

UX DESIGN + TRUST

PROTECTING PRIVACY

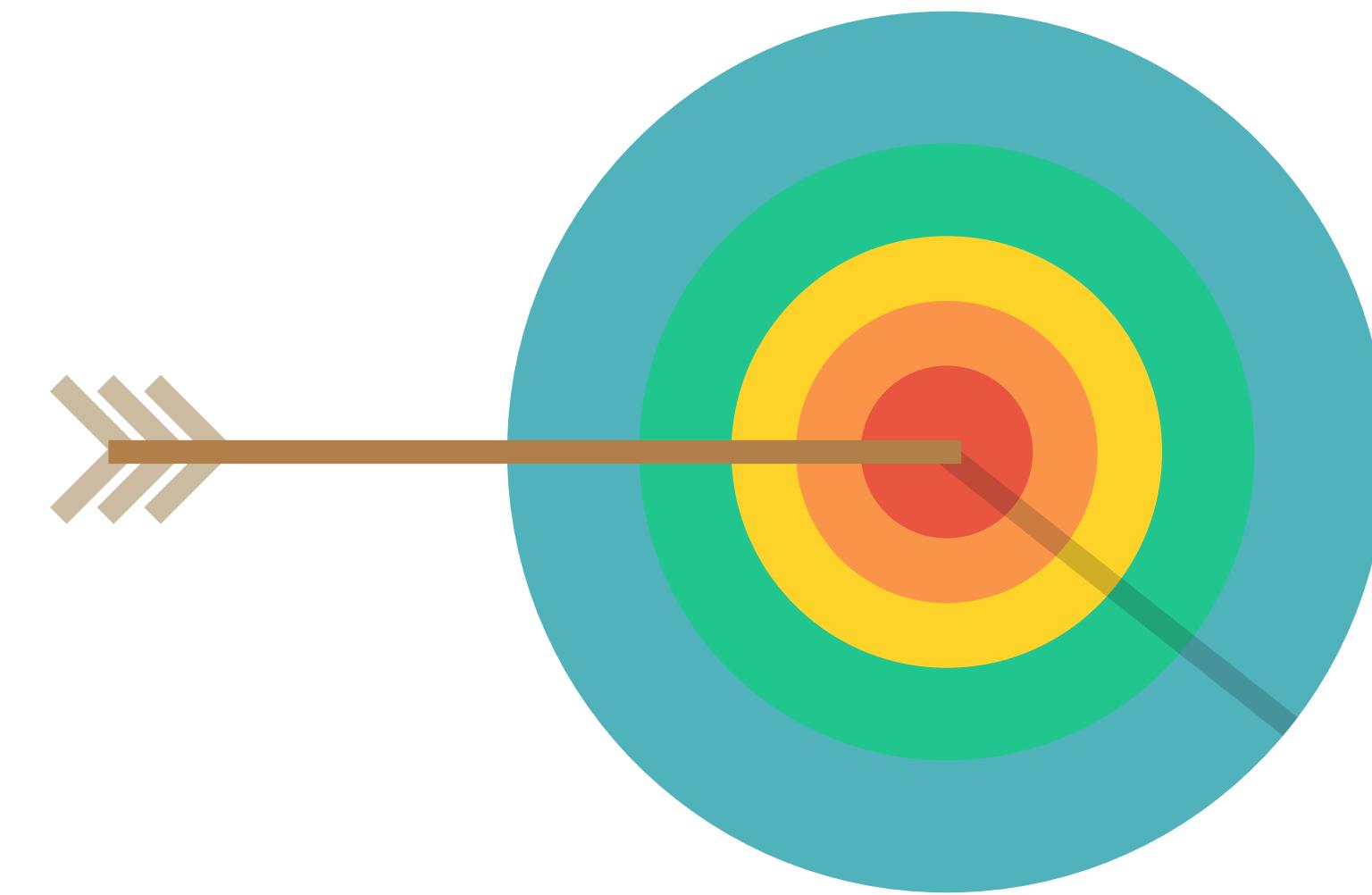
IN A CONNECTED WORLD

FROM BUSINESS TO BUTTONS // 15 MAY 2018

ame elliot // @ameellio // ame@simplysecure.org

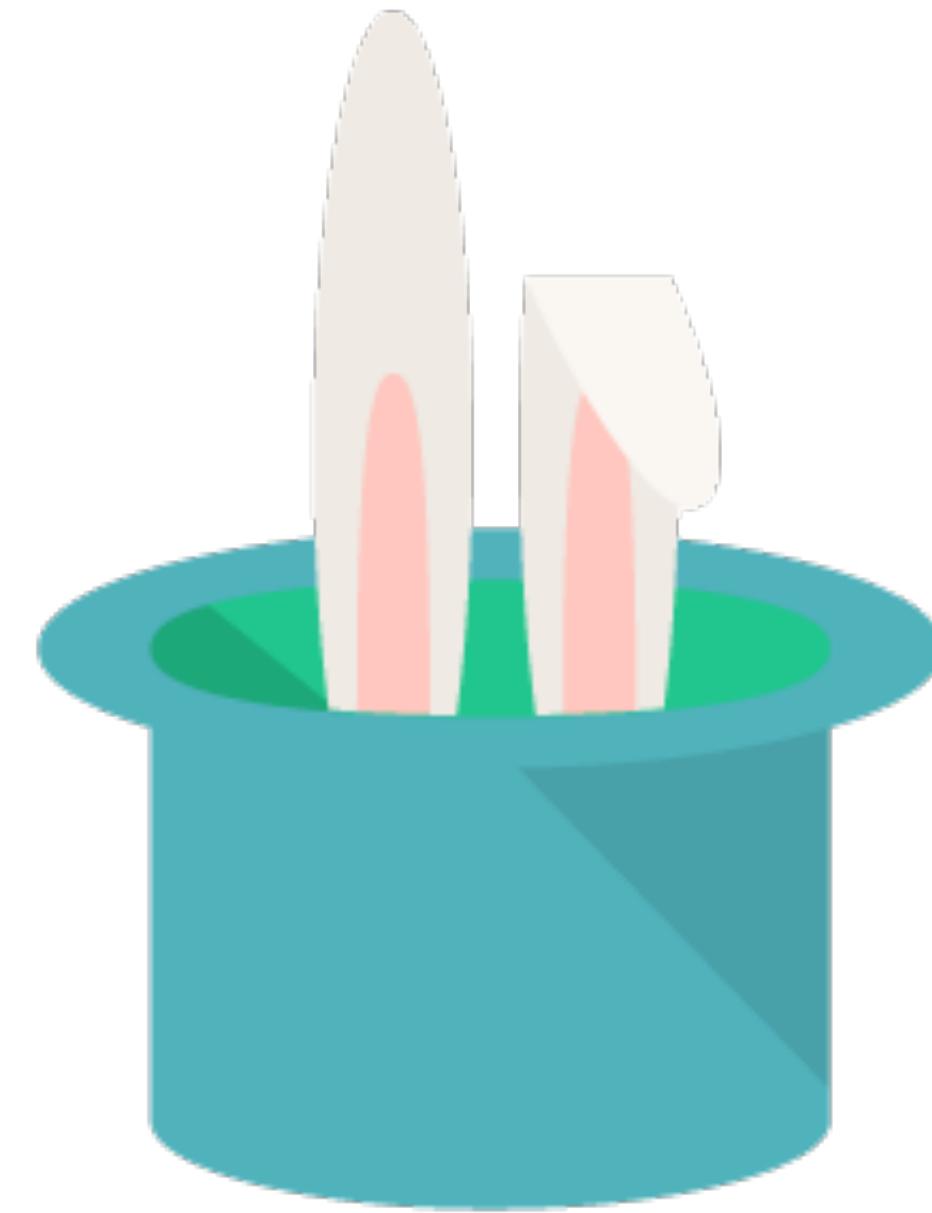
SimplySecure



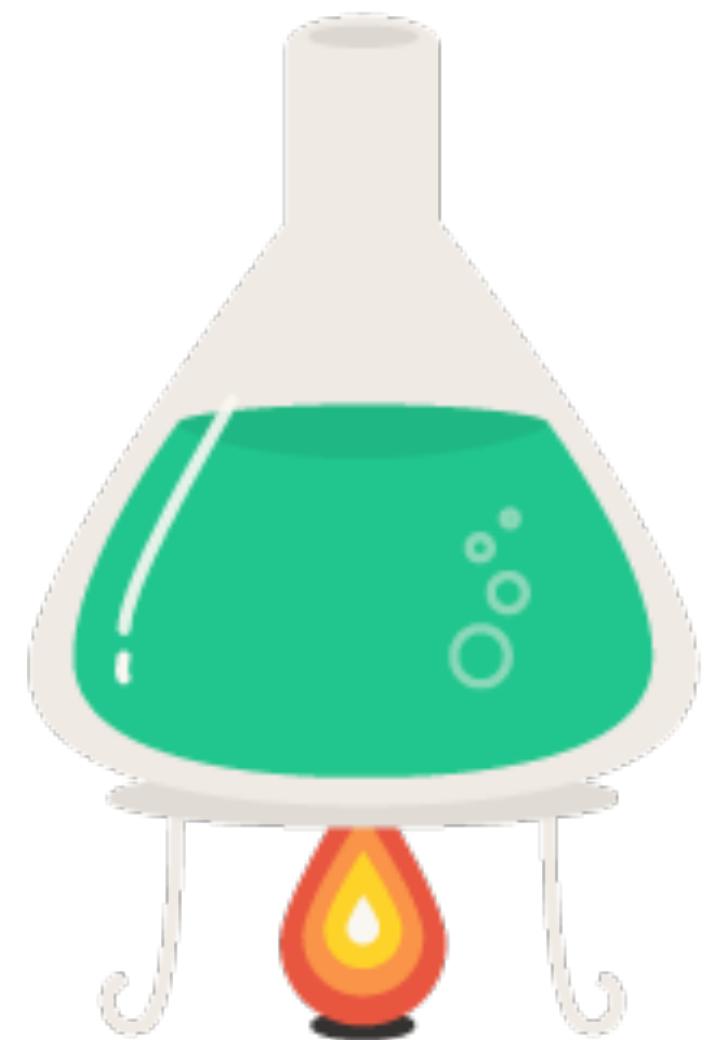


DESIGNERS

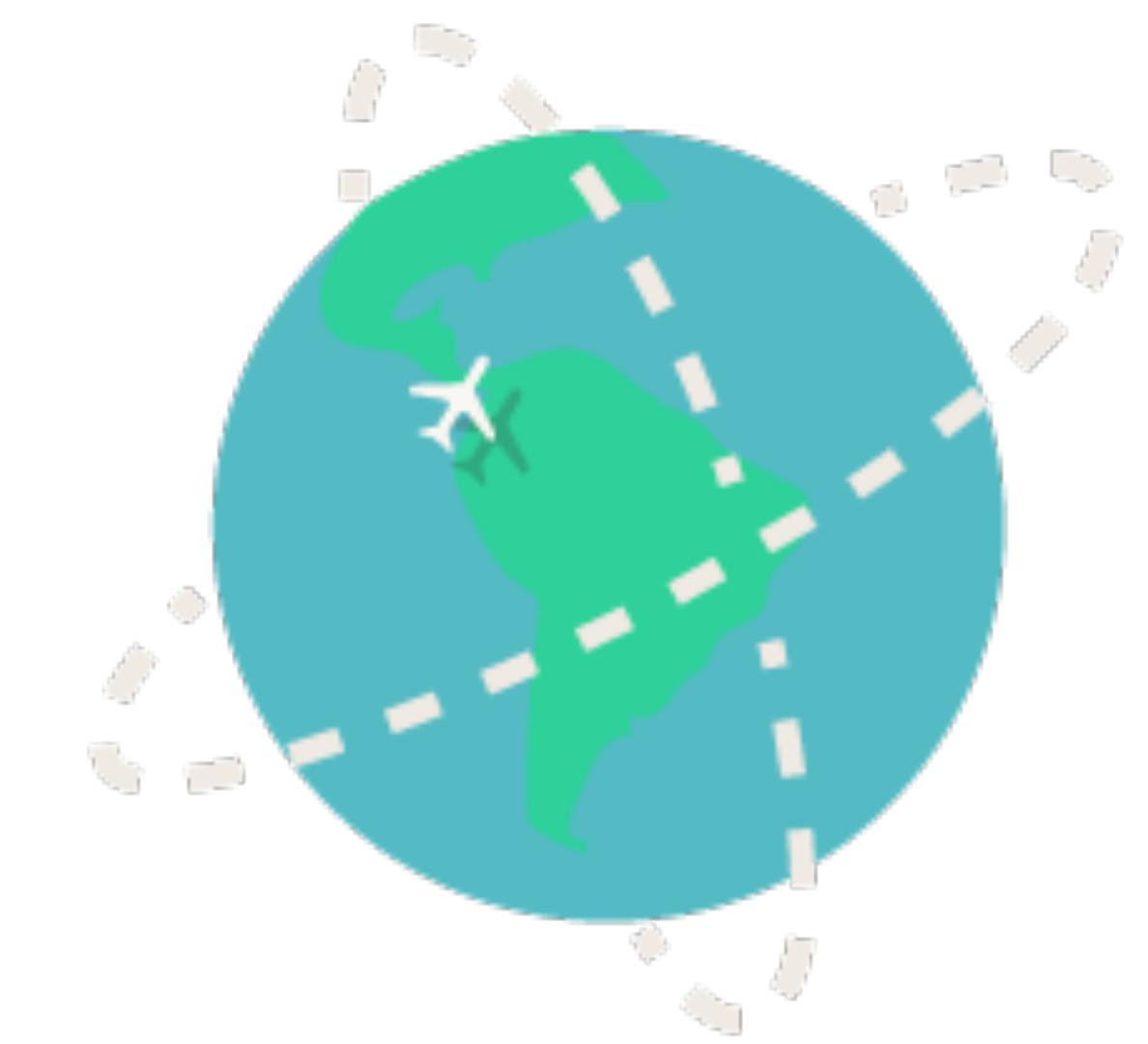
Simply Secure is a
nonprofit for security,
privacy, ethics, people



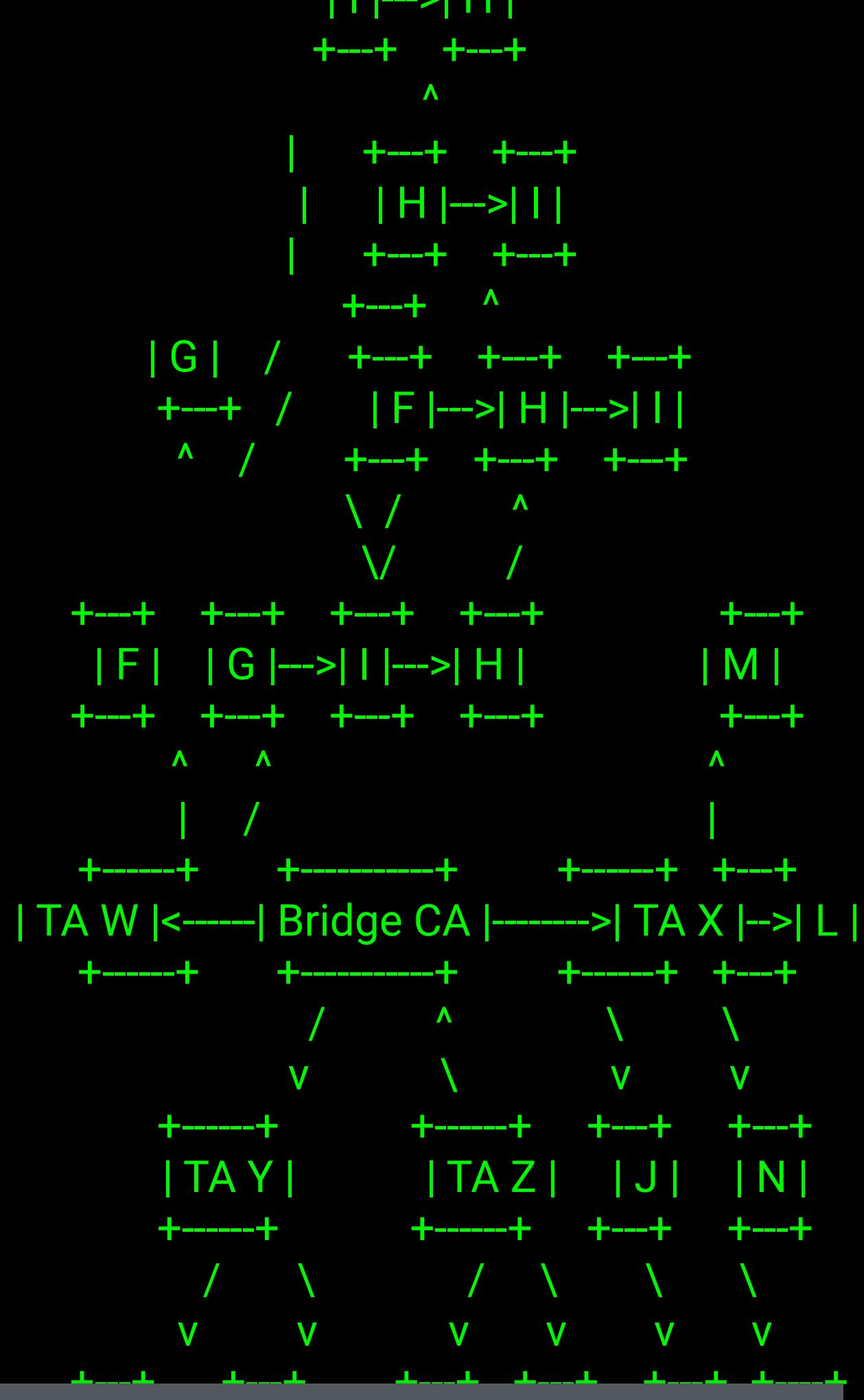
DEVELOPERS



RESEARCHERS

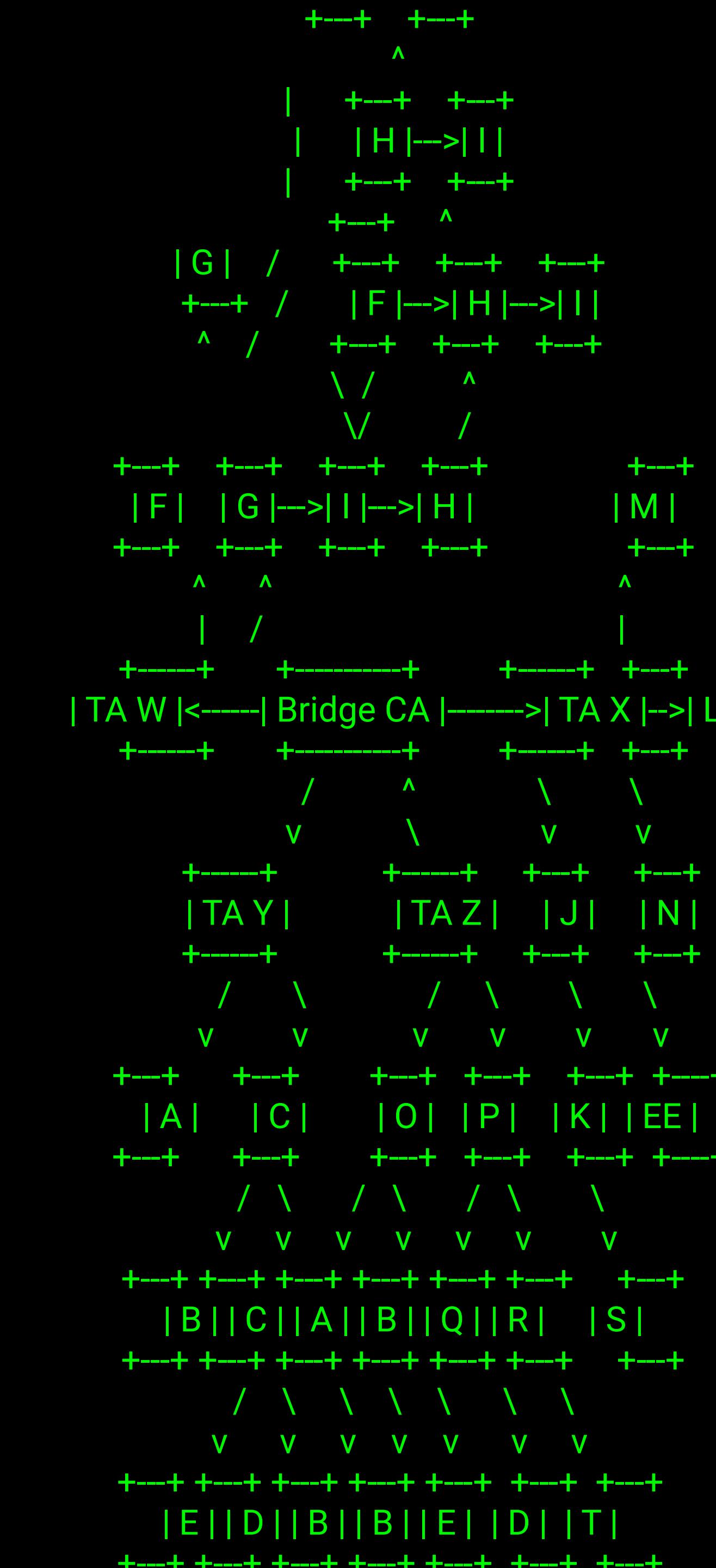


USERS



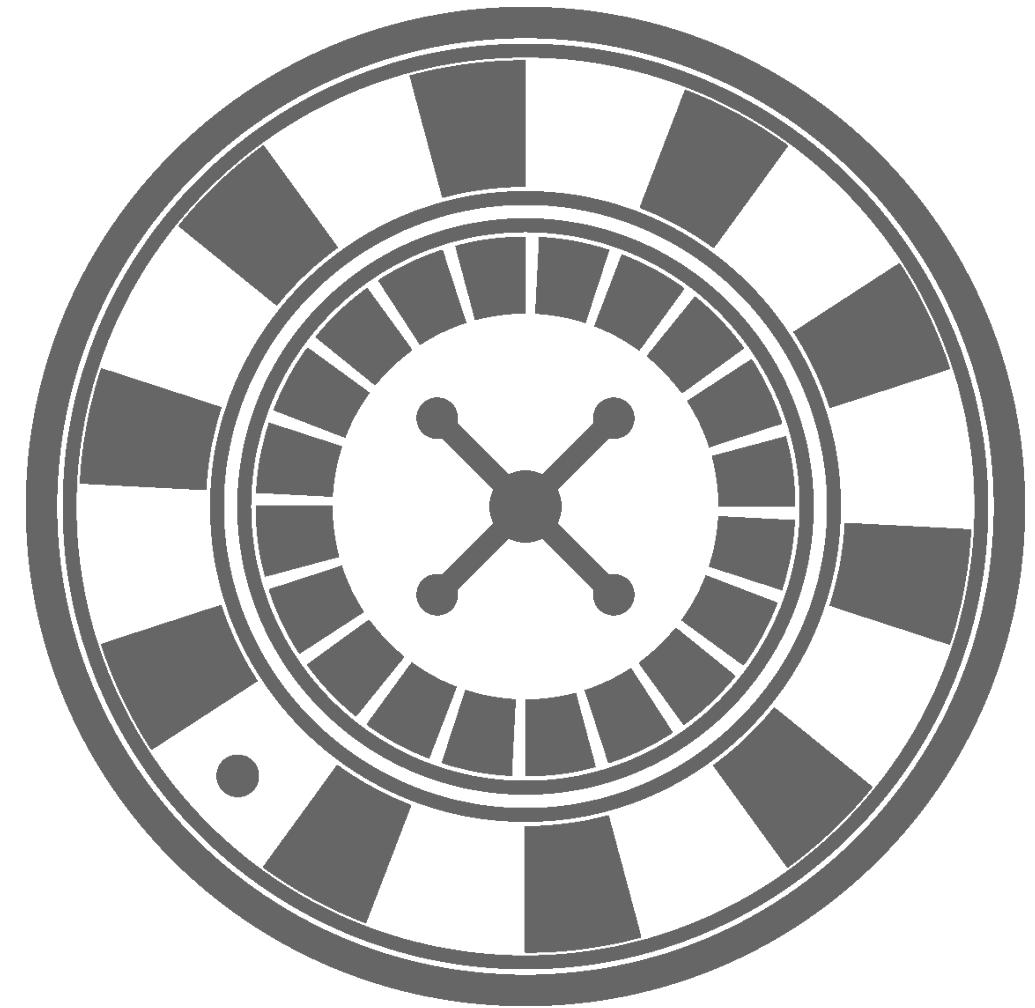
You don't need to be a
cryptographer to work
in security

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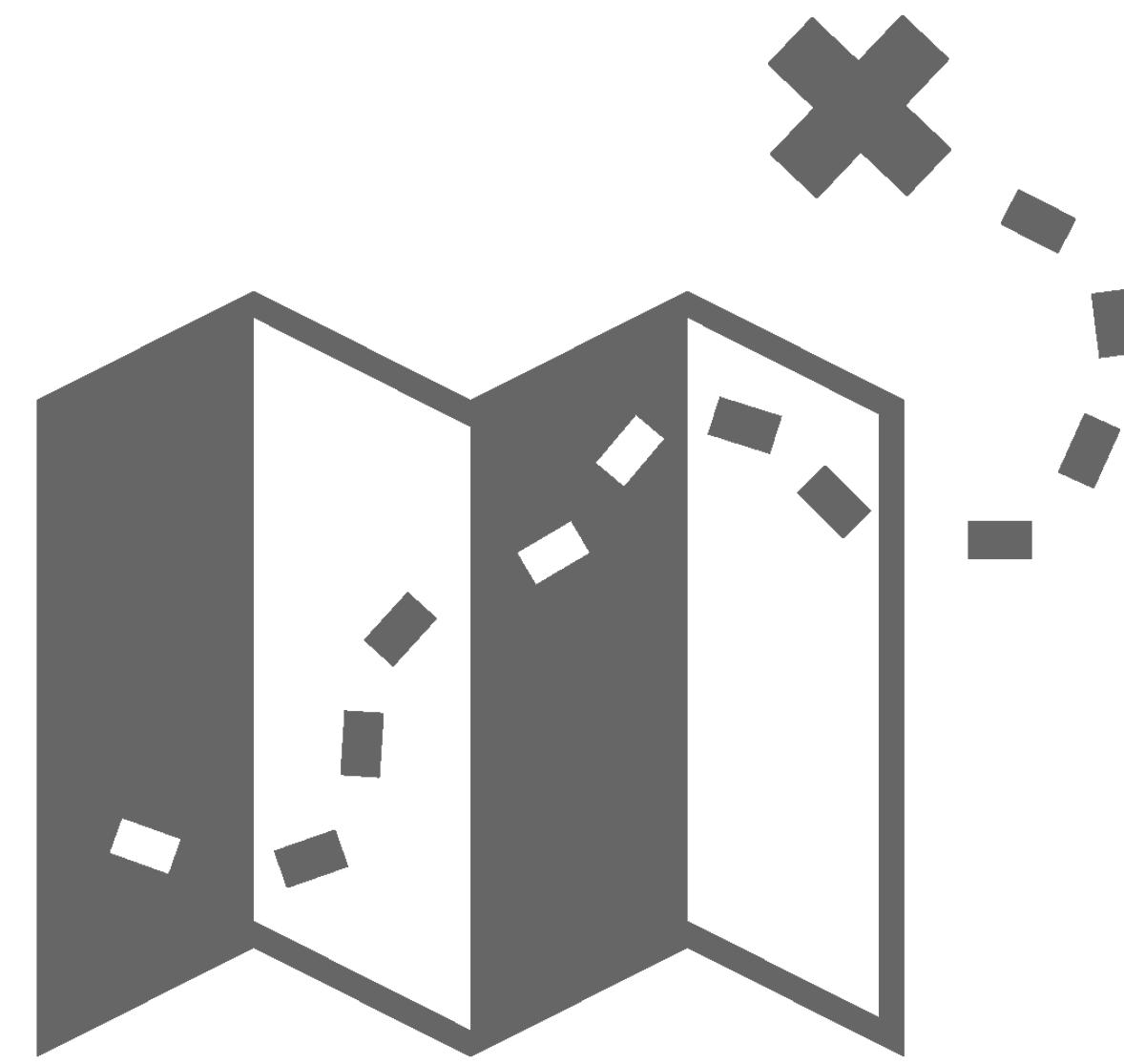


NO

YES



**UNDERSTAND
RISK TO
USERS**



**LEAD
THROUGH
DESIGN**



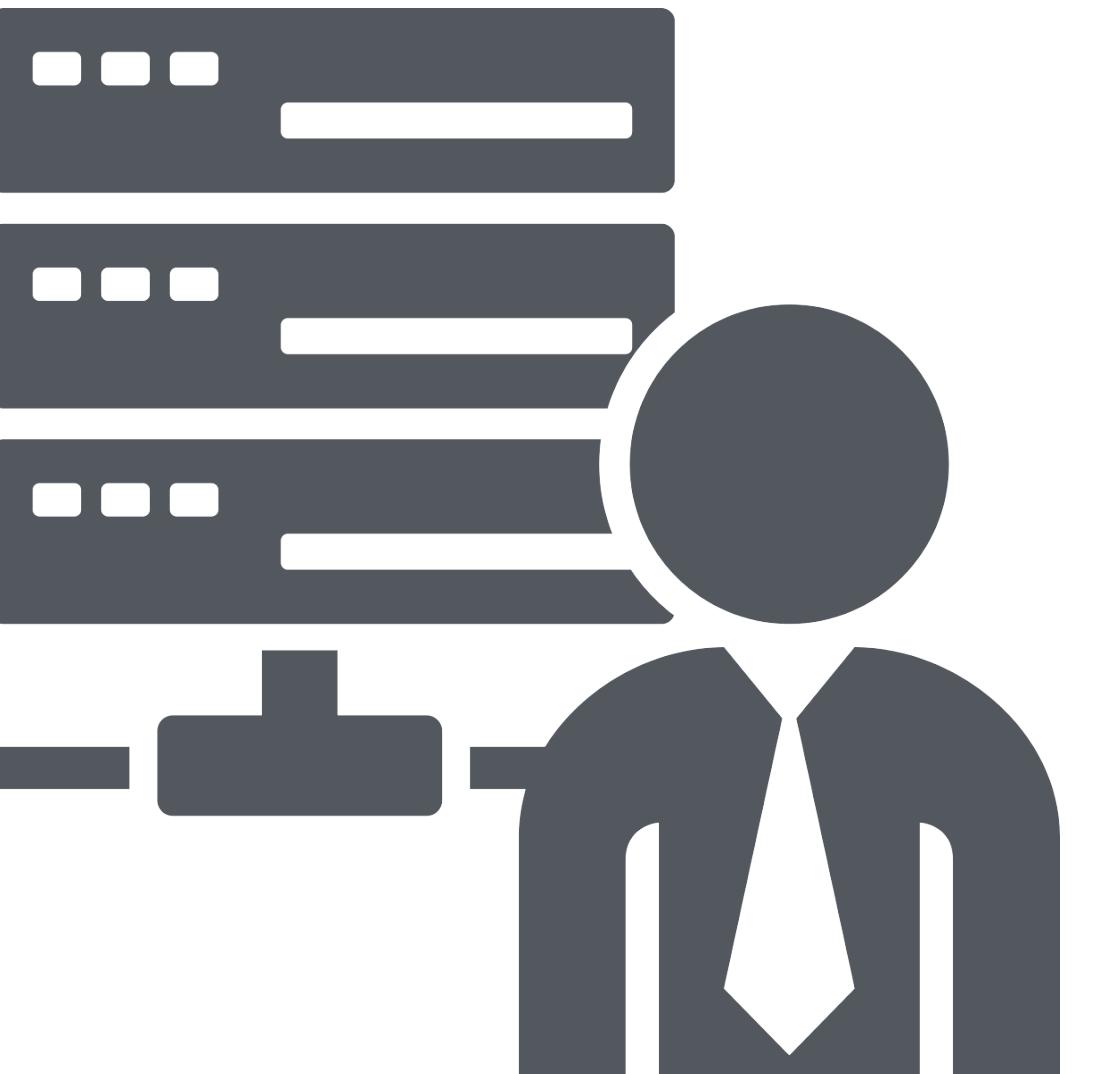
**PRACTICAL
ADVICE**



HACKERS



GOVERNMENTS



COMPANIES



STALKERS

Who are you worried
about having your
data? It depends on
your threat model

**Corporations and
governments gather
data about us**



Image: Kajart Studio's Tor Browser explanation

<http://www.kajart.com/portfolio/tor-project-educational-animation-english/>

National Security Letters

transparency report

Twitter

Government

Popular Posts

Twitter fights for disclosure of national security letters

Posted Feb 14, 2017 by Kate Conger (@kateconger)



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Twitter and US National Security Letters in 2014

Twitter is fighting to disclose how many times the government has secretly accessed its users' data — and a judge may soon allow the company to do so. Twitter's fight has been [ongoing since 2014](#), and the company recently saw progress when it was allowed to publish two national security letters.

The government uses national security letters (NSLs) to extract user data from tech companies that are often unwilling to hand it over without a legal fight.

The letters are not reviewed by a judge and are instead issued directly by the FBI. They're also often accompanied by indefinite gag orders that prevent companies from ever disclosing that they received the letters, or notifying their users that they were targeted for surveillance.

Crunchbase

Twitter

FOUNDED
2006

OVERVIEW

Twitter is a global social networking platform that allows its users to send and read 140-character messages known as "tweets". It enables registered users to read and post their tweets through the web, short message service (SMS), and mobile applications. As a global real-time communications platform, Twitter has more than 400 million monthly visitors and 255 million monthly active users around ...

LOCATION
San Francisco, CA

CATEGORIES



People expect bike sharing apps to track their location and use the camera

Mobike - Smart Bike Sharing

Beijing Mobike Technology Co.,Ltd

X

This app has access to:

⌚ Device & app history

- retrieve running apps
- read sensitive log data

📍 Location

- approximate location (network-based)
- precise location (GPS and network-based)
- access extra location provider commands

📞 Phone

- directly call phone numbers
- read phone status and identity

📷 Photos/Media/Files

- access USB storage filesystem
- read the contents of your USB storage
- modify or delete the contents of your USB storage

🗄 Storage

- read the contents of your USB storage
- modify or delete the contents of your USB storage

📸 Camera

- take pictures and videos

➡ Wi-Fi connection information

- view Wi-Fi connections

ⓘ Device ID & call information

- read phone status and identity

❓ Other

- close other apps
- read Home settings and shortcuts
- view network connections
- pair with Bluetooth devices
- access Bluetooth settings
- change network connectivity
- connect and disconnect from Wi-Fi
- control flashlight
- full network access
- change your audio settings
- control Near Field Communication
- run at startup
- draw over other apps
- control vibration
- prevent device from sleeping
- modify system settings

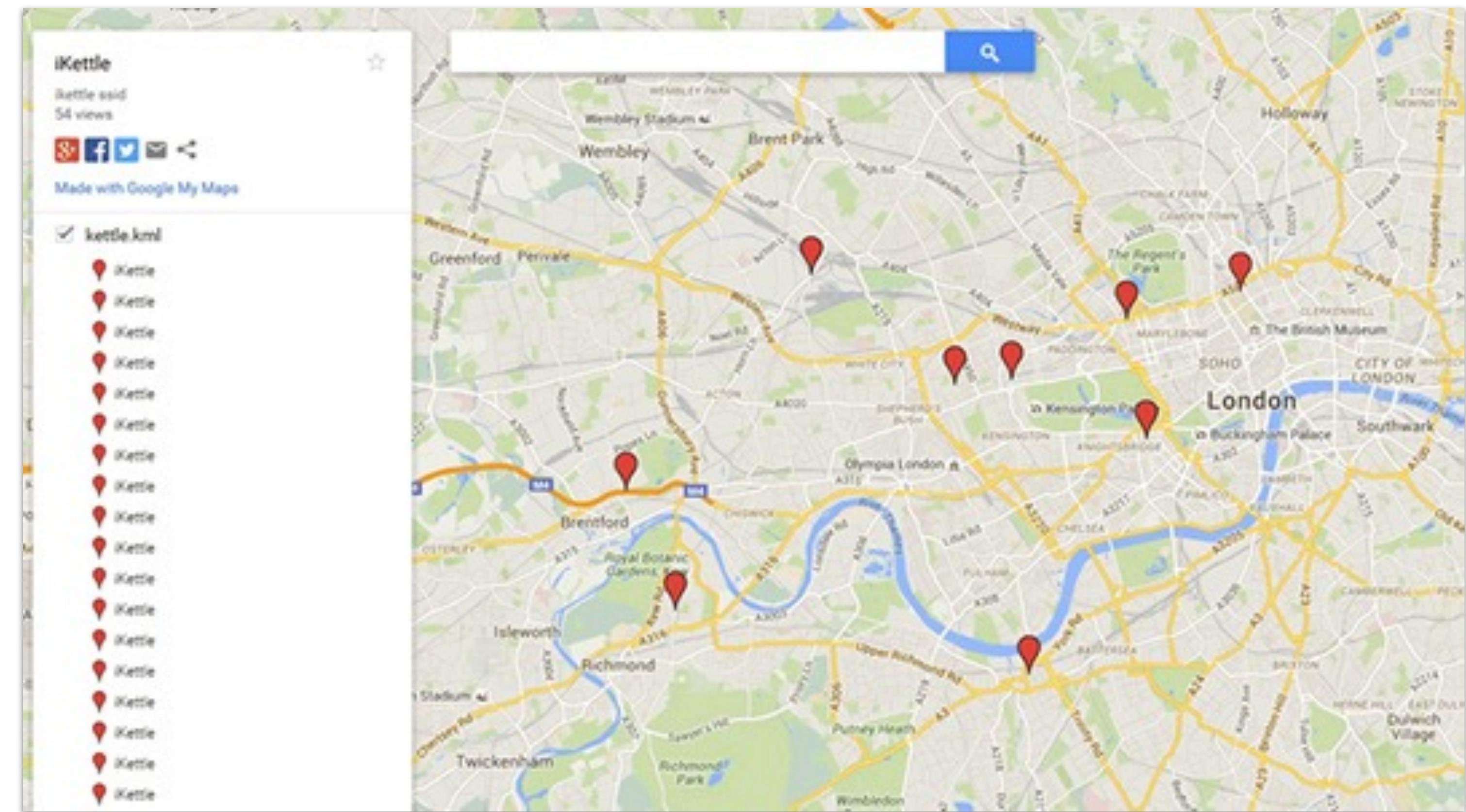
Updates to Mobike - Smart Bike Sharing may automatically add additional capabilities within each group. [Learn more](#)

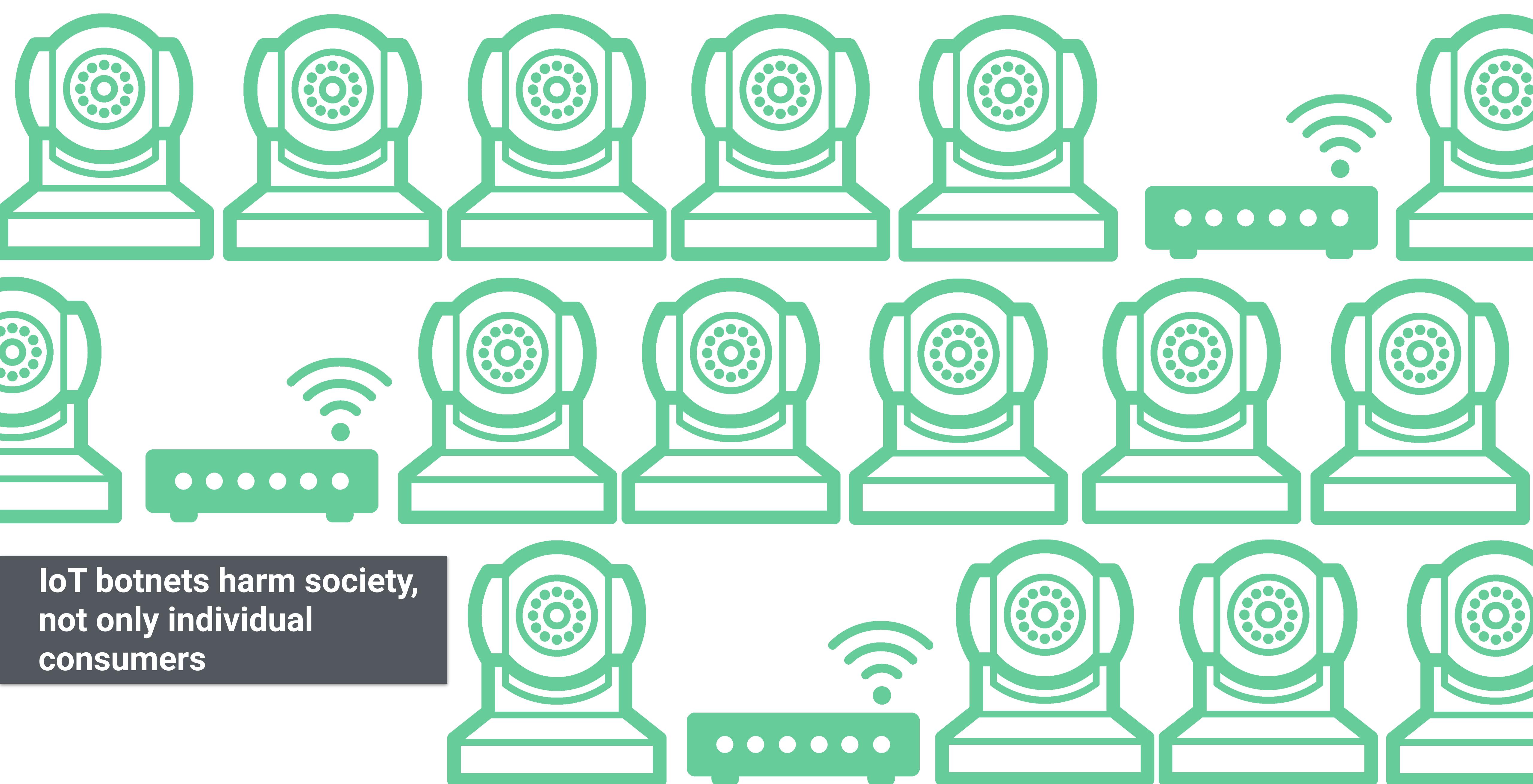
Cancel

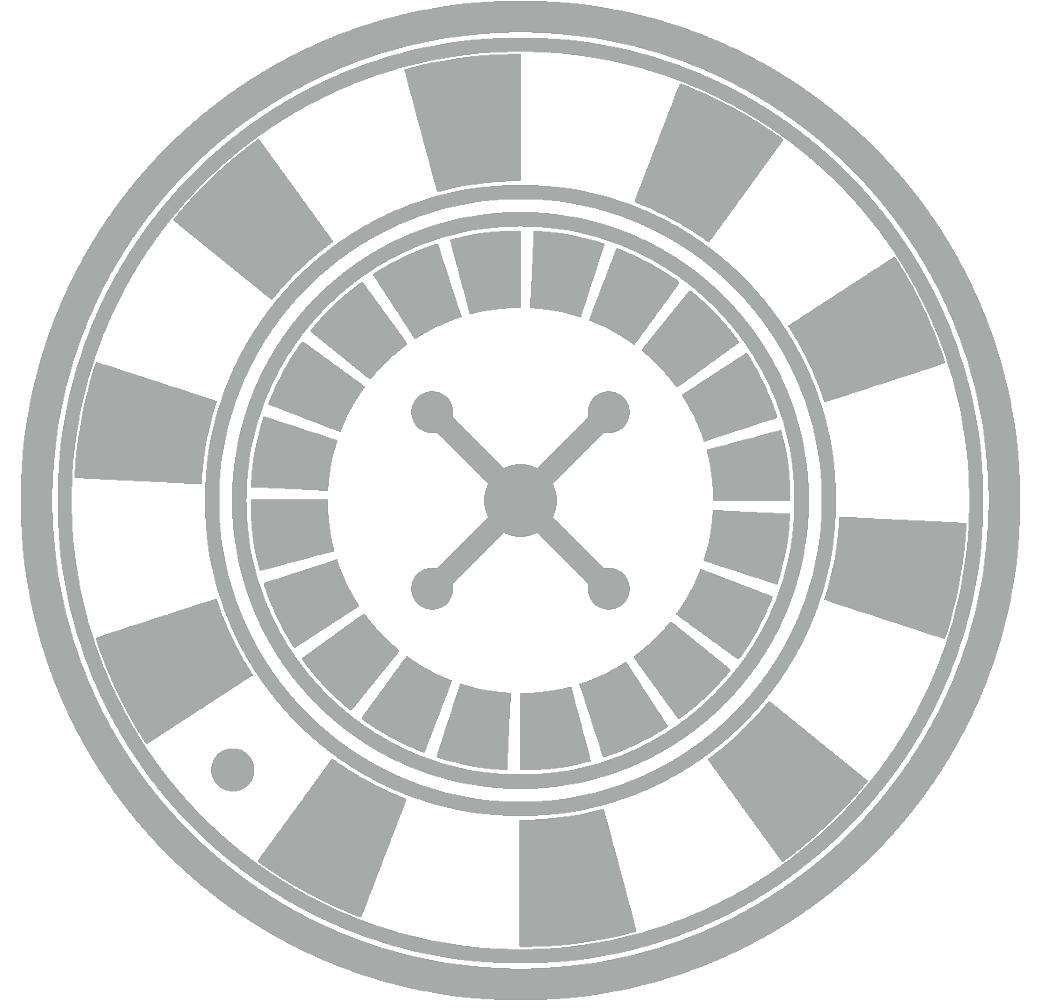
Why does a bike sharing app need to read your home settings and shortcuts and transfer that data?



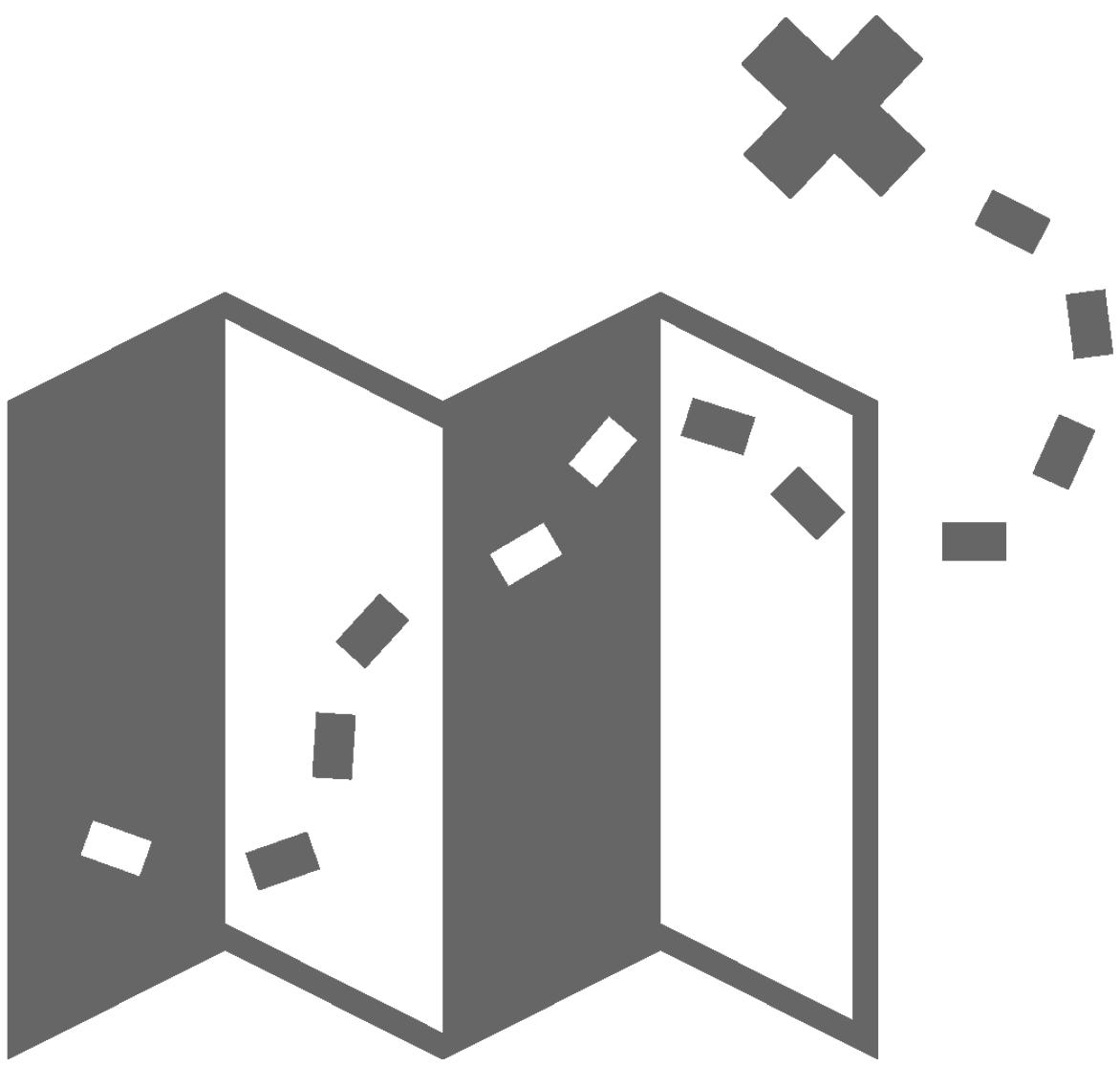
114 € iKettle hacked to show location on a map







**UNDERSTAND
RISK TO
USERS**

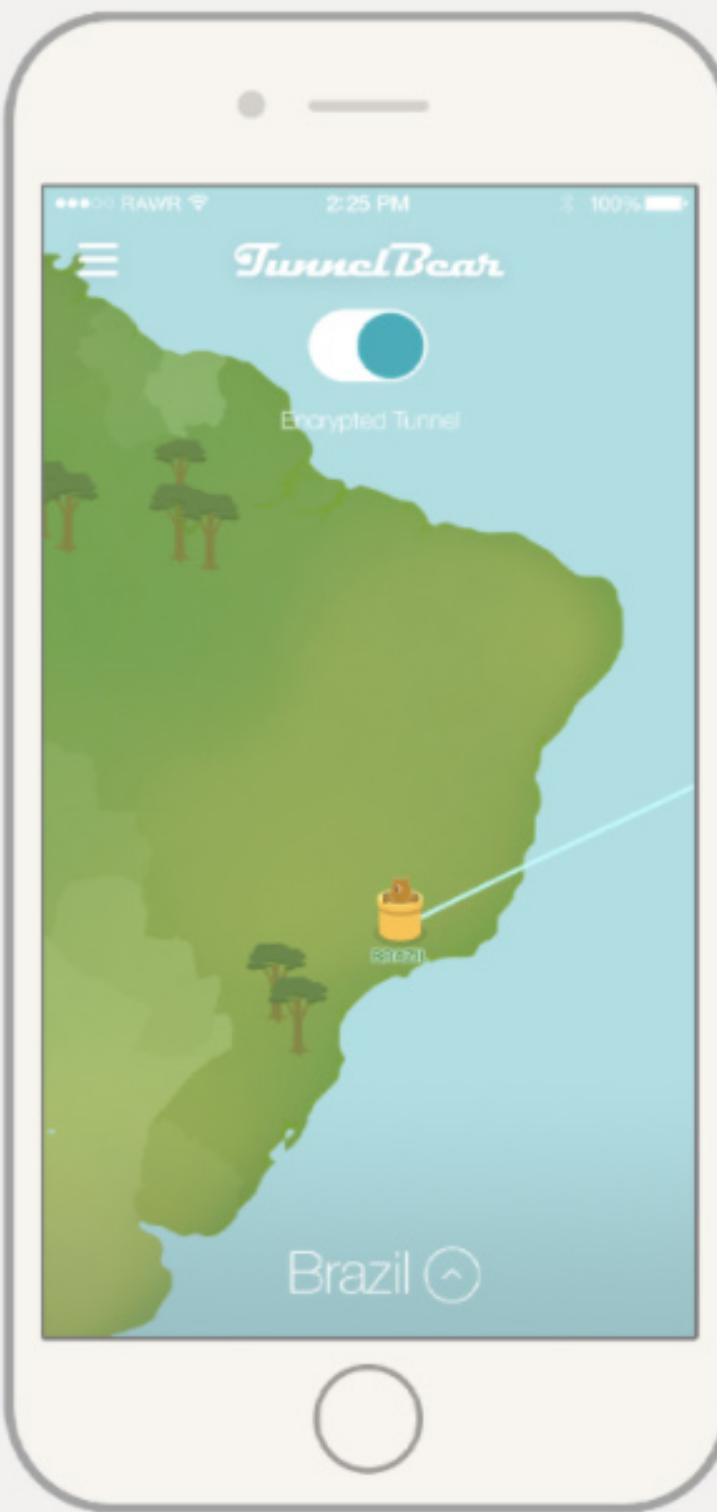


**LEAD
THROUGH
DESIGN**



**PRACTICAL
ADVICE**

Why Tunnel to Canada?



Browse Privately

Hide your IP address & location from ISPs, advertisers and browse the web as if you're in Canada



Block online trackers

Use TunnelBear to limit advertisers from tracking everything you and your family do online.



Public WiFi

Secure your browsing on public WiFi from prying third-parties or anyone else while using an open network.



No Logging

TunnelBear does NOT log activity of users connected to our service. Period.

**Content strategy,
brand, and tone are
opportunities to
communicate privacy**



By using **@channel**, you are about to notify
63 people in 7 timezones. Are you sure?

[Edit message](#)

[Send it now](#)

Esc to edit

Return ↵ to send

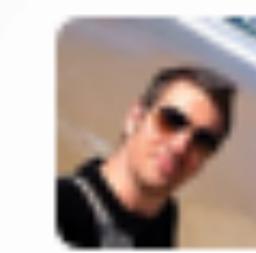
Pssst... admins! [Team settings](#) control this warning



slackbot 10:57 AM

@scout shared your private file [Design in Tech Report](#) in the group 'ss-ssg'.

Slackbot reads all, but doesn't comment in 1:1 direct messages



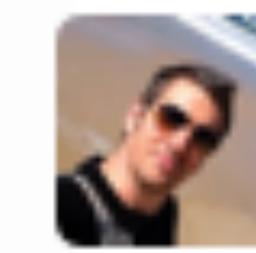
Aaron Mackie 12:23 PM

What is the wifi password for the office?



slackbot 12:23 PM

Hey there! The password for the **Acme WiFi** network is: **AcmeSites2016**



Aaron Mackie 12:23 PM

Thank you!



slackbot 12:23 PM

No problem.



Note: Custom Slackbot responses occur in channels and in conversation with Slackbot – not in direct messages with other team members. (That would be rude!)

Sina Weibo



WeChat



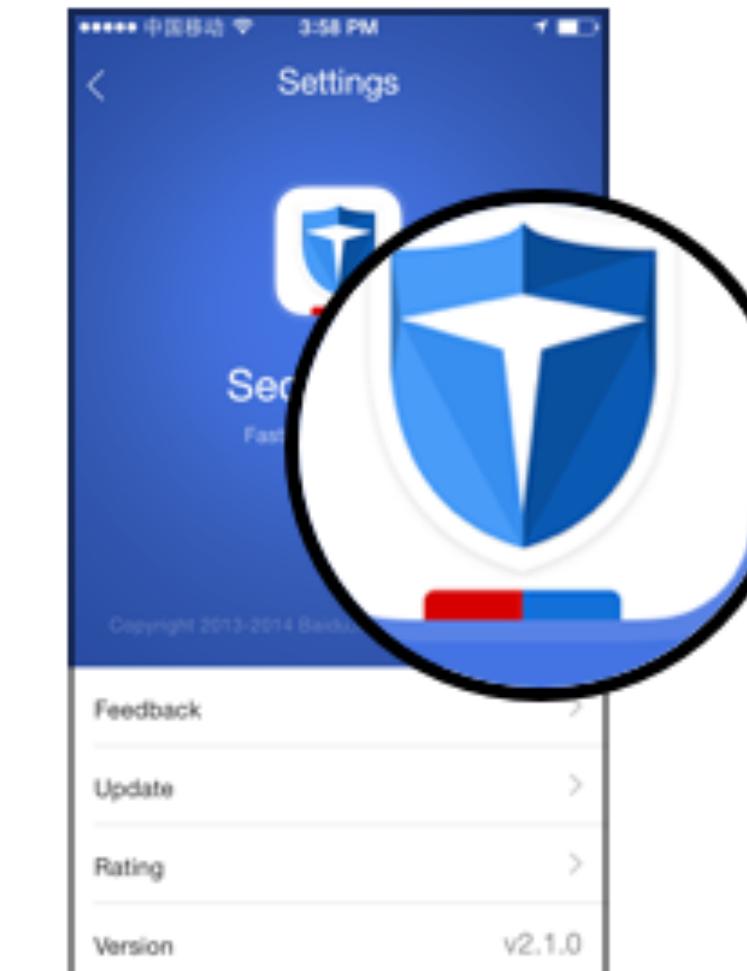
Dianping



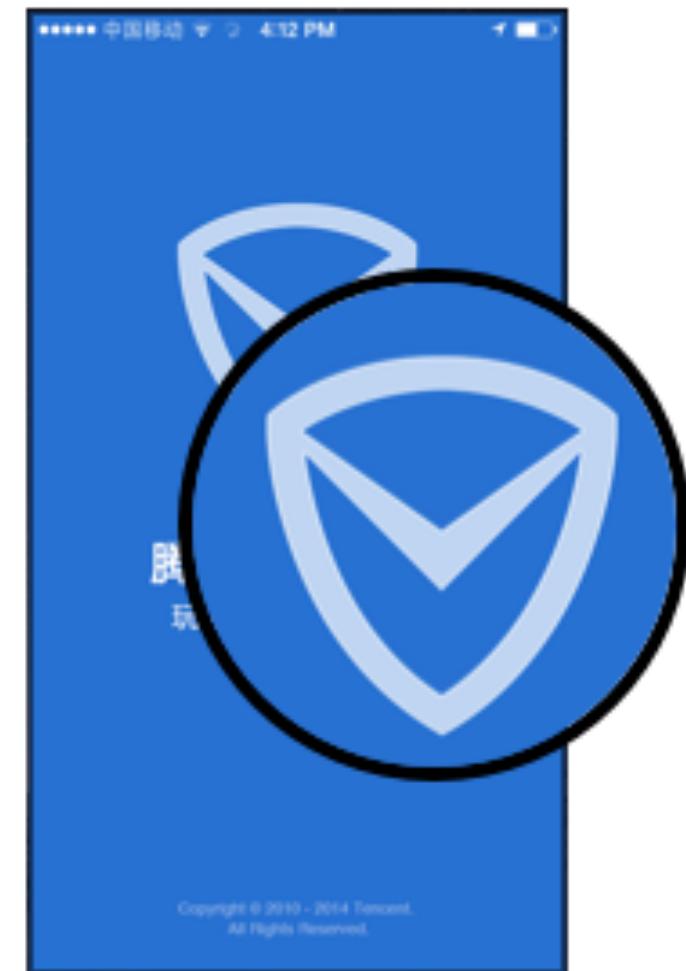
Dangdang



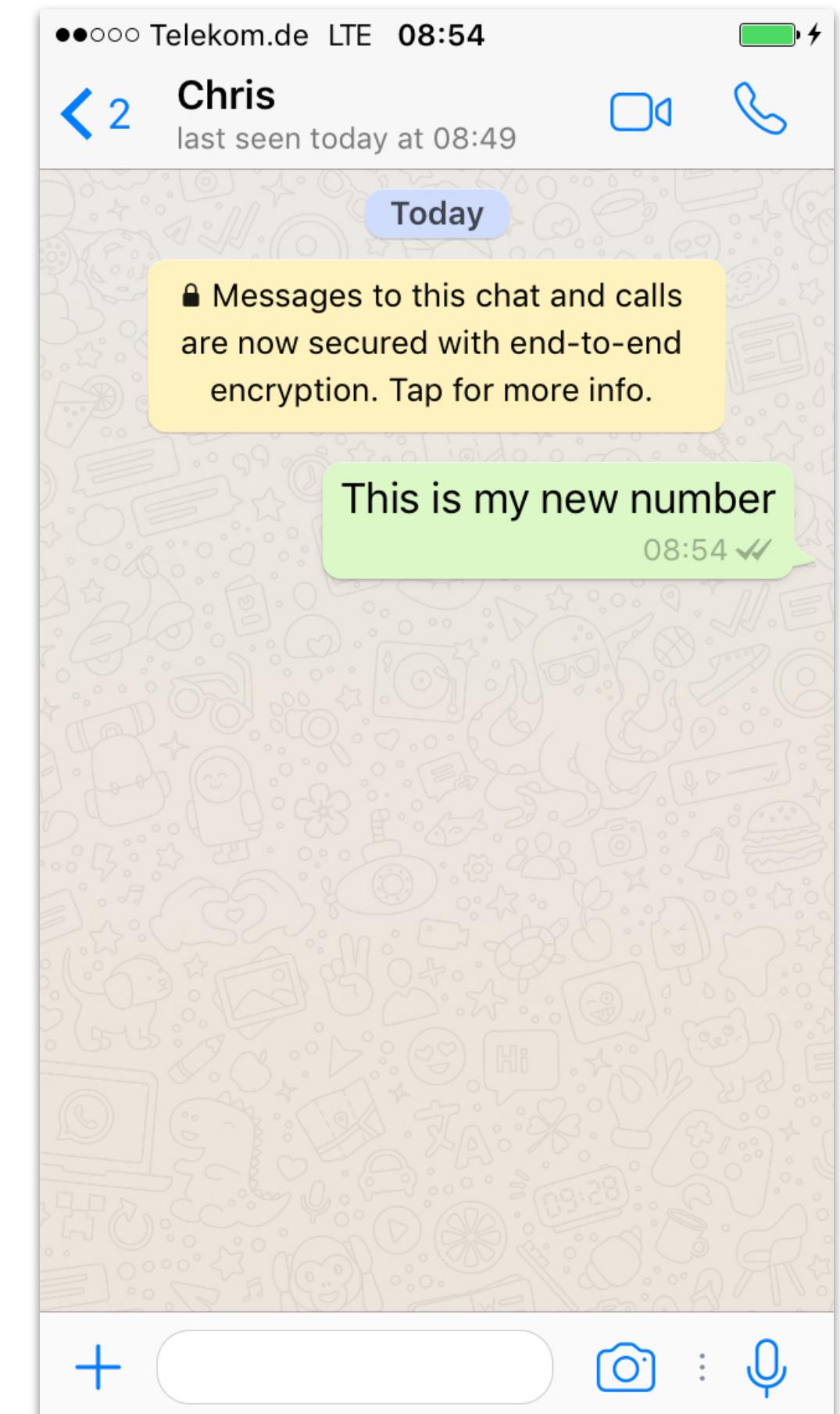
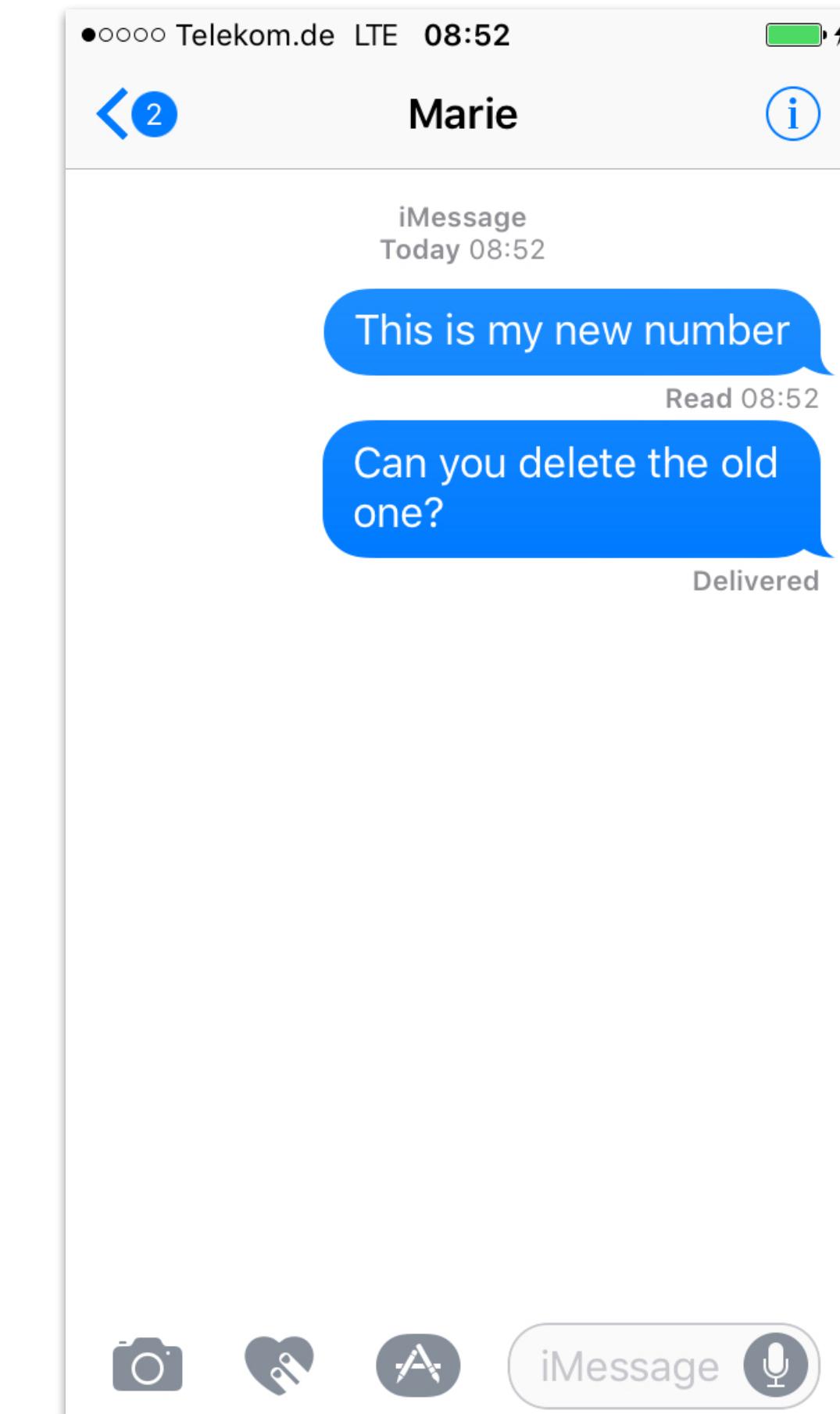
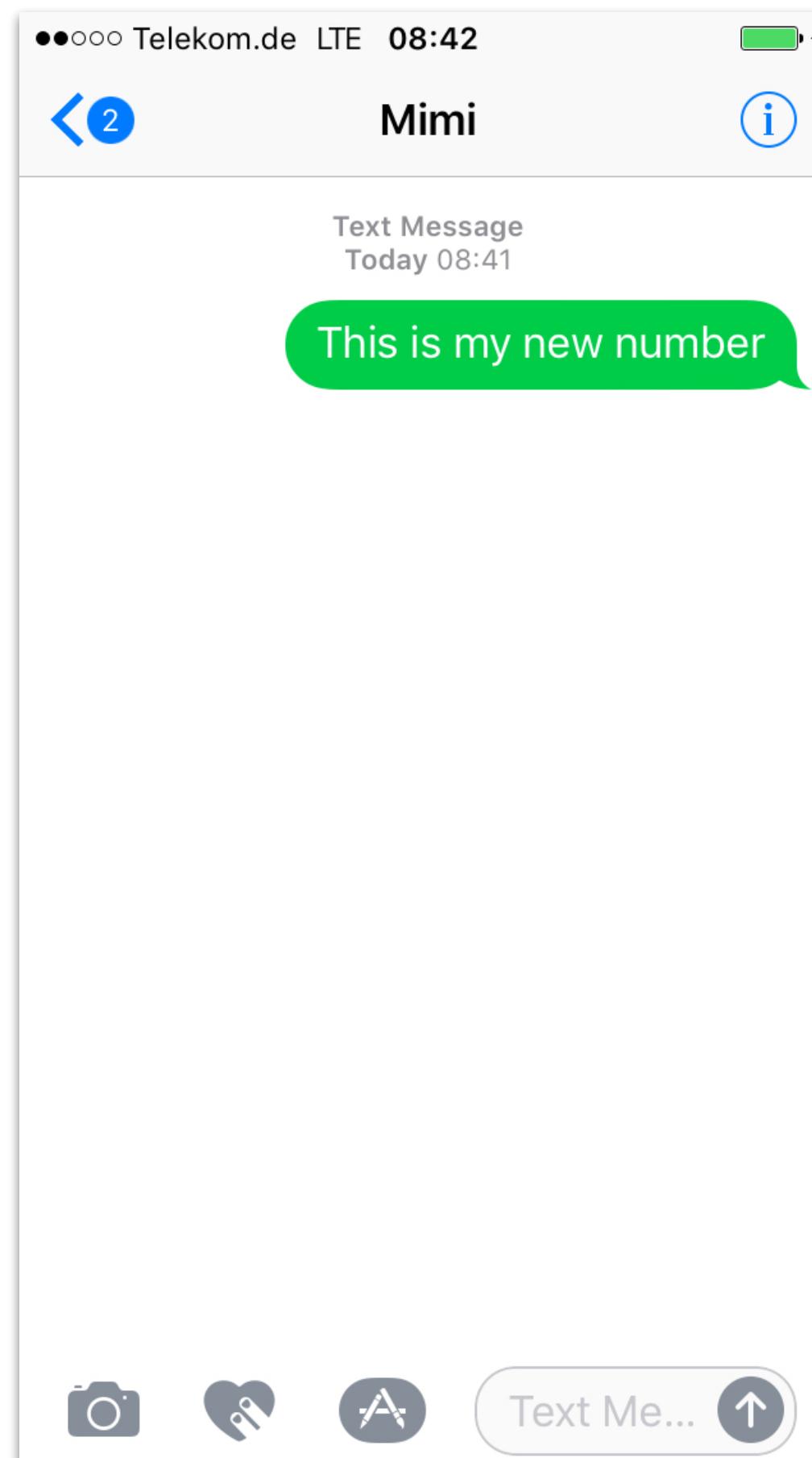
Baidu "Security Kit"



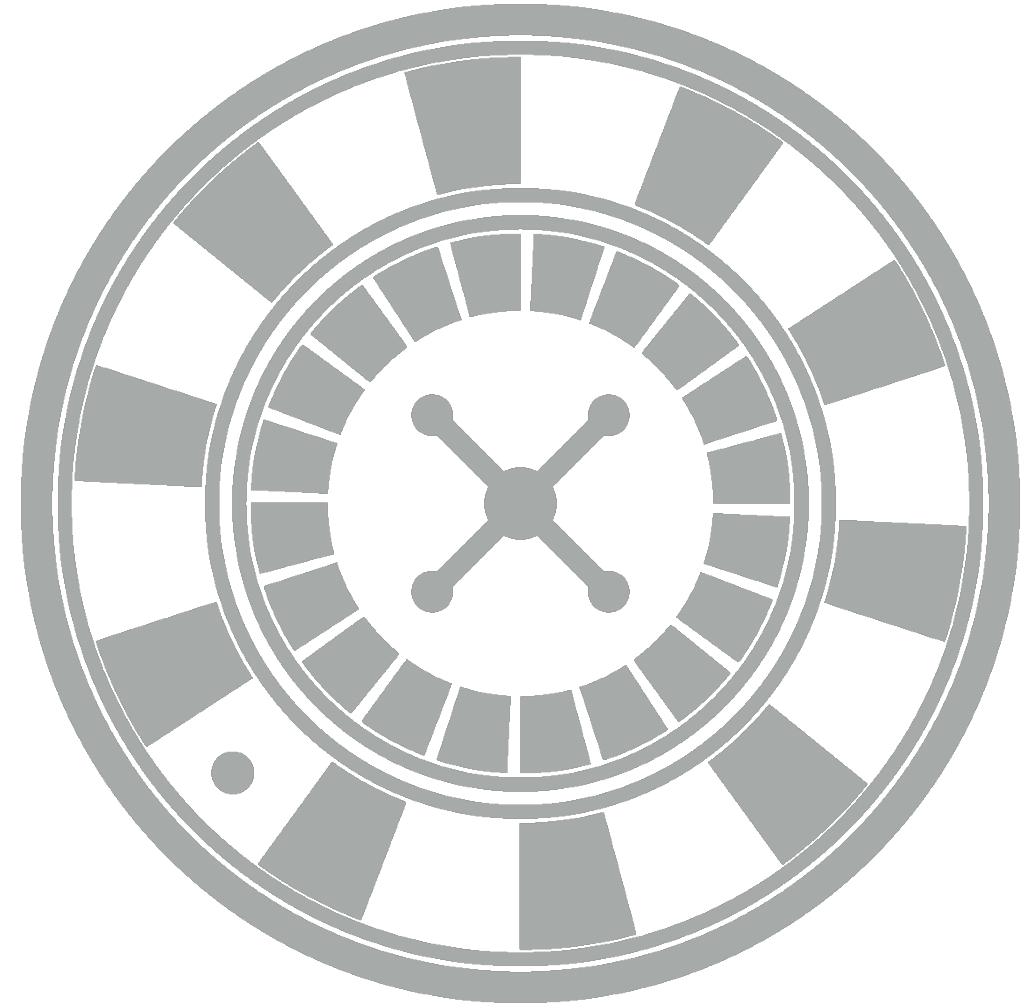
QQ Phone Butler



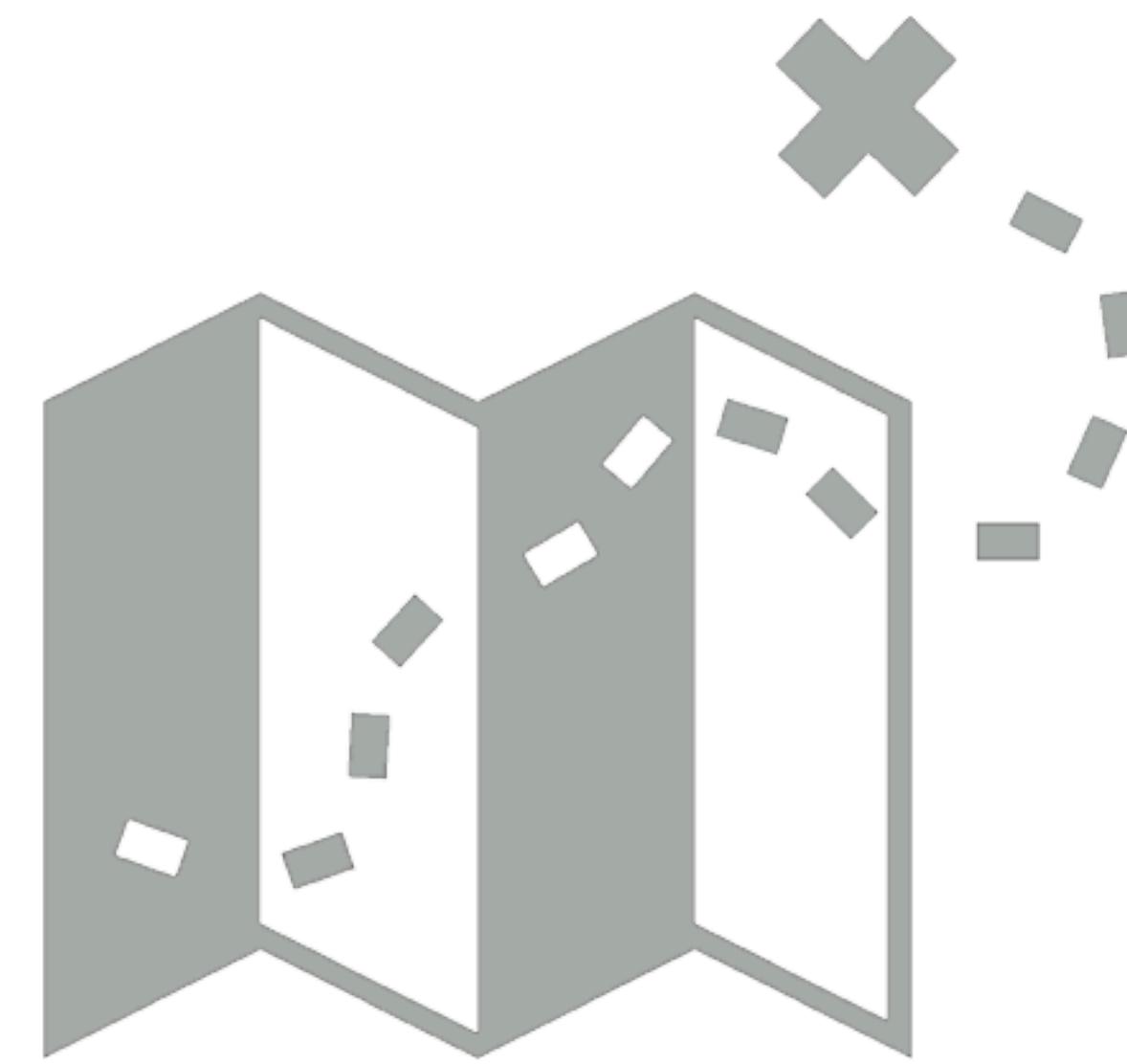
Beyond “usable,”
interfaces must be
understandable,
accountable, trusted



Read receipts use a limited visual vocabulary to change behavior



**UNDERSTAND
RISK TO
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**LEAD
THROUGH
DESIGN**



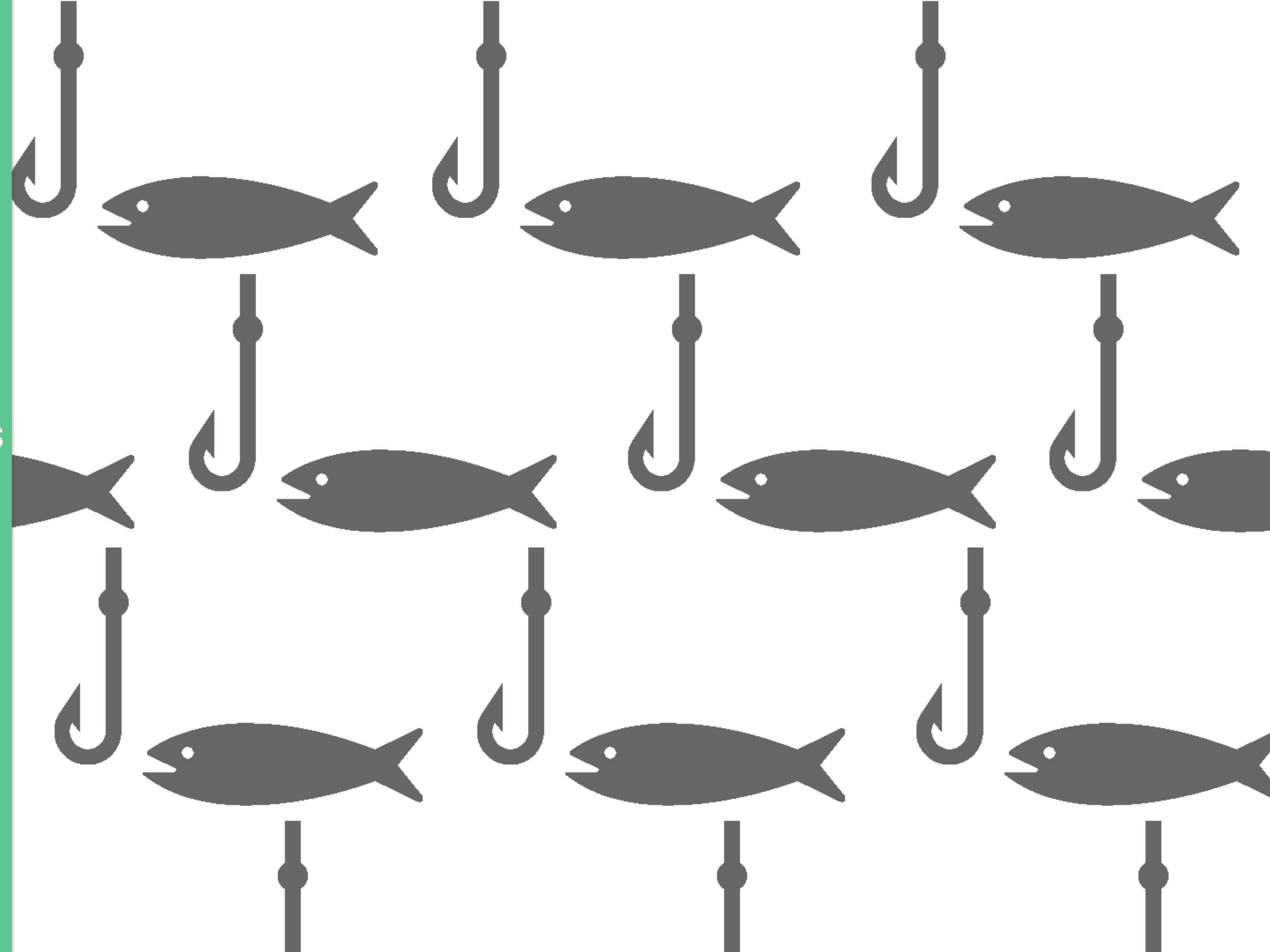
**PRACTICAL
ADVICE**

Phishing is the attempt to obtain sensitive information like

- user names
- passwords
- credit card details

by masquerading as a trustworthy entity in an electronic communication.

- Adapted from Wikipedia



The G Suite Team 
Reminder: Upgrade to G Suite Business
To: Ame Elliott
Reply-To: The G Suite Team

See how G Suite Business makes a difference. [Upgrade today >](#)

G Suite

Boost team productivity with G Suite Business.

Switch to G Suite Business to improve productivity and collaboration. Get unlimited storage and advanced admin features that offer greater controls and protection for your business.*

[UPGRADE TODAY](#)

Defense: Writing style guide for consistent tone builds trust



Aw, Snap!

Something went wrong while displaying this webpage. To continue, reload or go to another page.

[Reload](#)

If you're seeing this frequently, try these [suggestions](#).

Easy to spoof

<https://berlinstreetwear.siliconallee.com>
<https://berlinstreetwear.siliconallee.com>

Your site, not 3rd party

<https://berlinstreetwear.com/ezpay>
<https://berlinstreetwear.ezpay.com>
<https://ezpay.com/berlinstreetwear>

Content strategy and site information architecture prevent phishing with good URLs

[http://berlinstreetwear.com/signup/?
id=43289s32](http://berlinstreetwear.com/signup/?id=43289s32)
[http://acm.us2.list-manage.com/track/
clicku=db7c289da&id=e70bf2b789&e](http://acm.us2.list-manage.com/track/clicku=db7c289da&id=e70bf2b789&e)

facebook

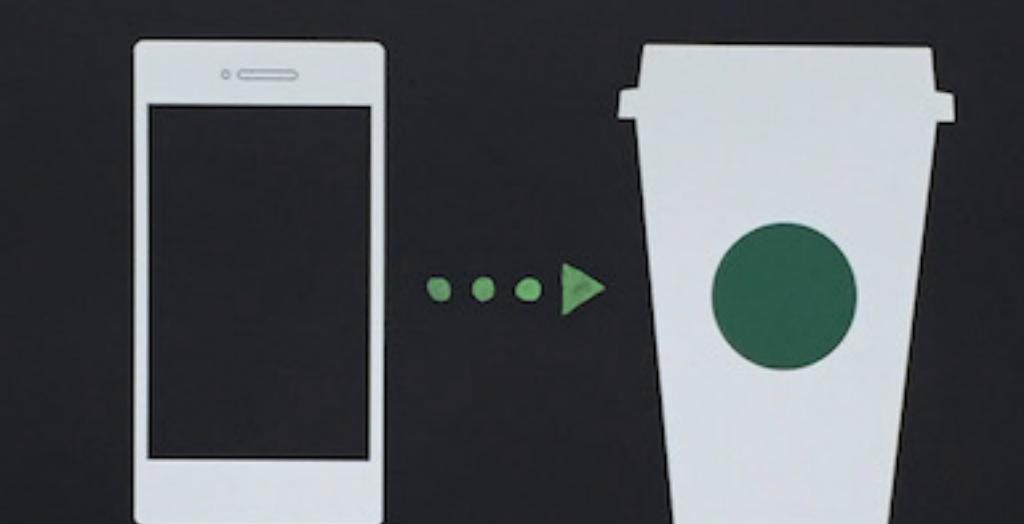
 You haven't been to Facebook for a few days, and a lot happened while you were away.

 Your messages will be deleted in a few days

[View messages](#) [Go to Facebook](#)



PANTONE 3425 C
#00704A



ORDER & PAY AHEAD ON THE STARBUCKS® APP.
PICK UP AT YOUR STORE.

 Password Reset

Find your Twitter account

Enter your email, phone number, or username.

Search



Find your twitter account

Enter your email, phone number, or username

Search

Defense: Style guides codifying visual design build trust

Colors

Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color palette

Primary colors



Green

RGB: 26, 191, 122
HEX: #1ABF7A
CMYK: 86, 0, 36, 25
Pantone Solid Coated 7479 C



Red

RGB: 232, 86, 64
HEX: #E85640
CMYK: 0, 63, 72, 9
Pantone Solid Coated 7625 C



Blue

RGB: 63, 164, 174
HEX: #50B2BB
CMYK: 64, 6, 0, 32
Pantone Solid Coated 7709 C

Secondary colors



Orange

RGB: 250, 148, 73
HEX: #FA9449
CMYK: 0, 41, 71, 2
Pantone Solid Coated 715 C



Yellow

RGB: 253, 205, 0
HEX: #FDCC00
CMYK: 0, 19, 100, 1
Pantone Solid Coated 7405 C

Typography

HEADING 1
Roboto bold @ 54px

HEADING 2
Roboto bold @ 40px

HEADING 3
Roboto bold @ 30px

HEADING 4
Roboto bold @ 19px

BODY TEXT
Roboto regular @ 17px

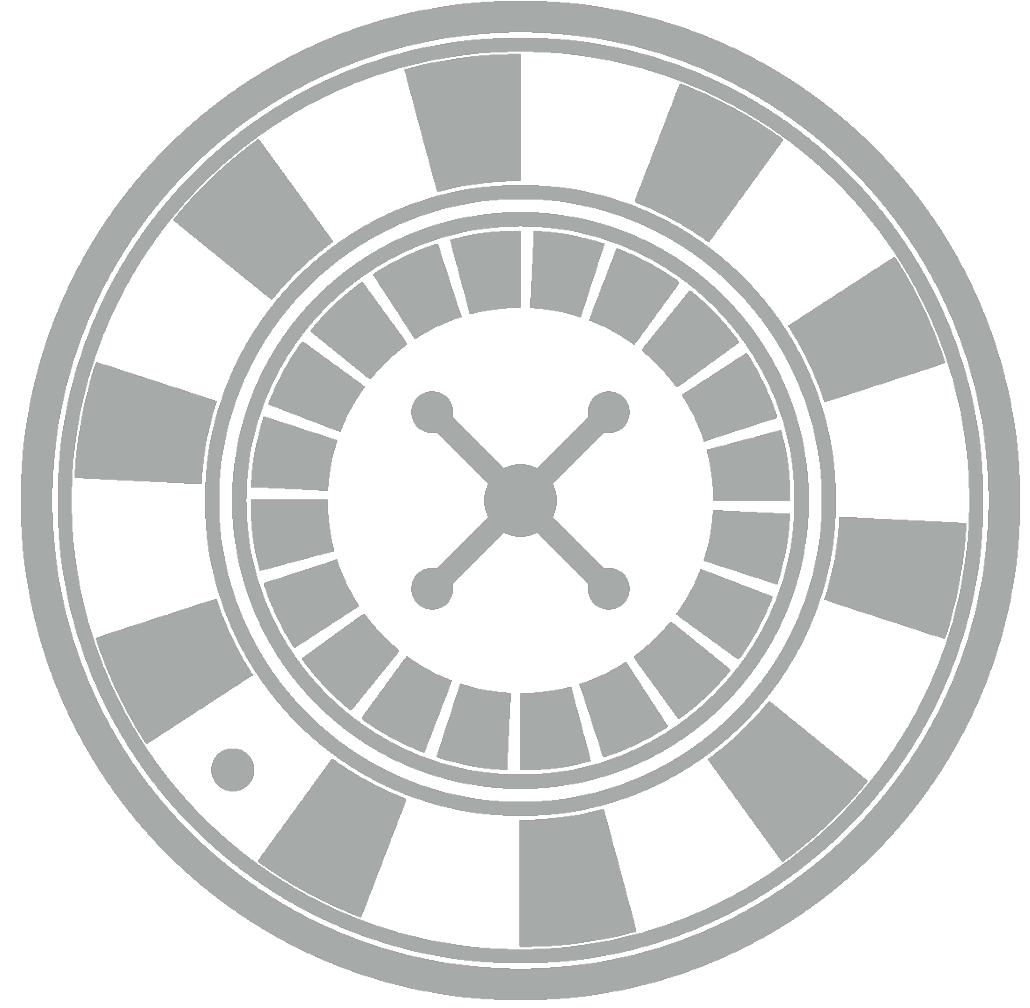
Security's got to be easy and intuitive

Security's got to be easy and intuitive

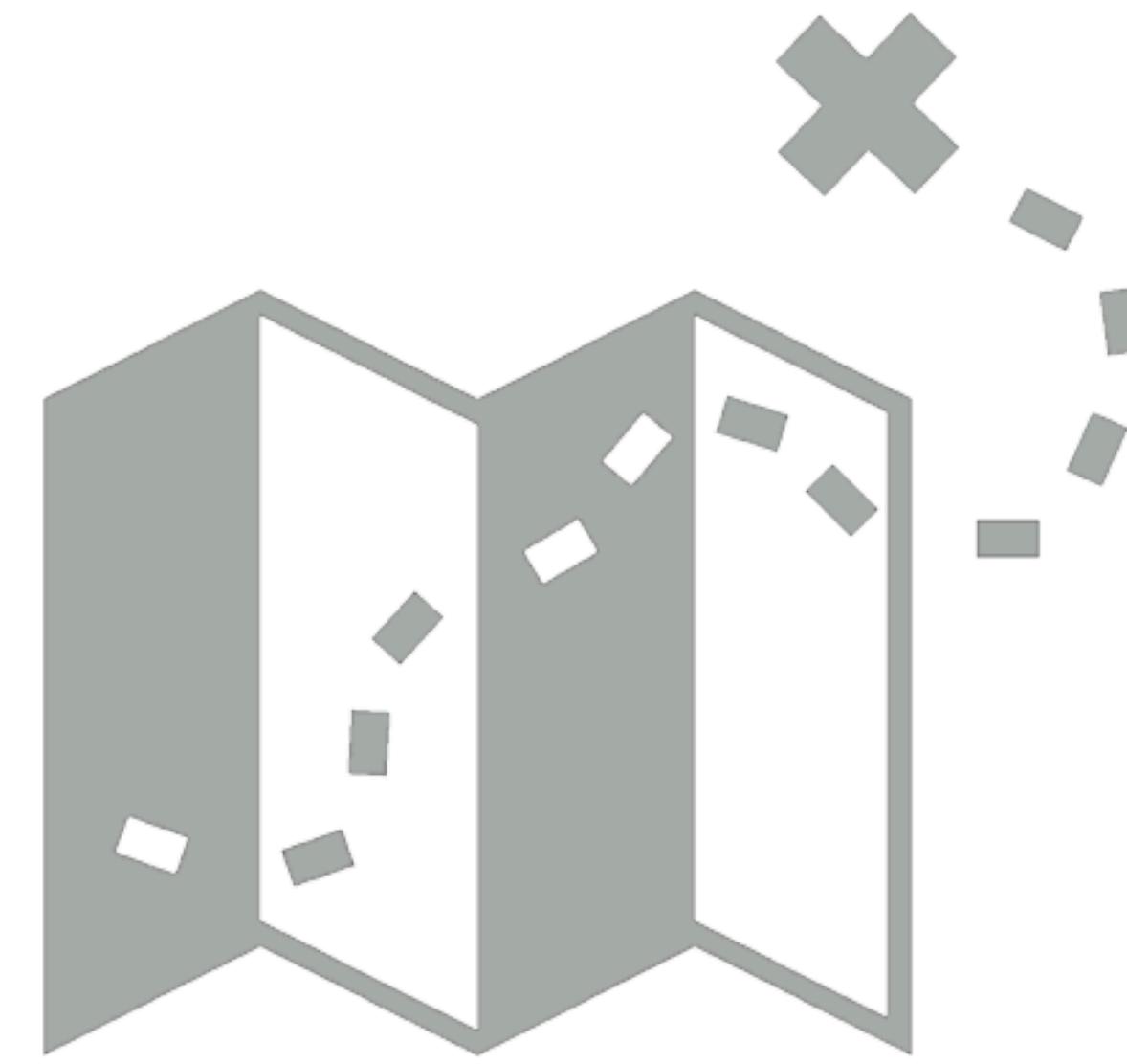
Security's got to be easy and intuitive

Security's got to be easy and intuitive

We are a service organization that works with users, software developers, user-experience experts, designers, and the community of people striving to make ubiquitous privacy and



**UNDERSTAND
RISK TO
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DESIGN**

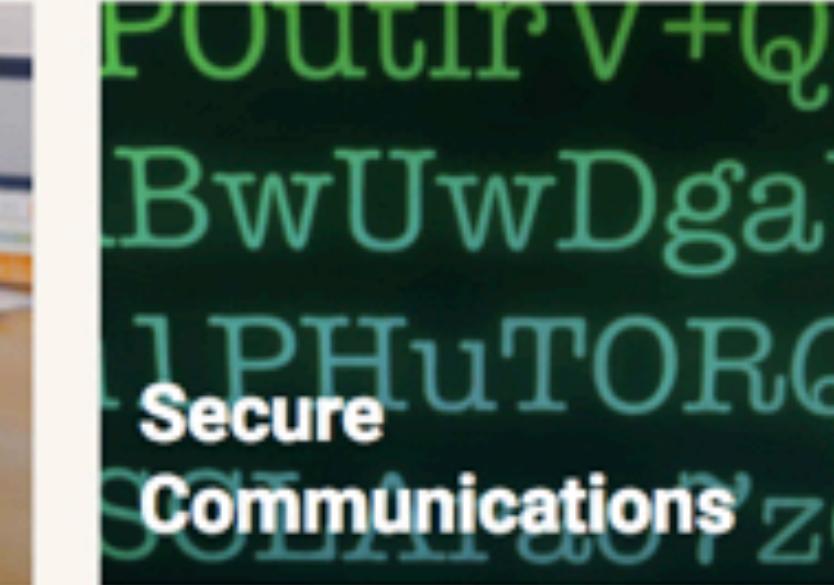
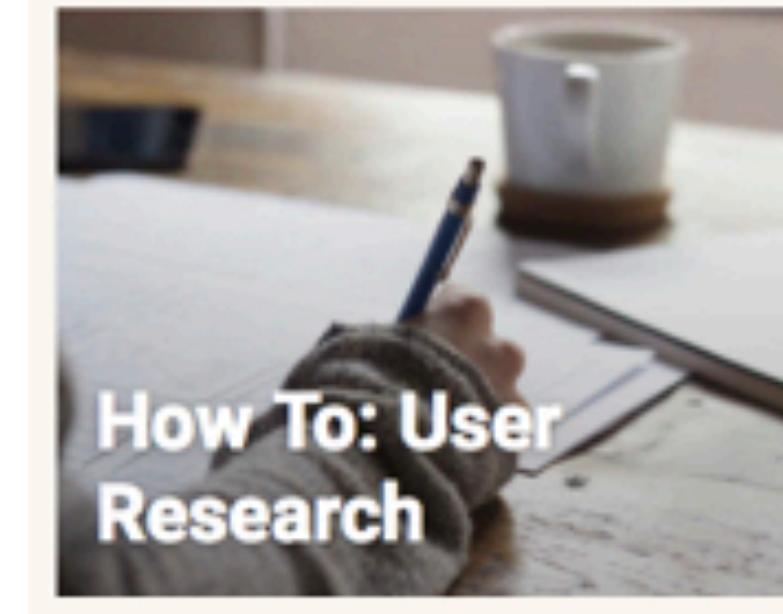
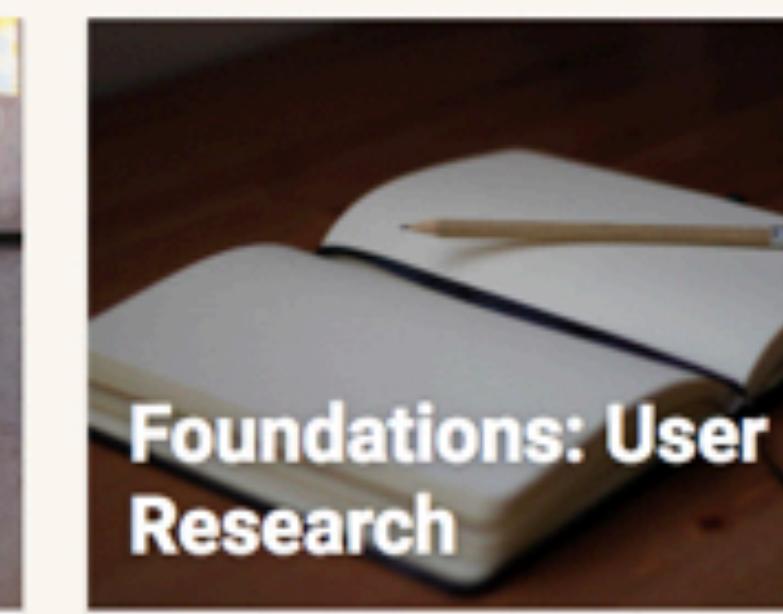
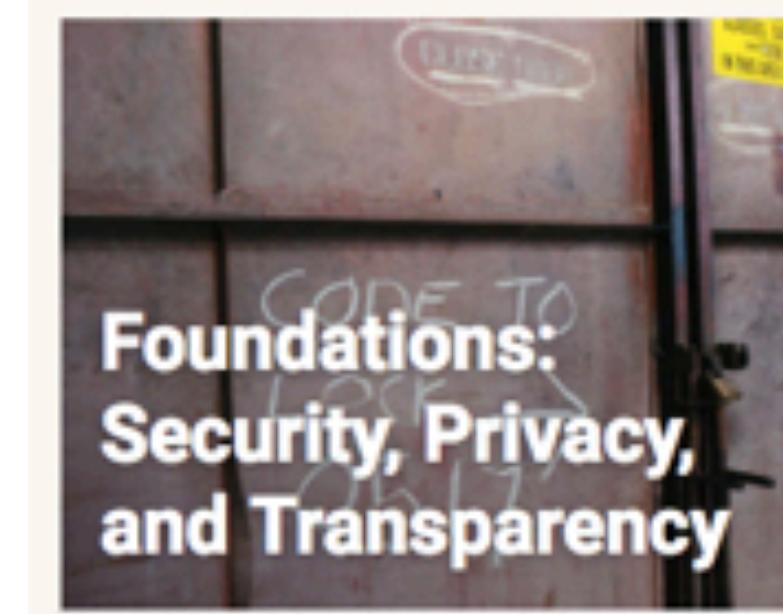
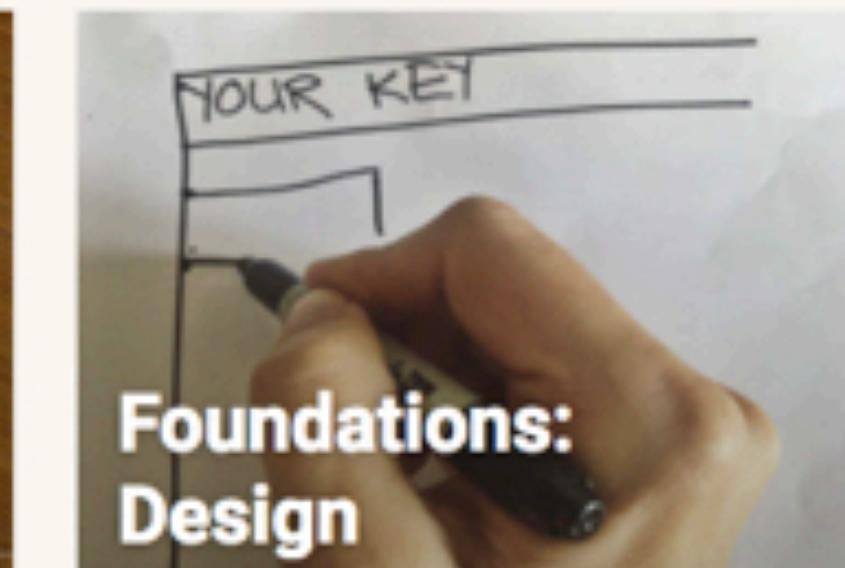
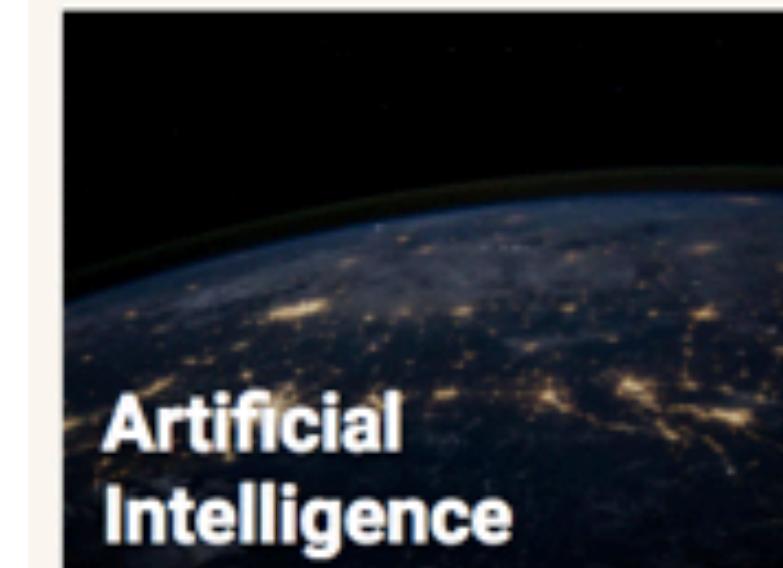


**PRACTICAL
ADVICE**

NO

YES

Topics from the Knowledge Base



[https://
simplysecure.org/
knowledge-base](https://simplysecure.org/knowledge-base)

THANK YOU !

GET INVOLVED

slack@simplysecure.org

[@simplysecureorg](https://twitter.com/intent/user?screen_name=simplysecureorg) [@ameellio](https://twitter.com/intent/user?screen_name=ameellio)

ame@simplysecure.org

Simply Secure

