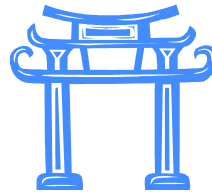


Social Networking and Security: The Business Risks of Employee Information Sharing

*Herbert H. Thompson, Ph.D.
Chief Security Strategist, People Security*





Gateway Data *(noun)*:

Data that seems harmless but, when used properly, can facilitate access to highly sensitive information.



Direct Use

Conversion of public data to access through defined rules

Amplification

Conversion of public data to private data by bouncing it off a person

Collective Intelligence

Correlating employee behavior to uncover sensitive corporate information

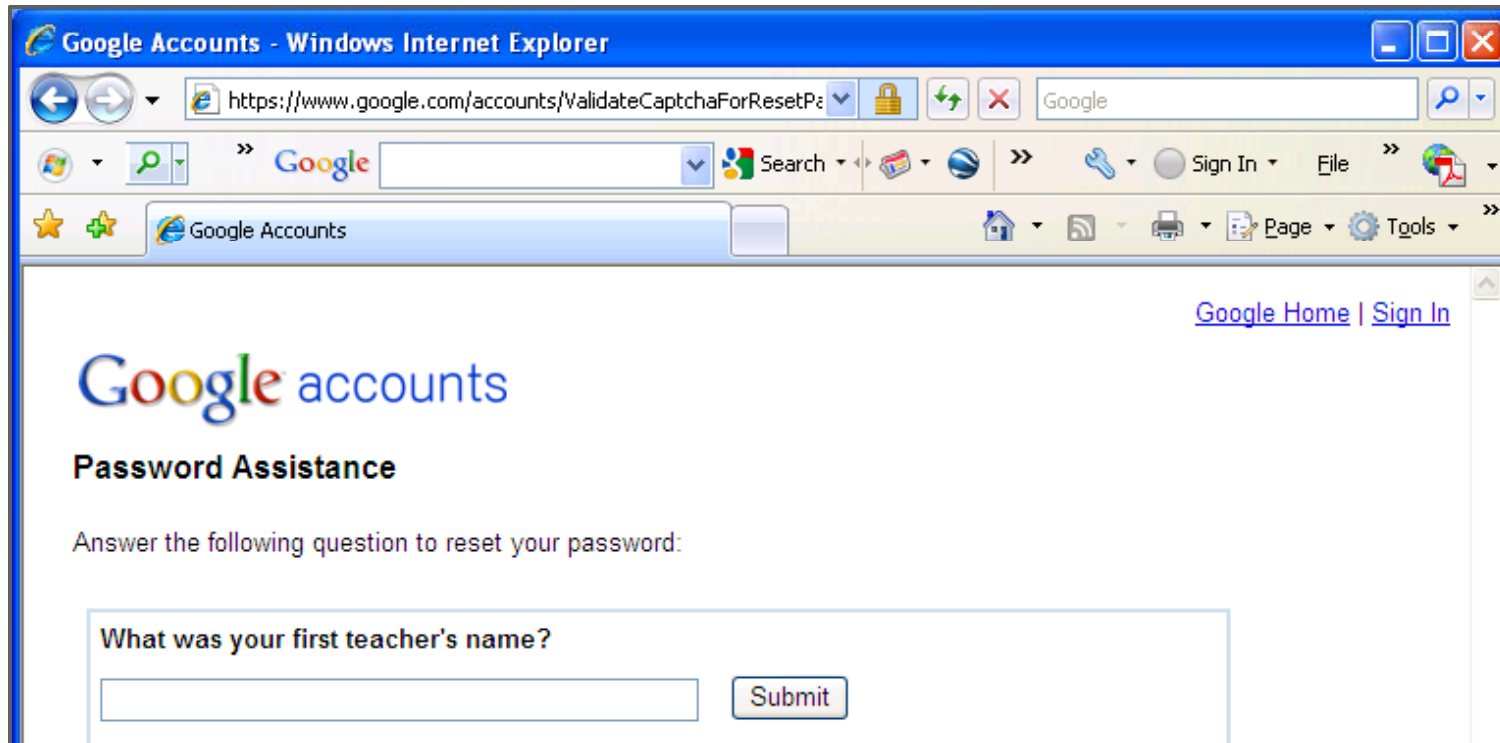




Direct Use Gateway Data: Data directly convertible into access through rules



What is your pet's name?
Where were you born?
What was your first teacher's name?
What is the mascot of your favorite team?
What was your first phone number?
What is your favorite restaurant?
Who is your favorite singer?
Where was your first job?



Step 1:
Reconnaissance

Old resumes, LinkedIn, Twitter, Facebook, blogs, friends/family blogs, public online records, etc.

Step 2:
Attempt Resets

Click on “Forgot your password?” or similar links. What do they ask for? What do they reveal?

Step 3:
Identify
Dependencies

Most people’s online identities have a common root. Is it one email address? A mobile phone?

Step 4:
Secure the Root

Once you’ve identified core dependencies, do what you can to strengthen the common root.

Sarah Palin - Wikipedia, the free encyclopedia - Windows Internet Explorer

http://en.wikipedia.org/wiki/Sara_palin#Early_life_and_career

Google

Sarah Palin - Wikipedia, the free encyclopedia

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Sarah Palin

From Wikipedia, the free encyclopedia
(Redirected from Sara palin)


The family moved to Alaska when she was an infant. She attended Wasilla High School,^[10] where she was the head of the Fellowship of Christian Athletes, a

Palin was a member of the [Wasilla, Alaska, city council](#) from 1992 to 1996 and the city's mayor from 1996 to 2002. After an unsuccessful campaign for Lieutenant Governor of Alaska in 2002, she chaired the [Alaska Oil and Gas Conservation Commission](#) from 2003 until her resignation in 2004. She was elected [Governor of Alaska](#) in November 2006. Palin was the first female governor of Alaska and the youngest person ever elected governor of that state.

In 2008, Republican presidential candidate [John McCain](#) chose Palin as his running mate in that year's [presidential election](#), making her the [second female candidate](#) and the first Alaskan candidate of either major party on a national ticket, as well as the first female vice-presidential pick for a major party.

Palin resigned as Governor on July 26, 2009, two and a half years into her four-year term.^{[7][8][9]}

sports reporter for the *Mat-Su Valley Frontiersman*.^{[21][22]} In 1988, she eloped with her childhood sweetheart Todd Palin, believing that her parents "couldn't afford a big



11th Governor of Alaska
In office

Contents [hide]

1 Early life and career

Internet 100%



Wednesday, Sep. 17, 2008

Sarah Palin's E-Mail Hacked

By M.J. Stephey

The cryptic Internet posse
target in Republican vice-p
members of Anonymous, a
4Chan, apparently breache
(gov.palin@yahoo.com) la

Screenshot of Mozilla Firefox browser displaying a Yahoo! Mail inbox.

Browser address bar: <http://ctunnel.com/index.php/1010110A/f9911e6b75cf245e7a8a44eeb9c5930822eebd246196ba2705d6f240cbcae87cb50c85a>

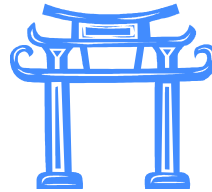
Mail interface elements:

- Check Mail, Compose, Search Mail, Search the Web
- Free phones at AT&T
- Folders: Inbox (84), Drafts, Sent, Spam (9) [Empty], Trash [Empty], My Folders [Hide], Emails for Arc...
- Search Shortcuts: My Photos, My Attachments
- ADVERTISEMENT: FREE* Dinner for two at

Inbox View: All Messages (Go)

Messages 1-100 of 174

	From	Subject	Date	Size
<input type="checkbox"/>	yahoo-account-services-us	Your Yahoo! password was changed	4:23 AM	5KB
<input type="checkbox"/>	19079829061@mms.dobson.	LOOK AT TRIG!!!!!!	12:36 AM	52KB
<input type="checkbox"/>	Amy McCorkell	HI SARAH	Sun, 9/14/08	4KB
<input type="checkbox"/>	Ivy Frye	Delivered: Re:	Sat, 9/13/08	3KB
<input type="checkbox"/>	Ivy Frye	Delivered: Re:	Sat, 9/13/08	3KB
<input type="checkbox"/>	Ivy Frye	Delivered: Re:	Sat, 9/13/08	3KB
<input type="checkbox"/>	Candy Sunderland	Welcome Home!	Wed, 9/10/08	17KB
<input type="checkbox"/>	Juanita	Re: Hello!	Mon, 9/8/08	3KB
<input type="checkbox"/>	Fatkidron@aol.com	Fwd: Fw: A story you will never read anywhere else.	Mon, 9/8/08	20KB
<input type="checkbox"/>	Remus	Read: Hello!	Mon, 9/8/08	3KB
<input type="checkbox"/>	JD & Trish	cousin jason	Sat, 9/6/08	6KB
<input type="checkbox"/>	Amy McCorkell	Read: Hello!	Fri, 9/5/08	3KB
<input type="checkbox"/>	Juanita	Read: Hello!	Fri, 9/5/08	3KB



Amplification Gateway Data:
data that can be amplified when
bounced off a person.



From: Citi Cards [citicards@info2.citibank.com]

Sent: Wed 7/22/2009 9:51 AM

To: [REDACTED]

Cc:

Subject: Reminder: You Still Have until 8/14/09 to Save with a Balance Transfer Offer



[Email Security Zone](#)
For your account ending in: [REDACTED]

YOUR ACCOUNT: **BALANCE TRANSFER**

Add citicards@info2.citibank.com to your address book to ensure delivery.

A simple card
A smart financial

[Email Security Zone](#)
For your account ending in: [REDACTED]

[» Transfer Now](#)

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Save now with
**2.99% APR on
transferred
balances until
07/01/10***

Act now to transfer balances to your Citi® Card and you can save money on interest.

We're offering you a special rate:

2.99% APR on transferred balances until 07/01/10*

You can transfer any amount, including balance transfer fees, up to your available credit line which is \$17,720 as of 06/25/09 on your Citi® account.**

We're all looking for intelligent ways to manage our finances and Citi has a great solution. With a special rate on **balance transfers**, you can save money on interest. Plus, you can consolidate all of your balances into one easy monthly payment.

[Transfer your balances to Citi today to:](#)

Credit Card	First 4 Digits	Total Digits
American Express	34xx or 37xx	15
VISA	4xxx	13 or 16
MasterCard	51xx-55xx	16
Discover	6011	16

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http://massive-groupsvc.com/e/

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More major e-commerce players - and lesser known ones - are banking on classifieds as a viable channel for online sales.

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The company was set up in 1990 in New York, the USA by three enthusiasts who have financial education. The head of the company was Andy Simerman. At the very beginning of its business activity the company provided fairly narrow range of services at the investment market. Within 15 years of hard work the company has acquired international standing and managed to develop into a global financial holding with the staff of 3,000 people and headquarters in more than 100 countries of the world.

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What do we Offer?

Brokerage Services



Brokerage services include support in buying/selling of shares on behalf of the client and in all operations pertaining to secondary registration, accounting and storage of securities.

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FINANCIAL AGENT

This vacancy is valid for American and Australian residents ONLY.
AVAILABLE

Location: Australia, USA
Status: Open
Employee Type: Part-Time Employee

Major operational duties are prompt receiving and processing stockbrokers' payments for their further transfer according to the specified method. Detailed work scheme will be provided upon request.

Requirements:

- Expert skills in managing payments and transfers between our company and clients
- Knowledge of basic payment systems
- Ability to schedule working hours effectively
- Availability for 3-4 hours a day
- Advanced PC and Internet skills
- Minimum 18 y.o.

Payment basis: During the trial period you will be paid USD 2,300 per month. You will also receive 8% commission for each payment received from our client. With current volume of clients, on average, your overall income will amount up to USD 4,000 per month. After the trial period your base salary will be as high as USD 3,000 per month plus 8% commission.

Benefits:

- Flexible working schedule
- Possibility to combine this part time job with your primary occupation
- Free training courses

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http://massive-groupsvc.com/e/index.php?page=r_4

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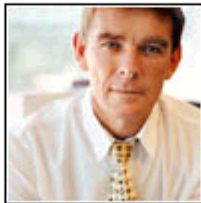
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08/04/2009 - Wanted: Online Classifieds
More major e-commerce players - and lesser known ones - are banking on classifieds as a viable channel for online sales.
[Read more](#)


08/02/2009 - Lead Generation via

Management Team

President of the company: Andy Simerman

 Andy Simerman is the founder of the company. He has higher economic and legal education. For 15 years Mr. Andy Simerman has been occupied in the sphere of finance and banking. He has risen from a clerk to the chief executive of a large bank. Andy Simerman is the creator of unique financial flows management schemes repeatedly awarded for achievements in finance and investment. He is among top-100 world's leading financiers. Andy Simerman also gives lectures on business fundamentals and investment policy in the world's largest universities.

Chief executive: Brian Taylor

 Brian Taylor is a co-founder of the company and a member of the Board of Directors. He boasts 2 diplomas of higher financial education being a graduate of the US university and a post-graduate of higher educational institution of England. Before the company was set up he had been working at the European leading trading site (oil and gas sphere). In the company Brian Taylor supervises the major trends of activity. Investment projects

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The company was set up in 1990 in New York, the USA by three enthusiasts who have financial education. The head of the company was Johnathan Smith. At the very beginning of its business activity the company provided fairly narrow range of services at the investment market. Within 15 years of hard work the company has acquired international standing and managed to develop into a global financial holding with the staff of 3,000 people and headquarters in more than 100 countries of the world.

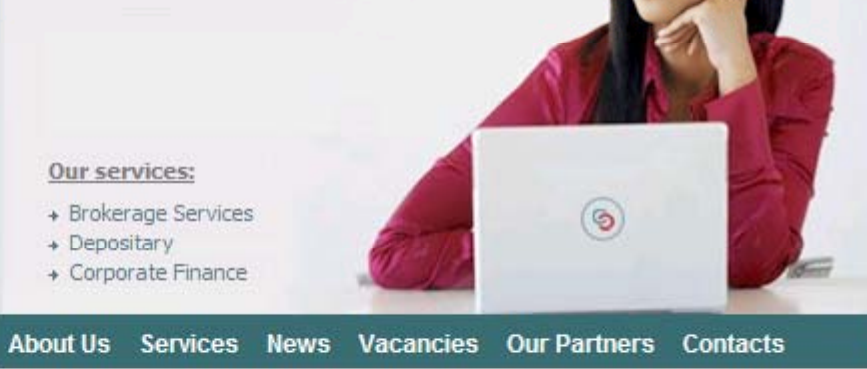
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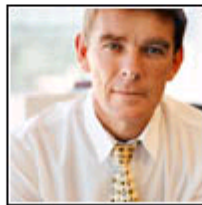
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08/19/2009 - Wanted: Online Classifieds

Management Team

President of the company: Johnathan Smith



Johnathan Smith is the founder of the company. He has higher economic and legal education. For 15 years Mr. Johnathan Smith has been occupied in the sphere of finance and banking. He has risen from a clerk to the chief executive of a large bank. Johnathan Smith is the creator of unique financial flows management schemes repeatedly awarded for achievements in finance and investment. He is among top-100 world's leading financiers. Johnathan Smith also gives lectures on business fundamentals and investment policy in the world's largest universities.

Chief executive: Brian Taylor



Brian Taylor is a co-founder of the company and a member of the Board of Directors. He boasts 2 diplomas of higher financial education being a graduate of the US university and a post-graduate of higher educational institution of England. Before the company was set up he had been working at the European



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➤ Welcome to our web-site



The company was set up in 1990 in New York, the USA by three enthusiasts who have financial education. The head of the company was Richard Castner. At the very beginning of its business activity the company provided fairly narrow range of services at the investment market. Within 15 years of hard work the company has acquired international standing and managed to develop into a global financial holding with the staff of 3,000 people and headquarters in more than 100 countries of the world.

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Half.com sales count toward PowerSeller status, digital download and image display tools, a community for eBay competitors and a blinged-out Sharpie for sale.

➤ Management Team

President of the company: Richard Castner



Richard Castner is the founder of the company. He has higher economic and legal education. For 15 years Mr. Richard Castner has been occupied in the sphere of finance and banking. He has risen from a clerk to the chief executive of a large bank. Richard Castner is the creator of unique financial flows management schemes repeatedly awarded for achievements in finance and investment. He is among top-100 world's leading financiers. Richard Castner also gives lectures on business fundamentals and investment policy in the world's

largest universities.

Chief executive: Brian Taylor



Brian Taylor is a co-founder of the company and a member of the Board of Directors. He boasts 2 diplomas of higher financial education being a graduate of the US university and a post-graduate of higher educational institution of England. Before the company was set up he had been working at the European



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Password:

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Management Team

President of the company: Mark Trumpfold



Mark Trumpfold is the founder of the company. He has higher economic and legal education. For 15 years Mr. Mark Trumpfold has been occupied in the sphere of finance and banking. He has risen from a clerk to the chief executive of a large bank. Mark Trumpfold is the creator of unique financial flows management schemes repeatedly awarded for achievements in finance and investment. He is among top-100 world's leading financiers. Mark Trumpfold also gives lectures on business fundamentals and investment policy in the world's largest universities.

Chief executive: Brian Taylor



Brian Taylor is a co-founder of the company and a

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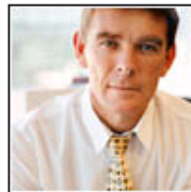
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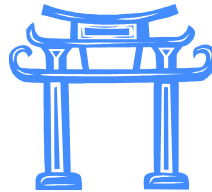


Management Team

President of the company: George Hankleton

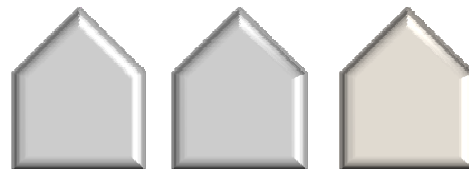


George Hankleton is the founder of the company. He has higher economic and legal education. For 15 years Mr. George Hankleton has been occupied in the sphere of finance and banking. He has risen from a clerk to the chief executive of a large bank. George Hankleton is the creator of unique financial flows management schemes repeatedly awarded for achievements in finance and investment. He is among top-100 world's leading financiers. George Hankleton also gives lectures on business fundamentals and investment policy in the world's largest universities.



Collective Intelligence Gateway Data:

Seemingly innocuous data that can be combined with other data across time, a company, or a group to reveal something sensitive.



Some Potential Direct Disclosures

- Information about customers or sales
- Information about the health of a company
- New policies or policy changes
- Ethics issues internally
- Hiring or firing
- Company violated a law
- Disclosure of legally protected data
- Creation of a legally protected "record" in a public place
- Mergers and acquisitions
- Potential strikes
- Trade secrets disclosed
- New features in a product or product changes

Company Name: We're losing customers, so we're reduced to having to screw employees. That's how we roll. Apparently.

10:17 AM Oct 3rd from Twiterrific

Telegraphed Information

- Location – services like Loopt append location information
- Job seeking behavior LinkedIn recommendation requests, resume distribution, etc.
- Linkages/Relationships – new contacts or friends added to social networks

Flying to bentonville arkansas for a quick trip and meetings straight through the day friday.

7:39 PM Aug 20th from TinyTwitter

LinkedIn Recommendations

John Smith is requesting an endorsement for work

LinkedIn® Invitation Accepted

Congratulations! You and Mike are now connected.

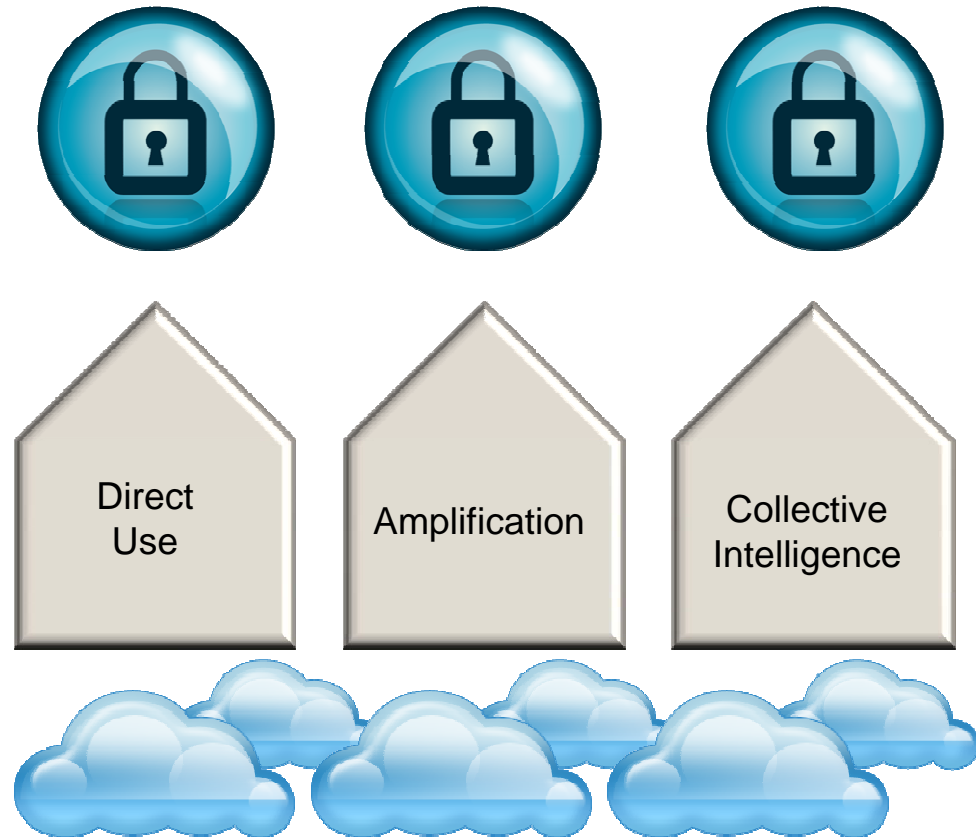


View [Mike's profile](#) to:

- Download Mike's current contact information
- Write a recommendation for Mike
- Find opportunities through Mike's network
- See who you know in common

Summary

- Need to look beyond traditional PII
- Increasing amount of data equivalency
- Creating awareness around *Gateway Data* can help reduce risk



Email: hthompson@peoplesecurity.com