

Under Armour Data Breach

By Richard Aviles

- The company Under Armour was target for a data breach to their app MyFitnessPal. The app has been around since 2005 and enables users to monitor calorie intake and exercise.
- The breach happened late February of this year and wasn't discovered until March 25th.
- The data breach included usernames, emails, and hashed passwords of an estimated 150 million users.
- The company notified users and the public quickly and has pressed for users to change passwords now.
- As of now the details of how it was breached is not available

- Luckily the company did some things right that kept the attackers from attaining more information than needed.
- They used “bcrypt” hashing to convert most of the passwords. This implementation is said to be incredibly time and resource consuming. If the password was a “strong” one, it could take decades to break.
- Some passwords however were hashed with a weak system called SHA-1. It is thought that they converted over to a stronger hashing and the users who have not logged in recently were not able to have their passwords hashed with the “bcrypt” hashing. These particular passwords are more vulnerable to cracking.
- They also segmented their data and processed some things separately so data like birthdays and credit card information did not get leaked.

- What I took from this is that it is important to make sure that your customers passwords are protected with a strong hash function. The company used to use a faster weaker hash (SHA-1) and some of their users will probably have their password email combinations leaked.
- Since most were hashed with a strong hash function, the majority of the 150 million users can now have the time to change their passwords for this app and anything else they may have used the password for.
- I also took away the importance of announcing to the public about the breach. Although it looks bad on the company, the earlier you notify the affected users, the sooner they can protect themselves from other attacks. It is said that it is not uncommon for most companies to wait months to announce, and it took Under Armour less than a week to disclose to the public
- Lastly I saw how important it is to separate all the data. Since they took the time to process some information separately, the more valuable stuff like credit card information was never acquired.