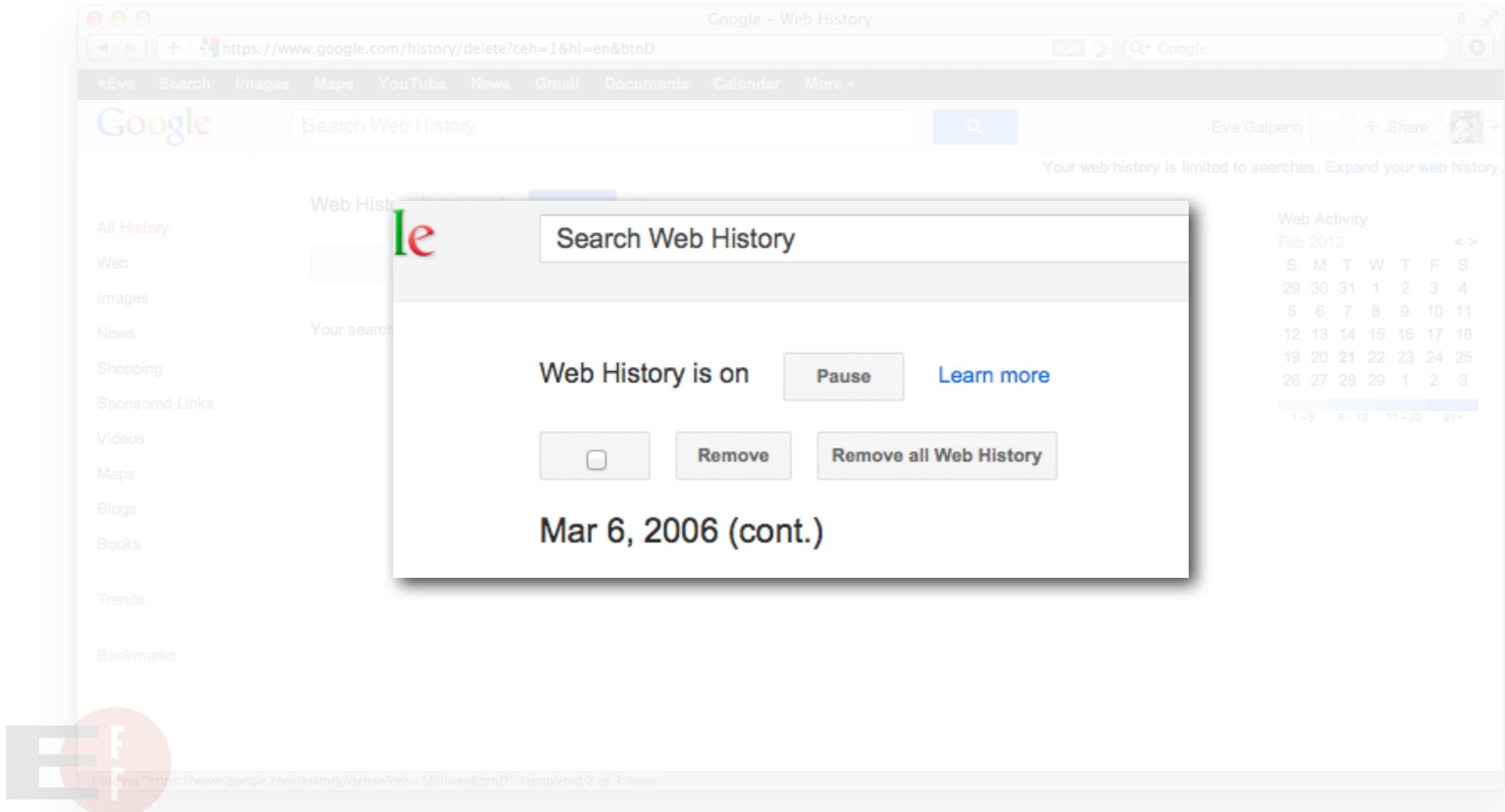


# Pauses Web History, it will remain off until you enable it again, but this won't stop Google's other tracking methods



The screenshot shows a Google Chrome window titled "Google - Web History". The URL in the address bar is <https://www.google.com/history/delete?ceh=1&hl=en&btnD>. The page displays a message: "Web History is paused" with a "Resume" button and a "Learn more" link. On the left, there's a sidebar with links for All History, Web, Images, News, Shopping, Sponsored Links, Videos, Maps, Blogs, Books, Trends, and Bookmarks. The main area shows a search bar with "Search Web History" and a "Google" logo. To the right, there's a "Web Activity" section for February 2012, showing a calendar with days 1 through 28 highlighted in blue. A progress bar at the bottom indicates "Completed 2 of 3 items". A red circular logo with the letters "EFF" is overlaid in the bottom-left corner.

# Oops, my history was saved back to 2006



**Browse securely**



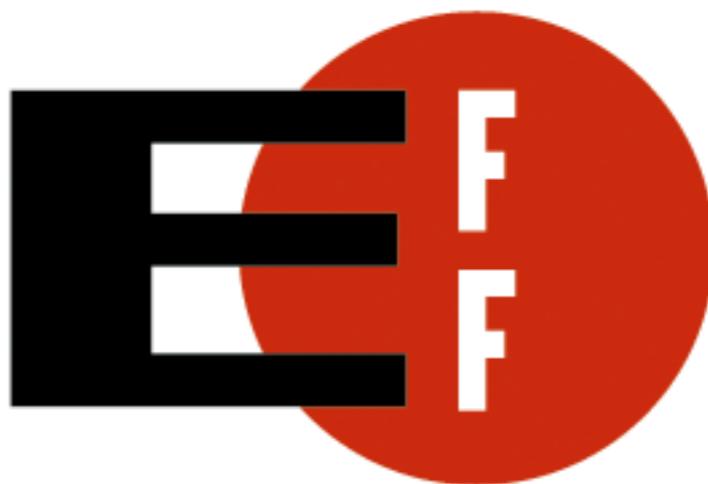
# HTTPS is your friend

why?

# **Session hijacking aka sidejacking**

**Logins: https  
Then drops to: http**

# HTTPS Everywhere



**HTTPS Everywhere is a Firefox extension** produced as a collaboration between The Tor Project and the Electronic Frontier Foundation. It encrypts your communications with a number of major websites. Many sites on the web offer some limited support for encryption over HTTPS, but make it difficult to use. For instance they may default to unencrypted HTTP, or fill encrypted pages with links that go back to the unencrypted site. **The HTTPS Everywhere extension fixes these problems by rewriting all requests to these sites to HTTPS.**

# HTTPS Enforcer



HTTPS Enforcer for Google Chrome **encrypts your communications with a number of major websites.**

The screenshot shows the HTTPS Enforcer extension interface. At the top, there's a toolbar with tabs for 'OVERVIEW', 'DETAILS', 'REVIEWS', and 'RELATED'. Below this is a detailed view of a Facebook login page. On the left, a sidebar displays a list of protected sites: 'Facebook' and 'Facebook Apps' are checked, while 'Options', 'Rules', and 'About' are listed below. The main area shows the Facebook login form with fields for 'Email', 'Password', and 'Sign Up'. A status bar at the bottom indicates protection counts: 'Protections count 860'.

Encrypt your DNS  
queries

# OpenDNS

OpenDNS tool secures DNS traffic **DNSCrypt is significant because it encrypts all DNS traffic between Internet users and OpenDNS.** This technological advancement thwarts efforts by attackers, or even Internet Service Providers (ISPs), from spying on DNS activity, or worse, maliciously redirecting DNS traffic.



# Use better passwords

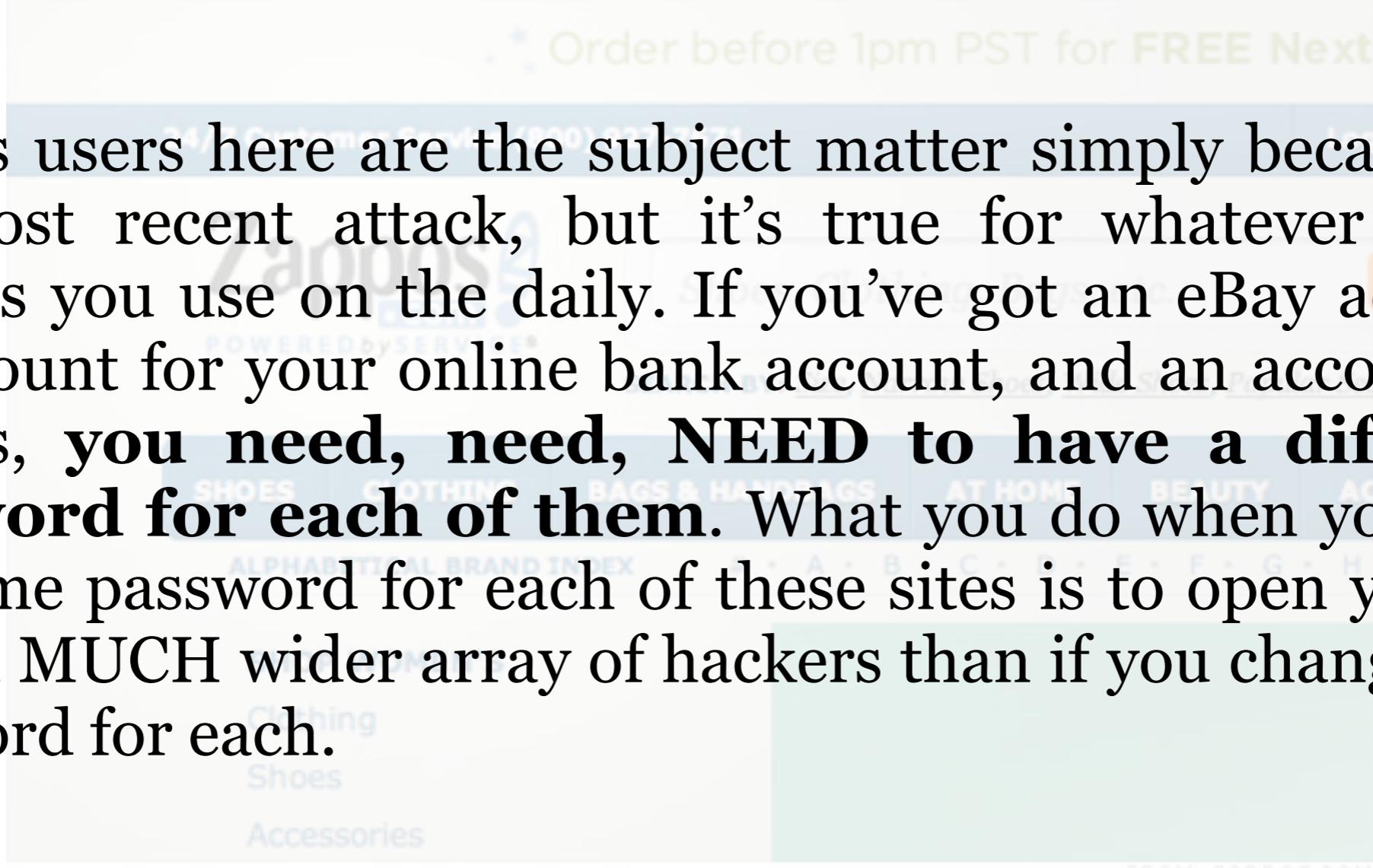
**Use MORE passwords**

why?

# Zappos hacked, 24 million accounts



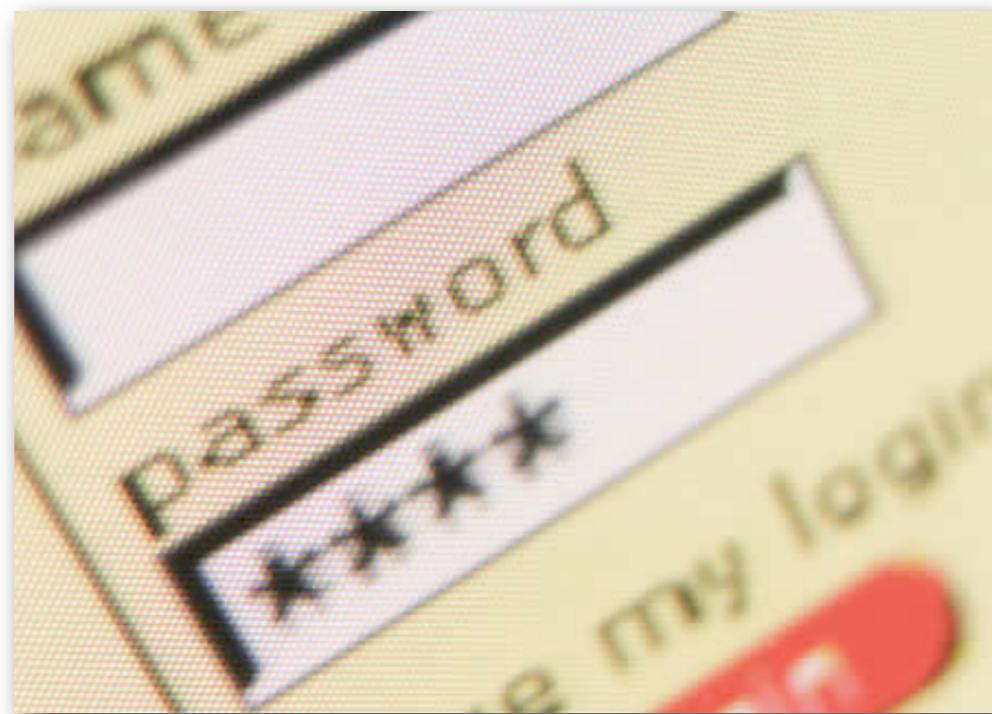
# Zappos hacked, 24 million accounts



Zappos users here are the subject matter simply because it's the most recent attack, but it's true for whatever set of services you use on the daily. If you've got an eBay account, an account for your online bank account, and an account for Zappos, **you need, need, NEED to have a different password for each of them.** What you do when you keep the same password for each of these sites is to open yourself up to a MUCH wider array of hackers than if you change your password for each.

# SlashGear 101: Basic Password Security

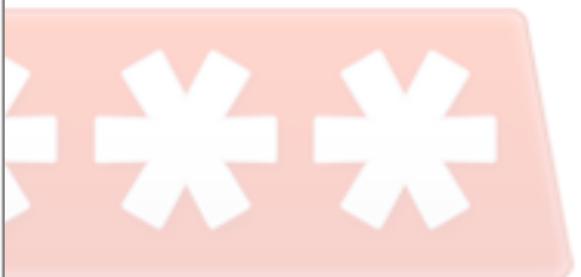
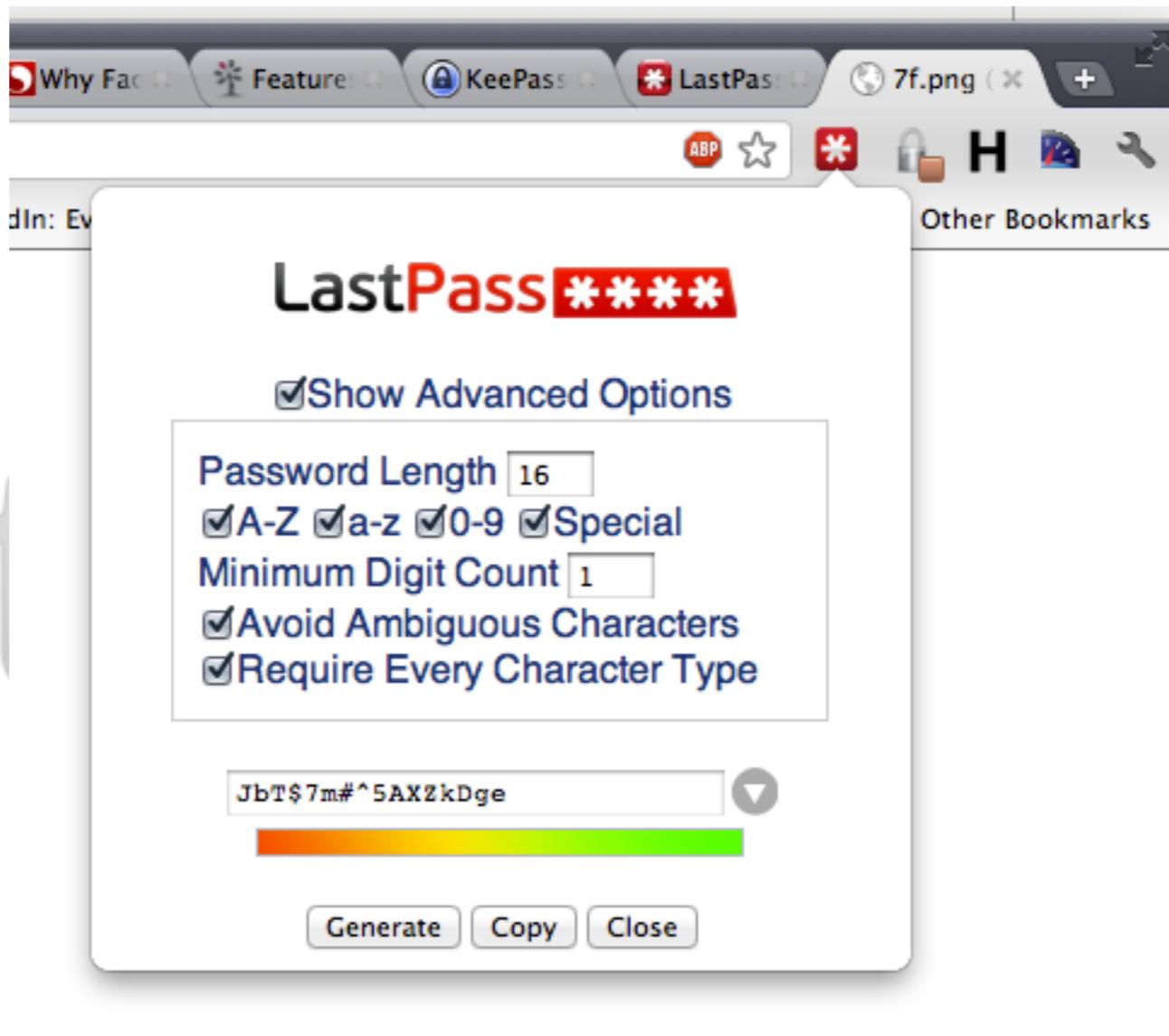
“The **simplest way to keep yourself secure** on the internet is to **use different passwords on each ‘secure’ site you interact with.**”



Here's how I do it

LastPass \*\*\*\*

# Last





9Z!de\*NM2y7%yZwt

wZx7CC@utHyVD@5K

cP\$arcQTkt2Fhntu

#8cET!pDqDXq9HcV

9Z!de\*NM2y7%yZwt

Not a perfect method, **trusting a 3<sup>rd</sup> party**

wZx7CC@utHyVD@5K

CP\$arcQTkt2Fhntu

#8cET!pDqDXq9Hcv

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Works, but looking for a **more secure way**

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Works, but looking for a **more secure way**

CP\$arcQTkt2Fhntu

Ideally an **Open Source** option

#8cET!pDqDXq9Hcv

**Search more securely**



the world's most private search engine

A search bar with a blue outline and rounded corners. It contains a vertical cursor bar on the left and a green square button with a white magnifying glass icon on the right.

[About](#) | [Share](#) | [Add to Chrome](#)

© 2012 - [Privacy](#)

*“The world’s most private search engine”*

**<https://ixquick.de>**



# DuckDuckGo

The New York Times

**“Does not collect  
browsing history.”**



**“It has less clutter.”**

FAST COMPANY

**“The proof is  
in the results.”**

**<https://duckduckgo.com>**

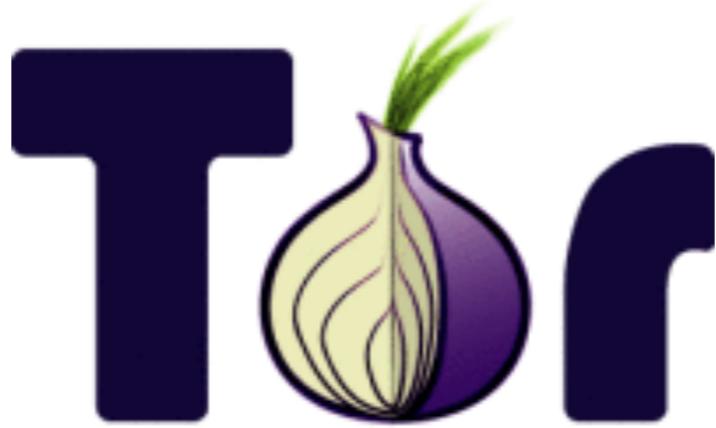


**"[...] we cannot rely on a few large companies, and compromise our privacy in the process,"** says Michael Christen, YaCy's project leader. **"YaCy's free search is the vital link between free users and free information. YaCy hands control over search back to us, the users."**

***“A peer to peer (P2P), distributed, anonymous search engine anyone can run and contribute to”***

**<http://yacy.net>**

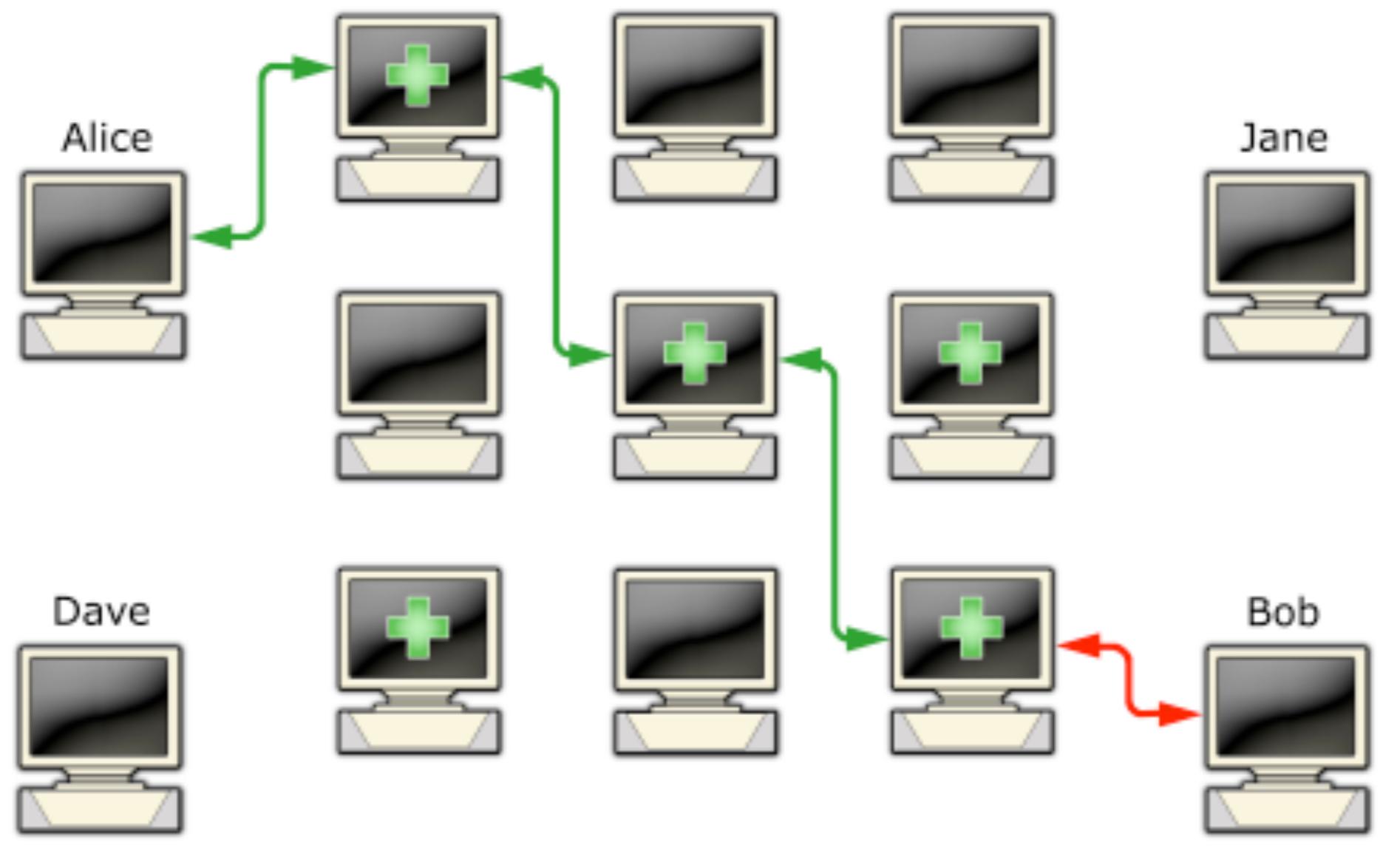
**Use free, open source,  
tools to protect yourself**



- Tor is short for **The Onion Router**
- originally designed as a onion routing **project of the U.S. Naval Research Laboratory**
- a network of **virtual tunnels** that allows **people and groups to improve their privacy and security** on the Internet
- mechanism for **maintaining civil liberties online** (safeguarding online privacy and security) and **promoting free speech**

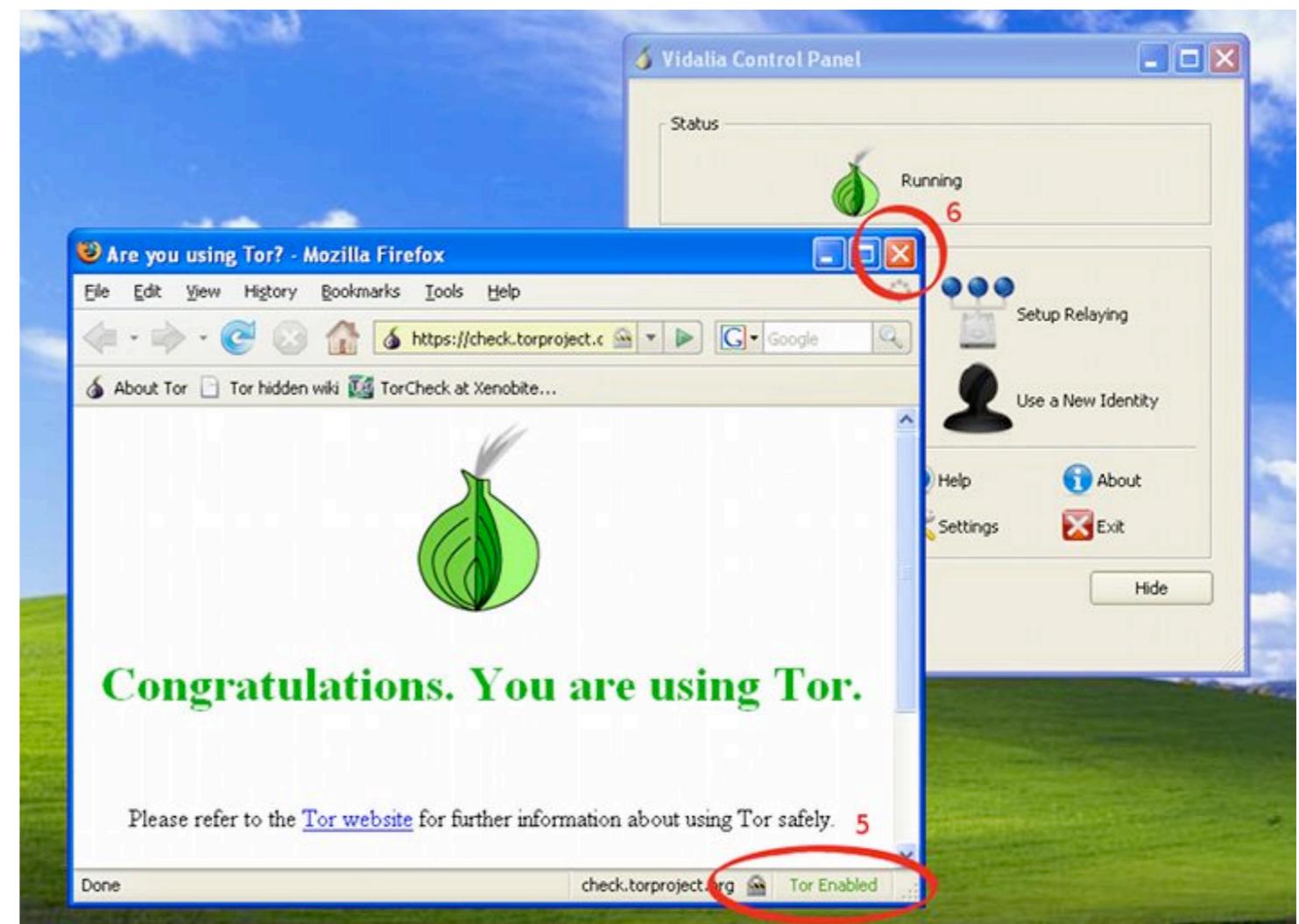
## How Tor works: 2

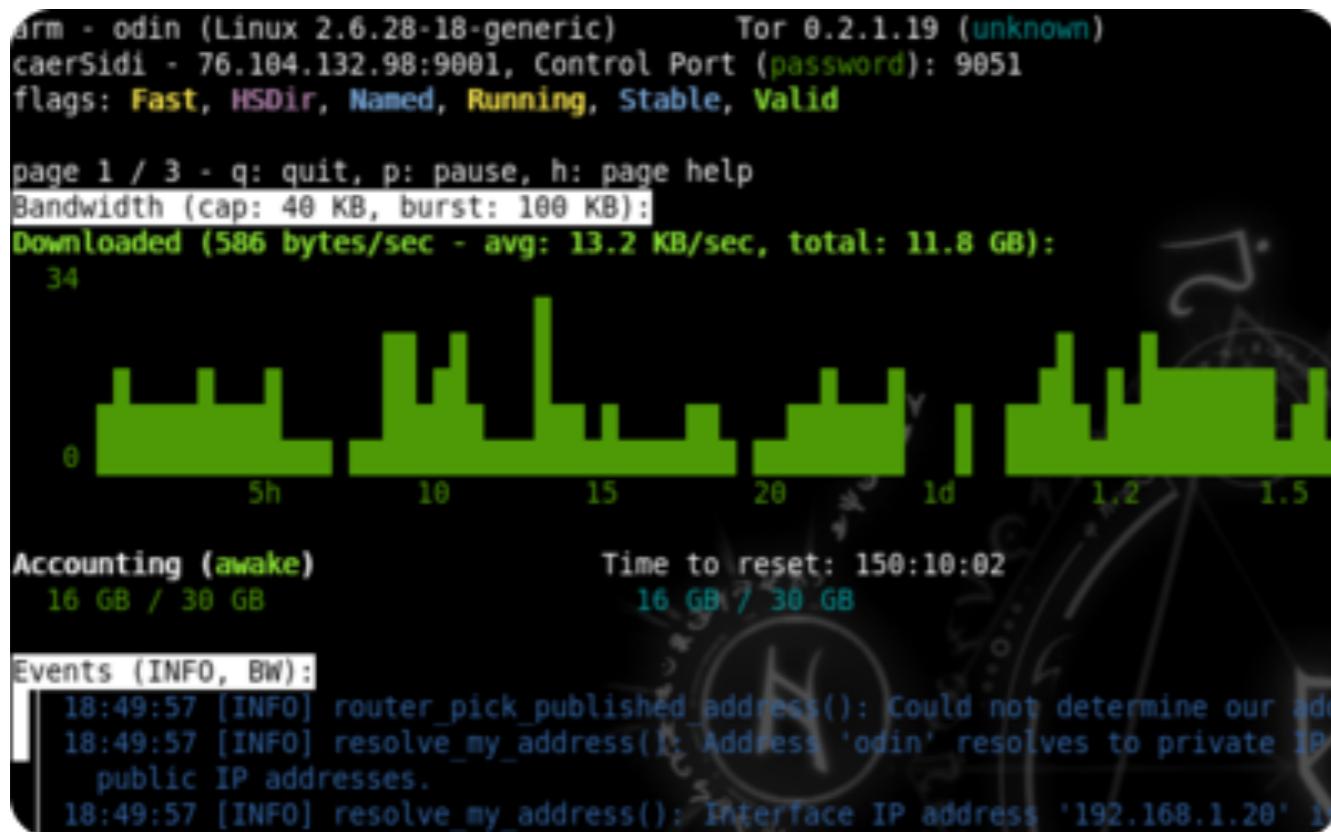
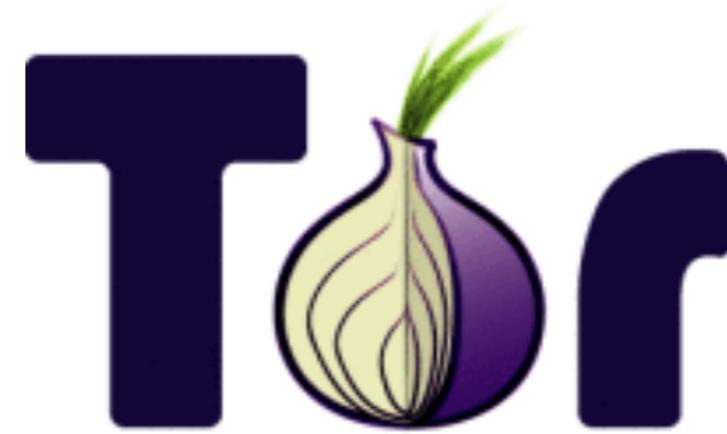
 Tor node  
→ unencrypted link  
→ encrypted link





The Tor Browser Bundle lets you use Tor on Windows, Mac OS X or Linux **without installing any software.**





**Install Tor on a server** to contribute to the network's robustness, and connect yourself



- a **user-friendly way of deploying Tor bridges** to help users access an uncensored Internet
- **runs on a Amazon EC2** micro cloud computing platform
- Amazon has introduced a **free usage tier for a year**

Fork me on GitHub

# lipsync

a lightweight commandline service that securely syncronizes your data

[about](#) [code](#)  
[issues](#) [install](#)  
[discu](#) [ssion](#)

*“A lightweight command line service that  
securely synchronizes your data”*

<http://lipsync.it>



# UNHOSTED.ORG

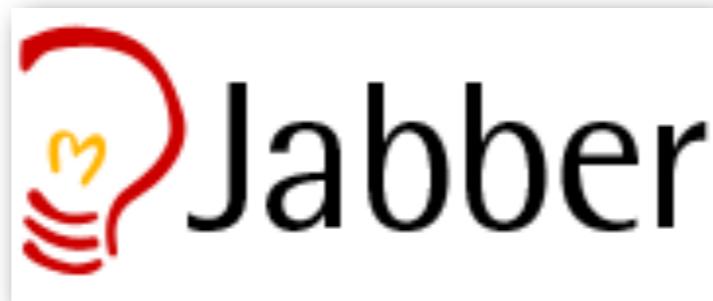
javascript based authentication, uses **remoteStorage**, a cross-origin data storage protocol separating application servers from data storage, **your stuff on remote servers, but you still 'hold the keys'**

**DIY, run your own services, instead of using others**



WORDPRESS





**open source, Jabber/XMPP instant messaging server**

**Off-the-Record (OTR) Messaging, more secure**

**use SSL for encrypted communications**

**Google uses this service for Google Talk**



open source **microblogging** software (like Twitter)

run your own host, **keep your own information**

it powers **<http://identi.ca>**



**diaspora\***

an open, distributed, federated, **social network**

**mirrors functionality** of Facebook, Google+

signup on an official server, or **host your own**

have full **control over what you share**

**Get involved, demand  
change**



**ELECTRONIC FRONTIER FOUNDATION**  
DEFENDING YOUR RIGHTS IN THE DIGITAL WORLD

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**epic.org** | ELECTRONIC PRIVACY  
INFORMATION CENTER

Focusing public attention on emerging privacy and civil liberties issues



**FUTURE OF  
PRIVACY FORUM**

**PRIVACY  
INTERNATIONAL**

**PrivacyMatters<sup>sm</sup>**  
Your Credit. Your Future.



 **ACLU**  
AMERICAN CIVIL LIBERTIES UNION

PROTECTING CIVIL LIBERTIES IN THE DIGITAL AGE



**Privacy Rights Clearinghouse**  
Empowering Consumers. Protecting Privacy.

# Conclusion

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**repeat!**

slides + details: **[philcryer.com](http://philcryer.com)**

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follow + twitter: **@fak3r**



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*Trust in, and value from, information systems*

Warsaw Chapter

**COMPUTERWORLD**  
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