


# Cybersecurity & Online Identity Theft

Presented By:  
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Manager of Technology Solutions  
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## What you'll learn today

- What is Identity Theft
- Common Attacks
- Defense

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## What is Identity Theft?



**login  
password**

**Fraud**



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Did you know?

- Identity theft is a top concern for consumers and business leaders



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Did you know?

- 1 in 30 are victims  
(11 million Americans)



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Did you know?

- Personal Identity theft can affect your business or organization



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**Did you know?**

- You may be giving away your identity



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**Types of Fraud**

- Financial fraud



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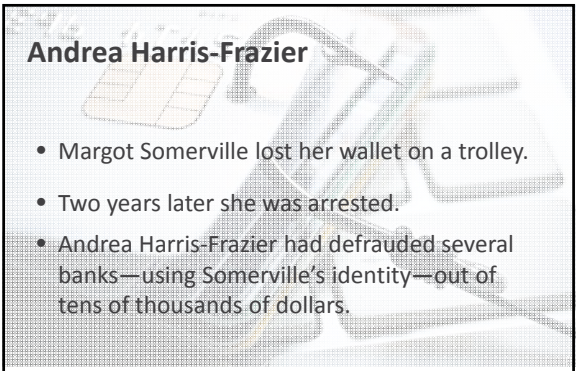
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**Andrea Harris-Frazier**

- Margot Somerville lost her wallet on a trolley.
- Two years later she was arrested.
- Andrea Harris-Frazier had defrauded several banks—using Somerville’s identity—out of tens of thousands of dollars.



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**Abraham Abdallah**

- Busboy in New York City
- “Forbes 400”
- Steven Spielberg, George Lucas and others
- Posing as his victims, getting social security numbers, credit card numbers, etc from financial institutions



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**Types of Fraud**

- Medical fraud



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**Dr. Gerald Barnes**

- Gerald Barnbaum lost his pharmacist license after committing Medicaid fraud.
- He stole the identity of Dr. Gerald Barnes and practiced medicine under his name.
- “Dr. Barnes” even worked as a staff physician for a center that gave exams to FBI agents



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**Types of Fraud**

- **Criminal fraud**

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**Brittany Ossenfort**

- Brittany Ossenfort got a new roommate, Michelle
- Ossenfort asked by police to bail herself out of jail.
- “Michelle” posing as Ossenfort and was caught soliciting prostitution




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**Types of Fraud**

- **Real-estate fraud**

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**Property Scheme**

- Legitimate real estate ad is copied and posted to classifieds
- Fake ad uses legitimate names, but false email address and contact information
- The thief claims to be renting the property and asks for payment




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**Overall Statistics**

- The **dollar amount of identity fraud** over the last two years totals **over \$100 billion**. (Source: Javelin Strategy and Research)




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**Overall Statistics**

- **11.6%** of all fraud theft (**over 1 million cases**) occurs online




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**Overall Statistics**

**600 hours**



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**Overall Statistics**

**1 in 700 chance of being caught**



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**Who would do such a thing?**  
Personal Identity Theft



- Petty criminals
- Organized crime
- Opportunistic criminals
- Friends/family

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### Corporate attacks?

- Dumpster Diving
- Pretexting (existing employees)
- Hacking / Malware
- Mail theft

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### Why corporations?

- Bigger bank accounts
- Bigger credit limits (and easier to open an account)
- Larger purchases
- Invoicing / payment terms

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**Identifying Threats**

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**50-70% of identity theft starts when an employee steals personal data from the company**

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**Reducing the Threat of Internal ID Theft**

- Know your assets
- Enforce policies and controls
- Educate staff
- Monitor and Respond
  - During the hiring process
  - With current employees
- Anticipate and manage negativity



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**External Threats**



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**Phishing**

- Spam or pop-up messages
- Legitimate looking email from your bank, credit card company or other financial institution.
- Website link where it asks you to update your contact information.

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### Phishing Example

From: First Generic Bank <accounts@firstgenericbank.com>  
 Subject: Please update your account information  
 Date: Sep 12, 2006 3:23 PM PST

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Dear First Generic Bank user,

As a courtesy to our valued customers, First Generic Bank conducts regular account information verification processes. During the most recent process, we found that we could not verify your information.

In order to ensure your account information is not made vulnerable, please visit <http://www.firstgenericbank.com.account-updateinfo.com>.

Please click on the above link to our Web site and confirm or update your account information. If you do not do this within 48 hours of

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### Spear Phishing

- Researched
- Targeted
  - Individual or Group
- Extension to Phishing



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### Spear Phishing Example

From: First Generic Bank <accounts@firstgenericbank.com>  
 Subject: Please update your account information  
 Date: Sep 12, 2006 3:23 PM PST

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Dear Curtis McCallister

As a courtesy to our valued customers, First Generic Bank conducts regular account information verification processes. During the most recent process, we found that we could not verify your information.

In order to ensure your account information is not made vulnerable, please visit <http://www.firstgenericbank.com.account-updateinfo.com>.

Please click on the above link to our Web site and confirm or update your account information. If you do not do this within 48 hours of receipt of this e-mail, you will not be able to use your First Generic Bank account for 30 days. This is an extra precaution we take to

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**Email Scams**

- Unsolicited
- Promises
- Compensation

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**Types of Email Scams**



- Nigerian E-Mail scam
- Government official
- Business man
- Surviving spouse
- Percentage of the money

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**Nigerian Scam**

- Overseas
- Need help getting owed money
- Small transaction fee

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### Nigerian Scam

**[SPAM]ATM International Credit Settlement.**  
 Central Bank of Nigeria. (pinner@brandanlon.co.uk)  
 Time: Sat 03/03/2017 9:20 AM  
 To: brandan

Central Bank of Nigeria,  
 ATM International Credit Settlement,  
 Directorate of International Payment

This is to officially notify you about your fund that was supposed to be rendered to you via numerous ways i.e. Courier Companies, Western Union Money Transfers and Banks. Due to this last of funds of yours which was supposed to be given to you but failed to. So in this case, a beneficial meeting was held on the 21st of August 2012 at the World Bank in Switzerland, which top officials and Central Bank Governors from different countries in the world were present at the meeting, which they discussed on how your fund can be given to you without any loss at this time, which you have to stop any further communication with any other person(s) or official(s) to avoid any hitch(es) in receiving your ATM payment.

In conclusion at the meeting, the President of World Bank Mr. Jim Yong Kim has strictly authorized 6 Banks in the World to deliver all funds through courier companies. Your Fund which is \$100 Million USD (One Hundred, Five Hundred Thousand United States of America Dollars) to all beneficiaries in various countries in the world as an ATM MASTER CARD. Below are the authorized Banks;

- Bank of America/Boston
- Bank of Spain/Madrid/Spain
- Bank of London/England
- Central Bank of Nigeria/Lagos/Nigeria
- Bank of Santo Spirito/Rome/Italy
- Bank of New York Mellon Corp/New York/USA

Each of this Banks are to distribute 15K ATM MASTER CARDS to every beneficiaries in the world that are to receive their (one-time) ATM CARDS, so this Bank (Central Bank of Nigeria) will send you your ATM CARD which you will use to withdraw your money in any ATM machine in any part of the world, but the machine withdrawal is \$24,000 US dollar per day. Note that this ATM CARD of yours has been activated and a security pin code number will be issued to you from this Bank as soon as you receive your card for a safer withdrawal. Please contact the ATM CARD payment department Mr. Khalid Anderson Information are as below;



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### Government Email Scams

Tax Return   New

IRS < irscptrefund@irs.gov >  
 To: Taxpayer

10:25 AM @ hours ago

**Claim Your Tax Refund Online**

We identified an error in the calculation of your tax from the last payment, amounting to \$ 429.00. In order for us to return the excess payment, you need to create an e-refund account after which the funds will be credited to your specified bank account.

Please click **"Get Started"** below to claim your refund:

[Get Started](#)

We are here to ensure the correct tax is paid at the right time, whether this relates to payment of taxes received by the department or entitlement to benefits paid.



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### Survey Scam

- Asks you to participate in a survey
- Social issues like the middle east
- Global issues like global warming
- Social issue, politics
- Provides a weblink, asks for personal information, installs spyware on your computer



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### Survey Scam

- Information gathering
  - Name
  - Address
  - Demographics
- Spyware / malware virus payload



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### Survey Scam Example



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### Spyware

- Monitor or control your computer
- Installed with permission, unwittingly
- Barrage of pop-ups
- Takes you to sites you don't want
- Random error messages and sluggish performance
- **There may be no symptoms at all**



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**Identifying threats**



**How do you tell when an email or website is phishy?**



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**Identifying threats**



1. Legitimate businesses do not ask for personal information in an email, your bank or a job offer, it doesn't happen



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**Identifying threats**



2. Emails have poor English, spelling and grammatical errors



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### Identifying threats

3. The email address doesn't appear to match the company name



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### Example of False Email

Curtis McCallister [<mailto:Curtis.McCallister@jmcoit.com>]  
notification@google.co.uk <kwlee@thgroup.com.my>



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### Identifying threats

4. Mislabeled Links



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 **Internal Revenue Service**  
United States Department of the Treasury

**Attention,**  
Our account surveillance have detected some suspicious activities over your account and to maintain the security we have temporarily disabled some functions on your account.

**Possible Reasons:**

- Someone was trying to access your account illegitimately
- Using different source to access

To enable all functions on your account, you required to verify your identity with IRS e-Services by Clicking: <https://la.www4.irs.gov/PORTAL-PROD/CRM/signon.html>

**Note:** You must provide and answer security questions you have provided us when y for us to verify your identity, after which normal e-Services activities will continue.

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## Identifying threats

<https://la.www4.irs.gov/PORTAL-PROD/CRM/signon.html>

<http://tlcbeitshoshanim.com/images/e-services/logon.htm>

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## Other Examples

Unable reading this ? To update your information, if this email is not displayed correctly, Please [View Below](#)

 **PayPal**

**We Noticed Unusual Activity**

Dear Customer  
We need your help resolving an issue with your account. Until you help us resolve this issue, we've temporarily limited what you can do with your account.

**What's going on ?**  
We noticed some unusual activity on your PayPal account from Unknown location and are concerned about potential unauthorized account access. Your PayPal account will remain limited, until you complete the necessary steps.


**What to do next**  
You can resolve your limitation by following these simple steps :

1. Login [HERE](#).
2. Provide the information associated with your account.
3. Add or Confirm a Credit card.

[Remove Limitation](#)

[Help Center](#) | [Partner Directory](#) | [Logo Center](#) | [Security](#) | [Business Center](#)

Please do not reply to this email. We are unable to respond to inquiries sent to this address. For immediate access to your questions, Visit our Help Center by clicking Link on the web address below. Copyright © 2015 PayPal Inc. All rights reserved.

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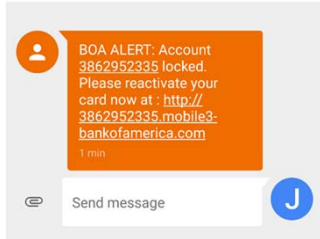
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### Cell phone text message phishing



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### Myth #1 Regarding "Strong" Passwords:

A hacker only has three attempts before he is "locked out"



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### Reality:

- Lockout is not mandatory
- Brute force or dictionary attacks
- **Assume Unlimited Attempts**



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**Myth #2 Regarding "Strong" Passwords:**

Your password has to be difficult to remember



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**Reality: The key is to balance length and complexity**

- All or nothing
- 12 is good **20** is better
- Symbols and phrases
- Inside joke



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**Things You *MUST* Do to Protect Your Identity and your company!**

- Change passwords
- Safeguard personal information
- Update Devices
- Virus Protection



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**Safeguard your personal information**

- SSN
- Date of Birth
- Debit Card PIN



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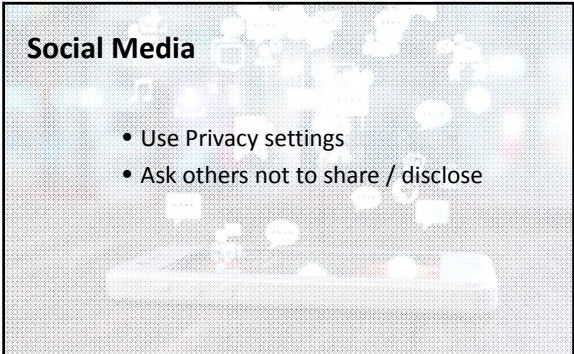
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**Social Media**

- Use Privacy settings
- Ask others not to share / disclose



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**Social Media and the Business**

- Absence makes the attack easier



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**Off Topic – General personal security**

- Do you post selfies in front of your new 90" 4K TV?
- Do you share your vacation and trip schedule on social media?
  - Date or movie night
  - Trip to the mountains

**Just Shout "I have nice stuff and will not be home!"**




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**Keep your devices updated**

- Updates add features and close security holes, reducing vulnerabilities
  - Desktop
  - Laptop
  - Tablet
  - Mobile phone




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**Virus protection**

- Ensure those same devices have anti-virus software installed and keep it up to date.

**"An ounce of prevention is worth a pound of cure"**

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**Other Safety Measures**

- Don't just click or accept
- Don't trust public WiFi
- "Hey, I found a USB key"
- Public Cell phone charging stations



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**Firewall & Advanced Threat Management**

- Anti-virus
- Intrusion Prevention
- Category based web filtering
- Deep Packet Inspection



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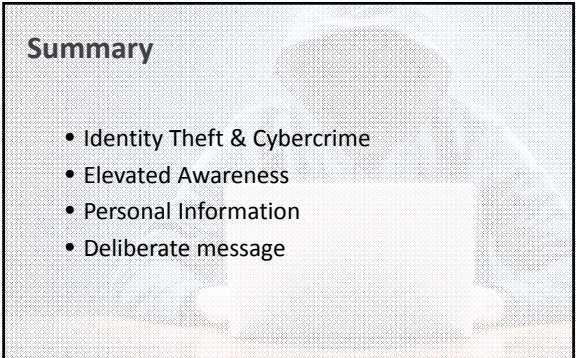
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**Summary**

- Identity Theft & Cybercrime
- Elevated Awareness
- Personal Information
- Deliberate message



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Contact

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A graphic showing five white sticky notes pinned to a surface with blue pushpins. Each note has a blue icon: an envelope, a telephone handset, an @ symbol, a mobile phone, and a location pin. Below the sticky notes is a small portrait of Curtis McCallister, followed by his name, title, company, phone number, website, and email address.

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