

Social Media & Internet Security

Barry Brailey
Manager Security Policy - .nz DNC

20 October 2016

About me.....

DOMAIN
NAME
COMMISSION



InternetNZ



iSANZ Awards

Social Media is Good

- Provides a voice for people that may otherwise struggle to be heard
 - Extends discussion about key issues
 - Interaction with family and friends
 - Enriches lives and 'broadens horizons'
-
- But as is common – the 'good things' about the Internet often have a downside

How have things changed?

- 10 years ago in NZ Myspace, Facebook, Bebo etc were starting to be widely used
- Industry, Government and Society were adjusting to it and starting to identify issues
- Early issues with Burglary and real world crimes

Facebook Status Update Leads to Robbery



When you are 'friends' with people on Facebook that you are not actually friends with, how do you know whether they have good intentions?

A recent segment on [CNN](#) discusses the risks that you may be taking while updating your Facebook status. You don't know who is looking at your private information because it's truly not private – it's public. Keri McMullen found this out the hard way after she

The rise of social engineering



Social Media Today

- Social media is a treasure trove of information and data
- This can be utilised by many parties:
 - 'Tech Giants'
 - Marketing
 - Governments (for both good and bad)
 - Cyber Criminals

Issue affecting well known NZ people

- With Social Media & traditional Internet info well known people are completely 'exposed'
- Traditional 'Security Questions' are no longer effective – answers are at anyones finger tips
- Leading to hijacking of eMail and Social Media accounts (or even bank accounts)

Recent Issue in NZ

- Phishing and other scammers seem to have changed their activity – profit driven
- CEO/ CFO Scam – being seen on epic proportions
- Social Media (fake accounts) also used to enumerate then entire staff of corporates or agencies

Fake LinkedIn profiles used by hackers

🕒 3 December 2015 | Technology



Lisa Sinapi

Recruiter manager

San Francisco, California |

Current

Self-employed

Independent

University of Tor

3rd



Hazel Fisher

Marketing Associate at B2B Sales Prospects

Encino, California | Marketing and Advertising

Current B2B Sales Prospects

Education University of California, Los Angeles

Conn



Alex Flood

2nd

•Age: (30-31) ⓘ

Travel Writer and Photographer

London, United Kingdom | Photography

Current Stoppap, Flood Around The World

Previous AdvoCard, SLC Associates

Education University of Nottingham

Accept invitation

Send Alex InMail

500+
connections

Lisa InMail

SYMA

CEO Enjoys Holiday.....



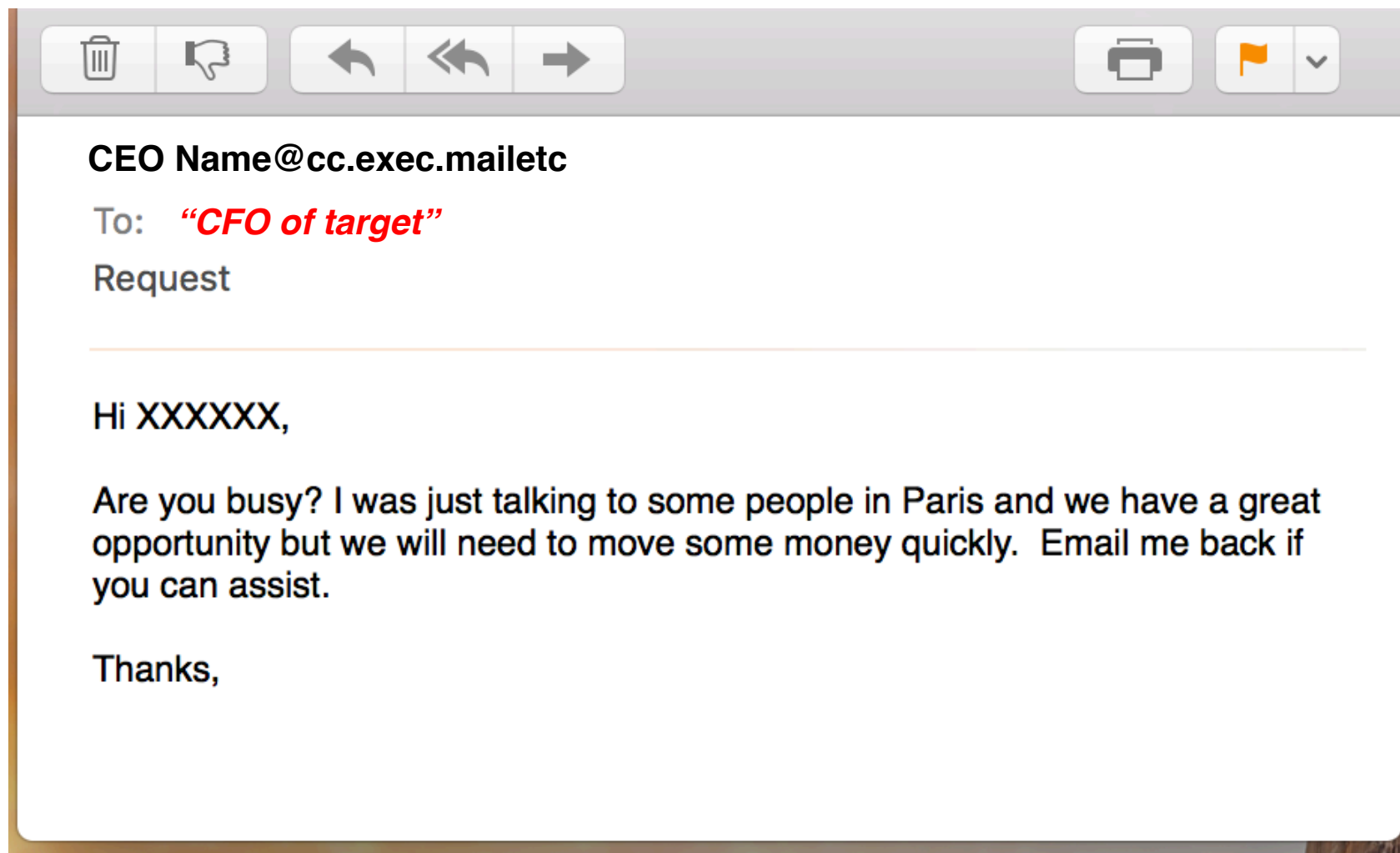
[Redacted]

This was #Versailles through the trees on the way back from a visit to

[Redacted]



CFO.... 12 hours later.....



Fire service loses \$50,000 in scam

8:27 PM Thursday Nov 12, 2015

NZ Fire Service



16



0

The New Zealand Fire Service has reportedly lost about \$50,000 in an offshore scam.



A report by 3 News suggests the

Finance boss at Te Wananga o Aotearoa falls for 'whaling' scam



TONY WALL

Last updated 12:00, December 20 2015

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Social Media & Online Privacy

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It's the 21st Century...Questions about Online Privacy....

- Is Privacy possible anymore?
- Do people really care?
- Is it still about personally identifiable information (PII)?
- Has it changed over the last few years?

The answer to all is Yes – but there are challenges



Nicholas Jones

Nicholas Jones is a New Zealand Herald political reporter.

Data breaches hit record

5:00 AM Wednesday Dec 2, 2015

[Accident Compensation Corporation](#)

[Health](#)

...



14



Privacy commissioner says anonymous reporting meant real numbers unknown.



ACC privacy breaches still 'unacceptably high'

4:57 PM Thursday Feb 14, 2013



Email Adam
@AdDeville



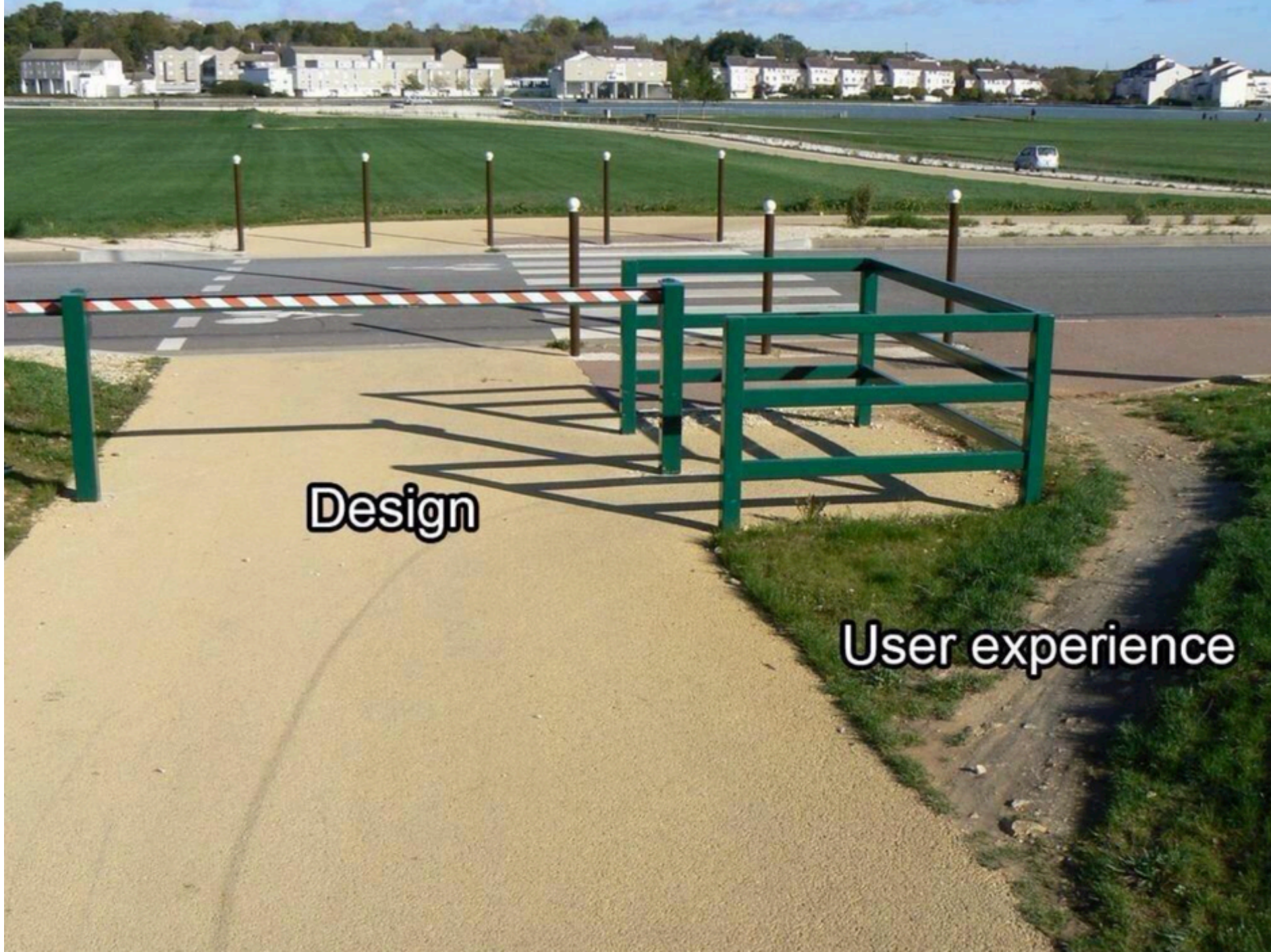
33



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Design

User experience

What we see in NZ

- People behave differently
 - Some say they value privacy but are very loose with their info online
- Society might need to adjust slightly
 - Norms of behaviour should extend online
- Young people may think differently
 - This could lead to new 'norms'....who knows

Tech Giants & Big Data

- Again, this has great uses...
- But is also scarier and more invasive than some 'Government programmes'...
- Tech giants that own social media make their money from this and they are excellent!
 - Go buy a promoted Tweet on Twitter – see how detailed they get.

If we live our lives on 'Social Media'?



- Name
- City of birth
- City of residence
- Phone
- Email
- Current employment
- Previous employment
- Relationship
- Anniversary
- Previous relationships
- Previous names (aliases)
- Screen names
- Address book
- Family members
- Birthday
- Religious views
- Address
- Website
- Email address(s)
- Sexual preference
- Gender
- Languages spoken
- Political views
- Friends
- Books you've read

- Bands you like
- Movies you've seen
- TV Shows you watch
- Video games you play
- Food you eat
- Your Favorite Athletes
- Restaurants you've eaten at
- Activities you participate in
- Websites you visit
- Sports teams you support
- Your Favorite Sports
- Inspirational people
- Favorite Clothing brands
- Places you've visited
- Events you've attended
- Events you plan on attending
- Events your friends are attending
- Major life events (location, dates, who with)
- Photos
- Pokes
- Wall posts
- Private (haha yeah right) messages
- Groups you've joined
- Networks you are a part of



\$19
BILLION

But haven't people been collecting data about me for years?

- Yes and there are (usually) controls and protections on that data.
- So 'Big Data' needs the same controls?
 - And we are back to 'Norms'

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