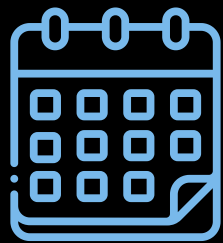


# KID SECURITY DATA BREACH

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# ABOUT BREACH



**Discovered on August 7th, 2023.**



**Occurred on September 16th, 2023.**



**KidSecurity is app used for parents to track their children**







# **300 MILLION RECORDS REACHED**

**The open instance contained over 300 million records with private user data, including 21,000 telephone numbers and 31,000 email addresses. The app's logs also laid bare users' payment information, exposing the first six and last four digits of credit cards, expiration month and year, and the issuing bank.**

# FOR HOW LONG THE BREACH WAS ACTIVE?

**Due to KidSecurity's oversight, user activity logs were left publicly available to anyone on the internet for more than a month, according to estimates.**

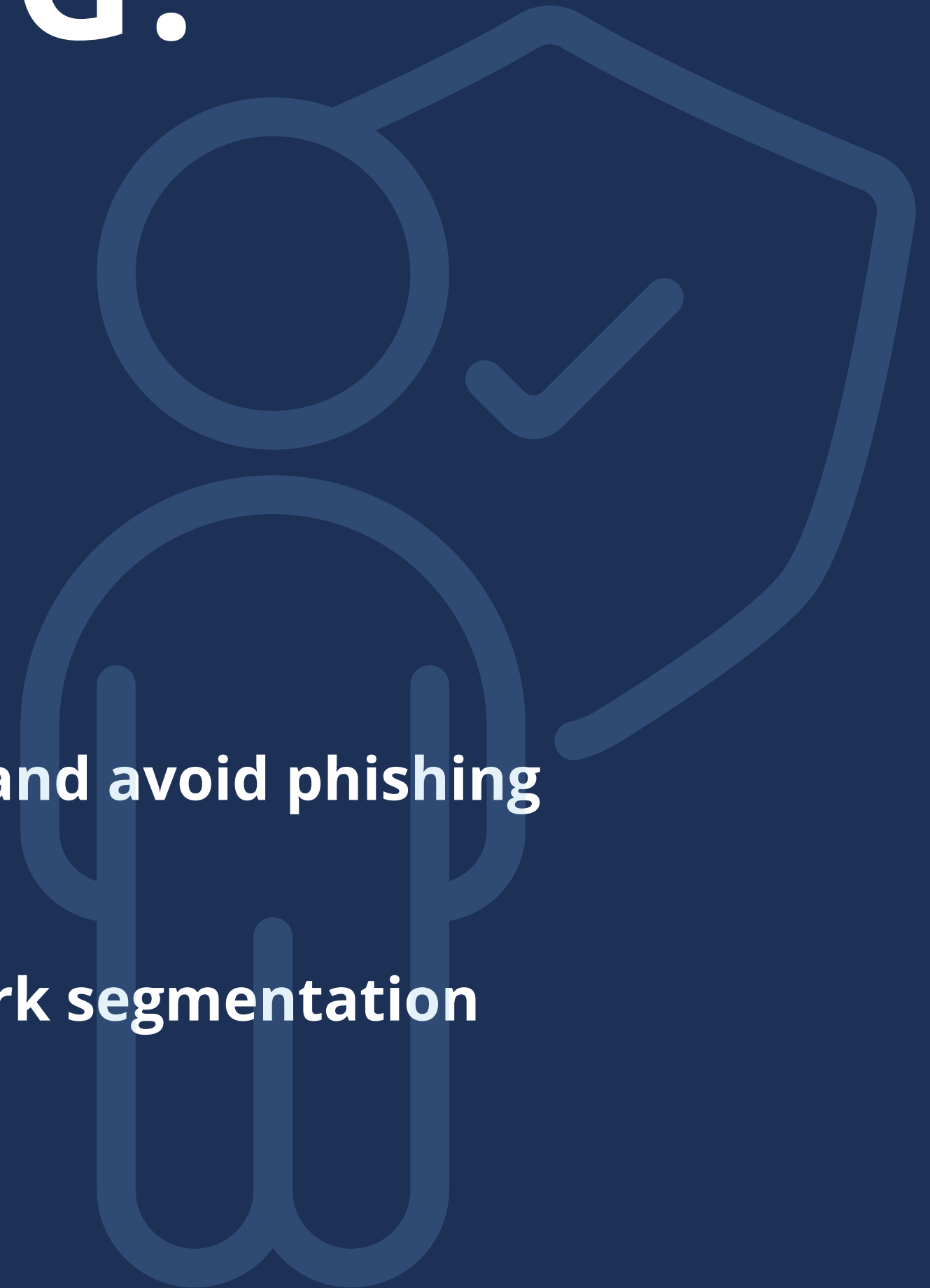


# ACTIONS TAKEN?

- ✓ **Notify impacted individuals**
- ✓ **Protected from future unauthorized disclosures**
- ✓ **Added additional computer security protections and protocols**
- ✓ **Notified law enforcement**
- ✓ **Notified the local media to ensure that all impacted individuals are aware of the breach.**

# PREVENTING?

- ✓ Properly secure files
- ✓ Regularly updating software
- ✓ Robust authentication
- ✓ Training employees on how to recognize and avoid phishing scams and other malicious attacks.
- ✓ Implementing access controls and network segmentation to limit the impact of a potential breach



# CONSEQUENCES OF KIDSECURITY DATA BREACH



## LEGAL CONSEQUENCES

### LEGAL CONSEQUENCES:

This data breach is a special case because it involves parents and children control which are subject to numerous laws and regulations regarding patient data privacy and security. Failure to comply with these regulations can result in significant legal consequences, including fines and lawsuits.



## REPUTATION

### DAMAGE TO REPUTATION:

A data breach can damage the reputation of the App itself, leading to a loss of trust among parents and the wider community. This can result in a loss of business and revenue.

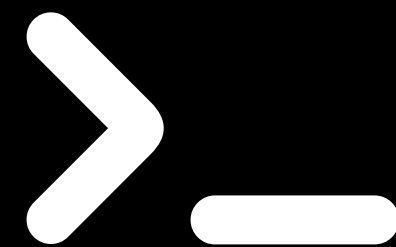


## RISK

### PERSONAL DAMAGE AND RISK

Threat actors misused this information for identity theft, fraud, and unauthorized financial transactions, putting children and their families at significant risk.





**THANK YOU!**