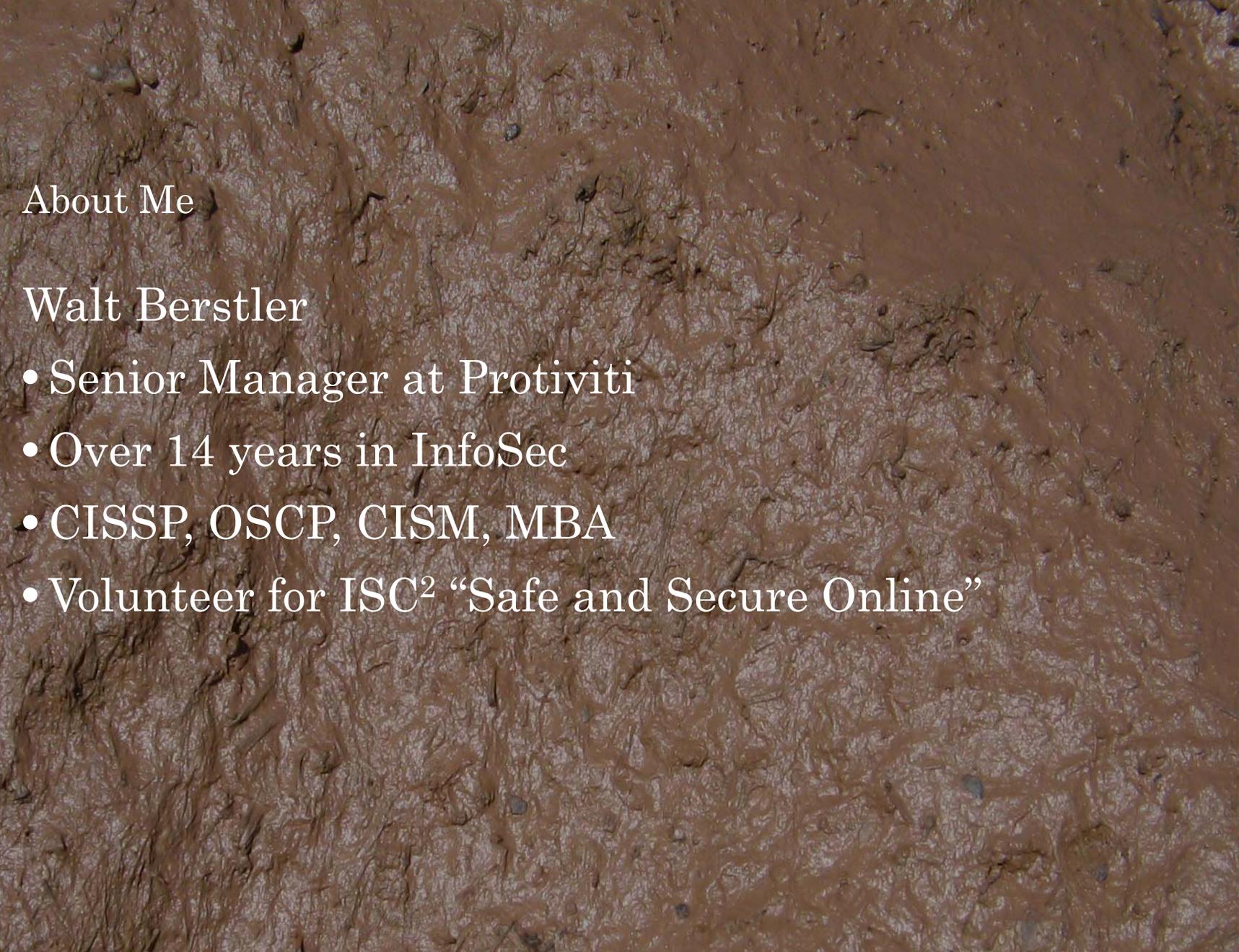


# Using Disinformation to Maintain Personal Privacy: muddying the waters

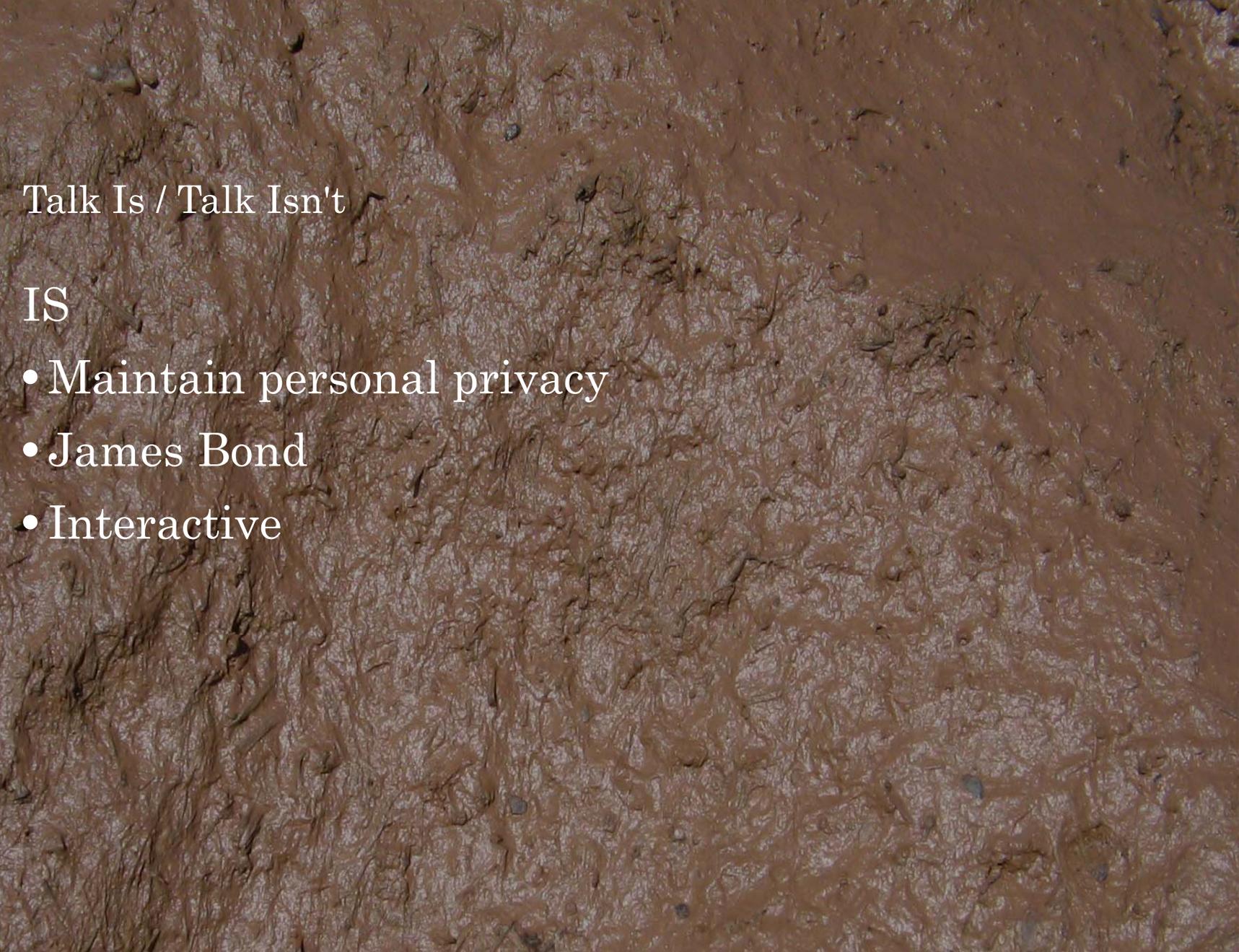
DELAWARE'S 7TH ANNUAL CYBER SECURITY WORKSHOP  
SEPTEMBER 7, 2016

The background of the slide is a dark brown, textured surface that resembles crumpled paper or a similar material. The texture is uneven and organic, with various shades of brown and some darker spots. The text is overlaid on this background in a white, serif font.

## About Me

### Walt Berstler

- Senior Manager at Protiviti
- Over 14 years in InfoSec
- CISSP, OSCP, CISM, MBA
- Volunteer for ISC<sup>2</sup> “Safe and Secure Online”

The background of the slide is a dark brown, heavily textured surface that resembles crumpled paper or a rough, fibrous material. The texture is uneven, with many small creases, ripples, and variations in color from dark brown to a slightly lighter, more ashy brown. The overall appearance is organic and tactile.

Talk Is / Talk Isn't

IS

- Maintain personal privacy
- James Bond
- Interactive

Talk Is / Talk Isn't

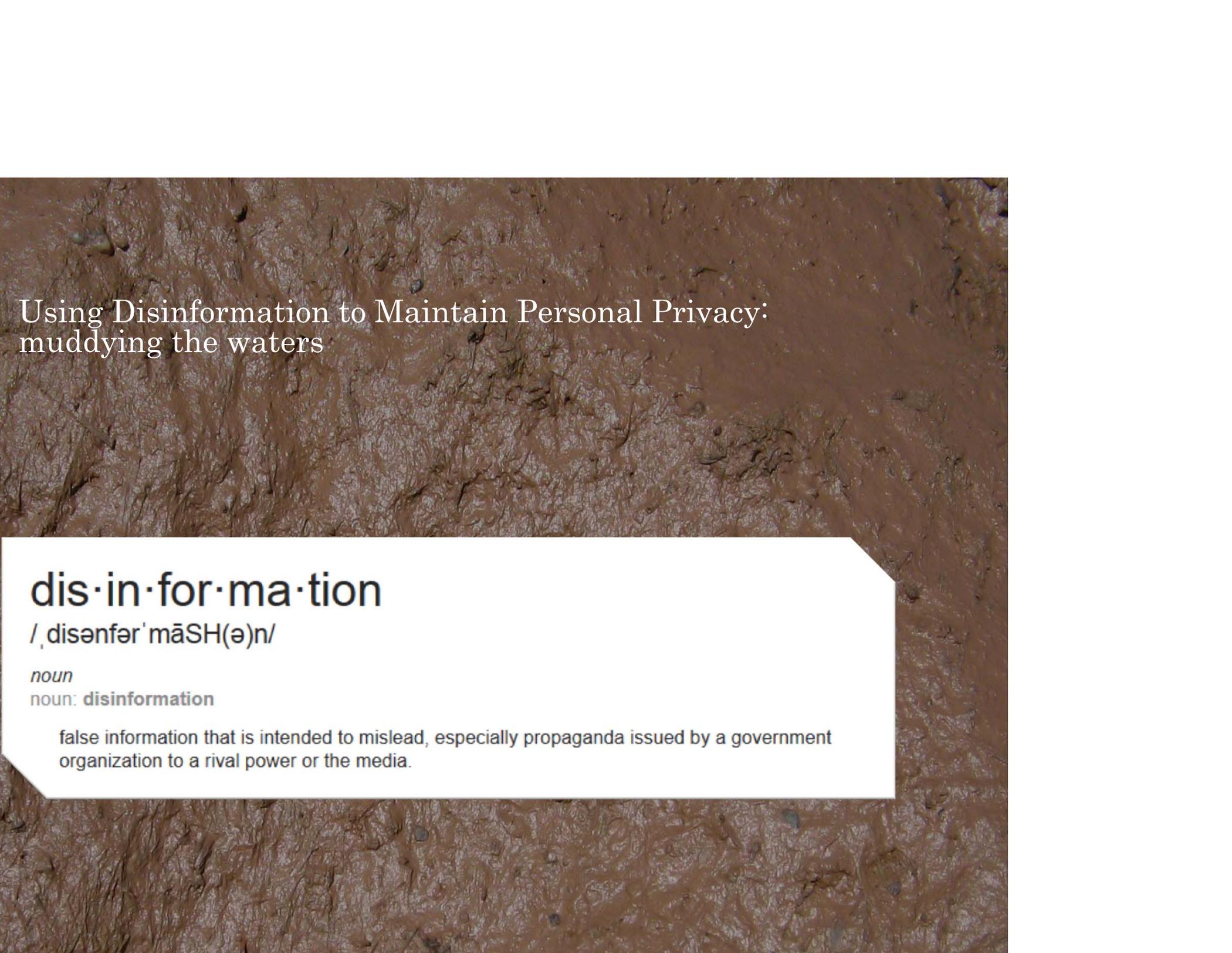
IS

- Maintain personal privacy
- James Bond
- Interactive

ISNT

- Corporate / Enterprise security
- Removal of data
- Criminal activity

File /



## Using Disinformation to Maintain Personal Privacy: muddying the waters

dis·in·for·ma·tion

/ˌdɪsənˈfərˈmɑːʃ(ə)n/

*noun*

noun: **disinformation**

false information that is intended to mislead, especially propaganda issued by a government organization to a rival power or the media.



Why is this important?

Why is this important?  
Who is after me?





Information you willingly provide

- Facebook
- Twitter
- Pandora / Spotify
- Google (Gmail, Google +, Maps, Calendar)
- Amazon
- Census



Message

Timeline

About

Friends

Photos

More



added a temporary profile picture.

June 3



Español · Português (Brasil) · Deutsch



Advertising · Ad Choices · Cookies



**1 Union College**  
 4.7 ★★★★★ (187) · College & University  
 807 Union St · (518) 388-6000

Union College shaped the rest of my life.  
 Ken Olsen · 5.0 ★ · 3 months ago



**2 Schenectady, New York**  
 City

Lot of great places to eat and a lot of things to do.  
 Rich Tessitore · 4.0 ★ · over a year ago

David Wagand Probbom shared Maria Good Decision's photo with Julie Osborne and 45 others.  
 August 29, 2012 · 16

Please read and share with hashtag #MariaGoodDecisions #TCTP11 #Lilina #KhanorGret

Maria Good Decision August 29, 2012 · 16

Indiana Treasurer Orsola Kelly Mitchell, Jim Merritt and David Wagand Probbom announced our innovative technology driven back to school program using mobile...

See More

Like · Share

Kim Marsh with Phyllis Robertson Piper and 10 others.  
 May 20, 2012 · 16

Sister Family Update on Bernie (Talked to Pam today). She said for every step forward he takes two back. He has moved past the infection. He had a couple good days, Thurs and Fri, but he now looks blood and may have found the source. They've moved him to another unit, they're closer to him. David is supposed to go see him on Sat and Ben really wants to be home for that. He just wants a little more time. Please continue your prayers and positive thoughts. Came upon this pic of him and Grandma and thought I'd share.

6 Comments

Like · Share

Kim Marsh with Larry Smith and Sam Donovan.  
 May 24, 2012 · 16

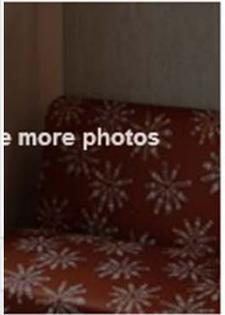
Razin' peace my dear uncle, razin' peace.

6 Comments

Like · Share

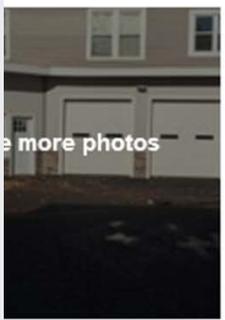
Kim Marsh with Phyllis Robertson Piper and 11 others.  
 May 24, 2012 · 16

Forever heroes in our hearts!!!



Like · Save

and left as a young



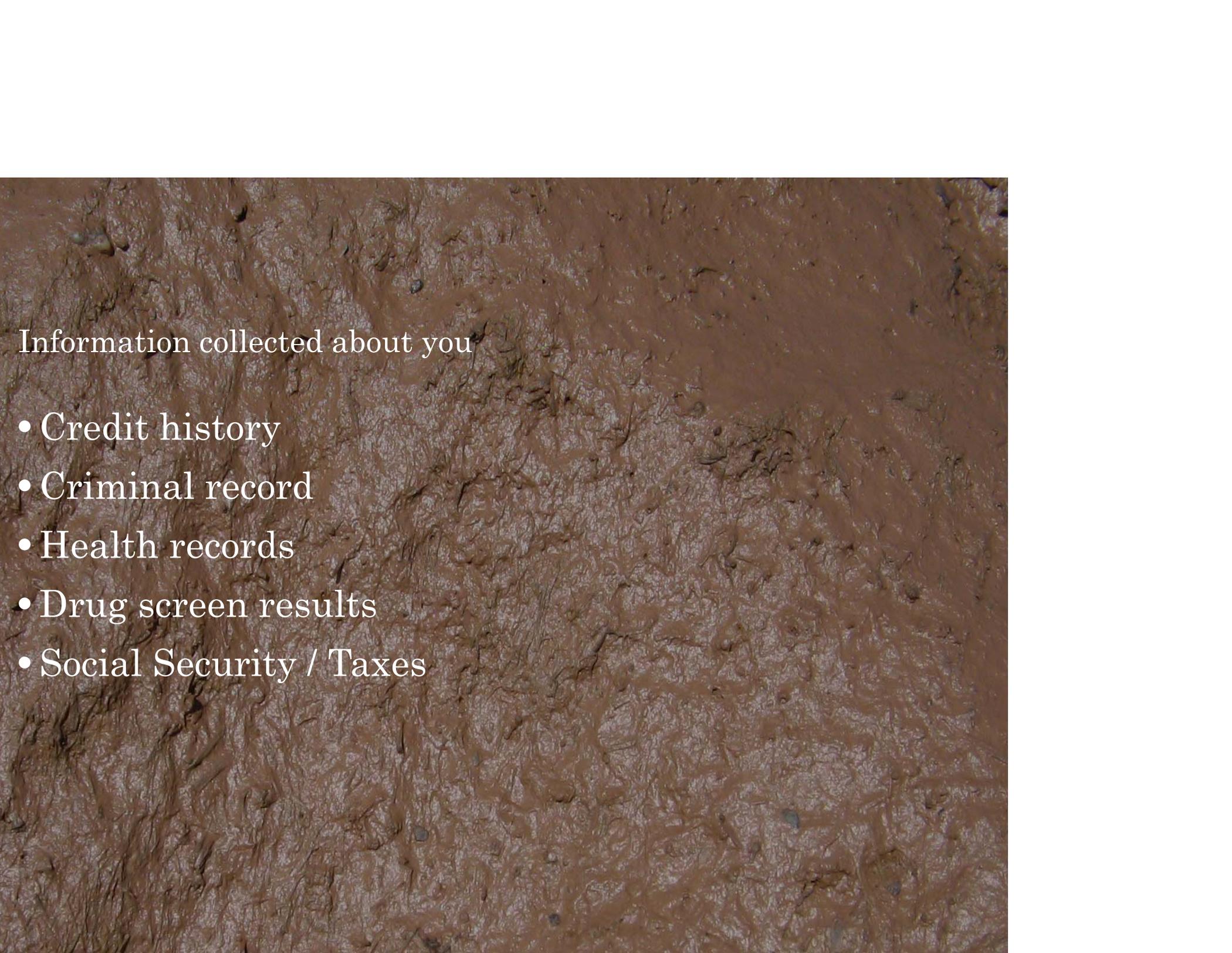
Save

axes r really high!



A person with long dark hair and a pixelated face is holding a white sign. They are wearing a dark blue t-shirt with the word "Life" visible. The background is a plain, light-colored wall. The sign contains the following text:

Maybe You Shouldn't Use your  
daughter as an experiment to prove  
your point... Just an idea



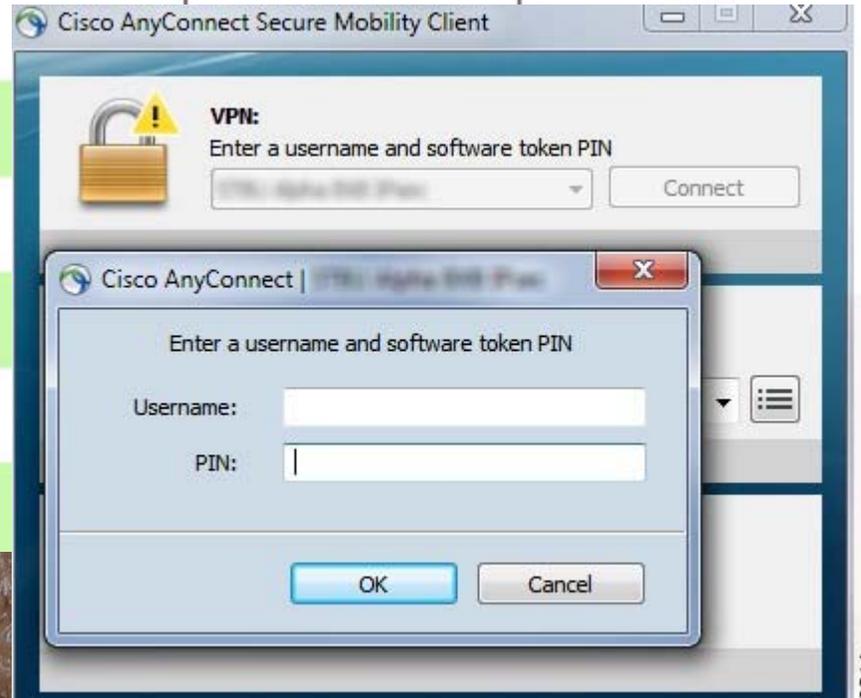
Information collected about you

- Credit history
- Criminal record
- Health records
- Drug screen results
- Social Security / Taxes



State of the Union Hack  
Hacking is easy

RANK	PASSWORD	CHANGE FROM 2014
1	123456	Unchanged
2	password	Unchanged
3	12345678	1 ↗
4	qwerty	1 ↗



State of the Union Hack

Hacking is easy  
Mainstream media

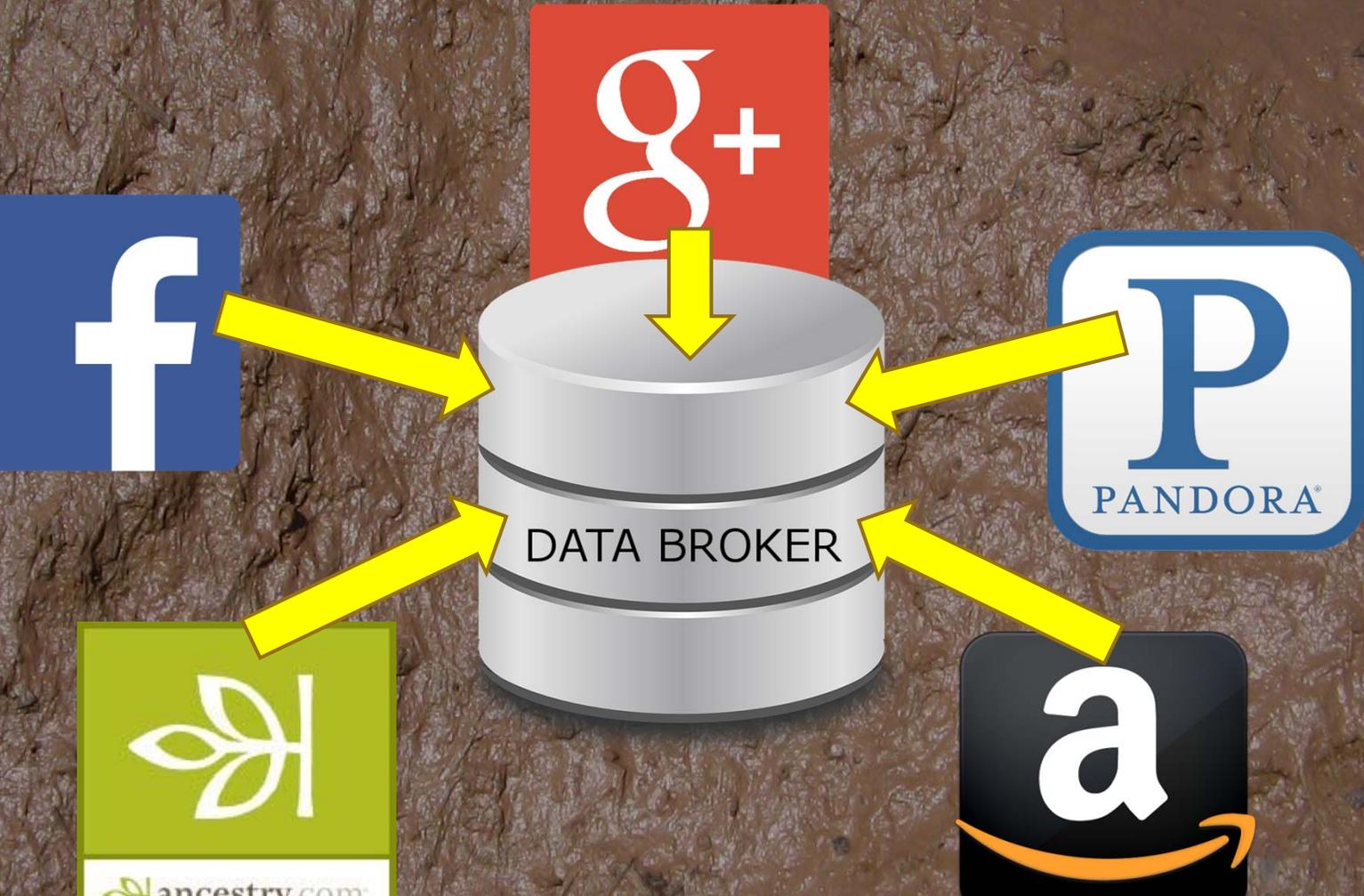


State of the Union Hack

Hacking is easy  
Mainstream media  
Credit monitoring



Data brokers



FILE **S5/23 84982 00** SECTION

**NOT TO BE TAKEN OFF FLOOR LEVEL 3**

NAME OF AGENT: **James Bond**  
NATIONALITY: **British**  
SEX: **Male**  
MARITAL STATE: **Single**  
EDUCATION: **Eton, Fettes College**  
SERVICE RECORD: **Lieutenant in Special Branch of RNVR  
Achieved rank of Commander.**  
HONOURS: **CMG**  
PARENTS: **Andrew Bond (Scottish)  
Monique Delacroix (Swiss)**

PHYSICAL CHARACTERISTICS:  
*Hair:* Brown  
*Eyes:* Brown  
*Height:* 1.83 m  
*Weight:* 76 kilos  
Scar down right cheek and right shoulder;  
signs of plastic surgery on back of right hand

INTERESTS: **Gambling; fast cars; expensive clothes;  
sophisticated women; sailing; good food;  
music**

HEALTH: **Excellent**

I.Q. **Far above average**

RECORD IN SECRET SERVICE SO FAR: **Apart from one or two failures has maintained  
remarkable success rate on operations, and  
looks set to be department head in time.**

N.B. Bond has a double 0 number, giving him the  
right to kill in the course of his duties



**EXTREMELY  
CONFIDENTIAL**

**NOT TO BE REMOVED**



**CLASSIFIED  
INFORMATION**

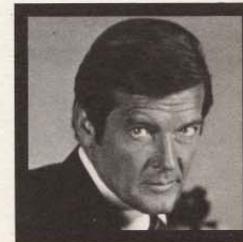
**CONFIDENTIAL FILE**

**NOT TO BE REMOVED WITHOUT  
THE PERMISSION OF APPROPRIATE  
DEPARTMENT HEAD**

Confidential document prepared by 'M', head of the Secret Service:

**The007Dossier.com**

**James Bond, 007, is one of our top agents,  
both in performance and rank.**



His good looks tend to give the impression of a man of delicate nature, but in situations demanding ruthlessness and animal courage there is no one better. Known and admired by the Secret Services of the western powers, he is the man they ask for when they want a helping hand on an exacting mission. He is an expert pistol shot, boxer and knife-thrower.

A professional spy has only himself to depend on when in the field, therefore he must be something of a lone wolf, used to finding his own way out of embarrassing situations without losing his ice-cold control. Bond has this essential attitude of mind, able to cut himself off from all petty emotions and concentrate entirely on the job in hand. Of course the few playthings we supply before he starts a mission do help him somewhat.

Regrettably, Bond does seem always to get tangled up with women on his assignments. But such is his control of the situation that invariably he manages to extract himself with the minimum of discredit—much to the fury of SMERSH and SPECTRE.

For relaxation he likes to have the occasional night at a casino, followed by a good meal and a bottle of wine . . . and then home to his collection of classical and blues records. He has few close male friends but when off-duty in London he has yet to be seen without a girl on his arm.

Unpredictable, exasperating, undisciplined—all these things Bond may be, but one thing is certain . . . we're lucky he's on our side.

**INTERNAL  
ONLY  
MEMO**

**SECRET**



Who has access?



NOW who has access?



NOW who has access?



NOW who has access?



NOW who has access?

**W!** InnoTAB 3S  
LEARN • CREATE • CONNECT

Pre-Order ▶

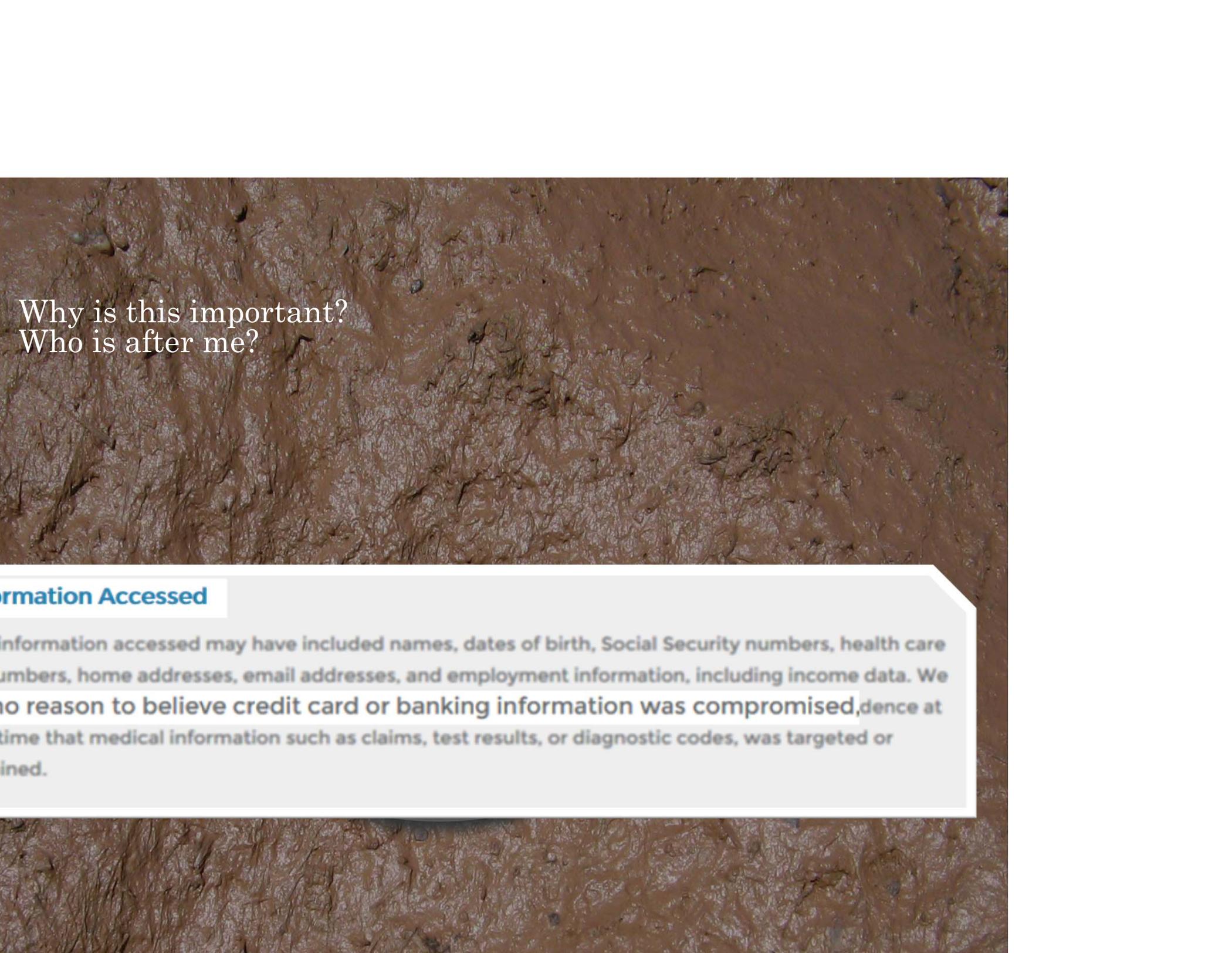
**HACKED**

View Demo

WiFi CERTIFIED

The Wi-Fi CERTIFIED Logo is a certification mark of the Wi-Fi Alliance.

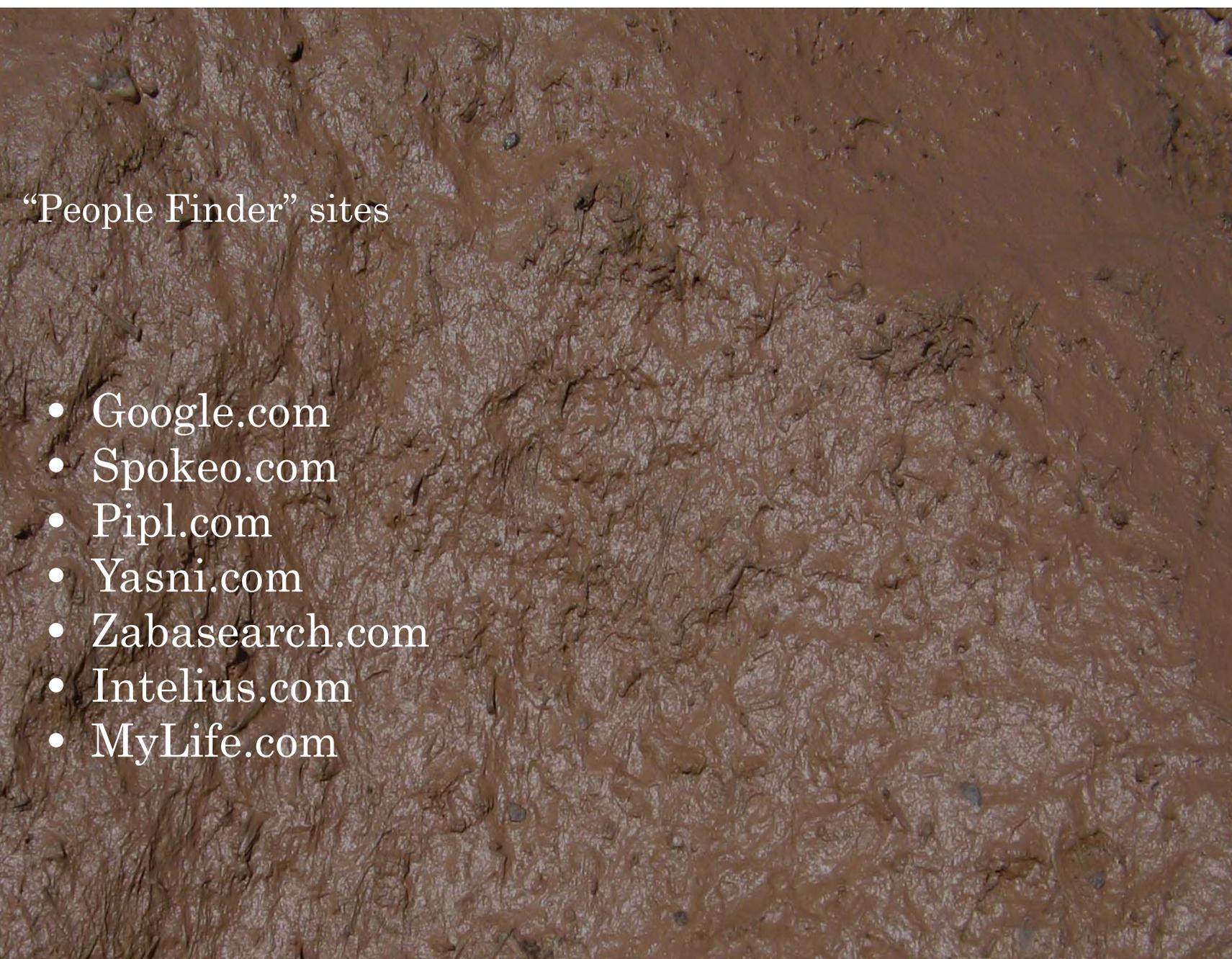
The advertisement features a young child in a red shirt smiling while using the InnoTAB 3S tablet. The tablet screen displays various educational icons such as 'E-Reader', 'Games', 'Kid Connect', 'Wish List Maker', and 'Downloads'. A large, green, stylized 'HACKED' watermark is overlaid across the center of the image. A 'View Demo' button is located near the bottom right, and a 'WiFi CERTIFIED' logo is at the bottom center. The background is a soft-focus classroom setting.



Why is this important?  
Who is after me?

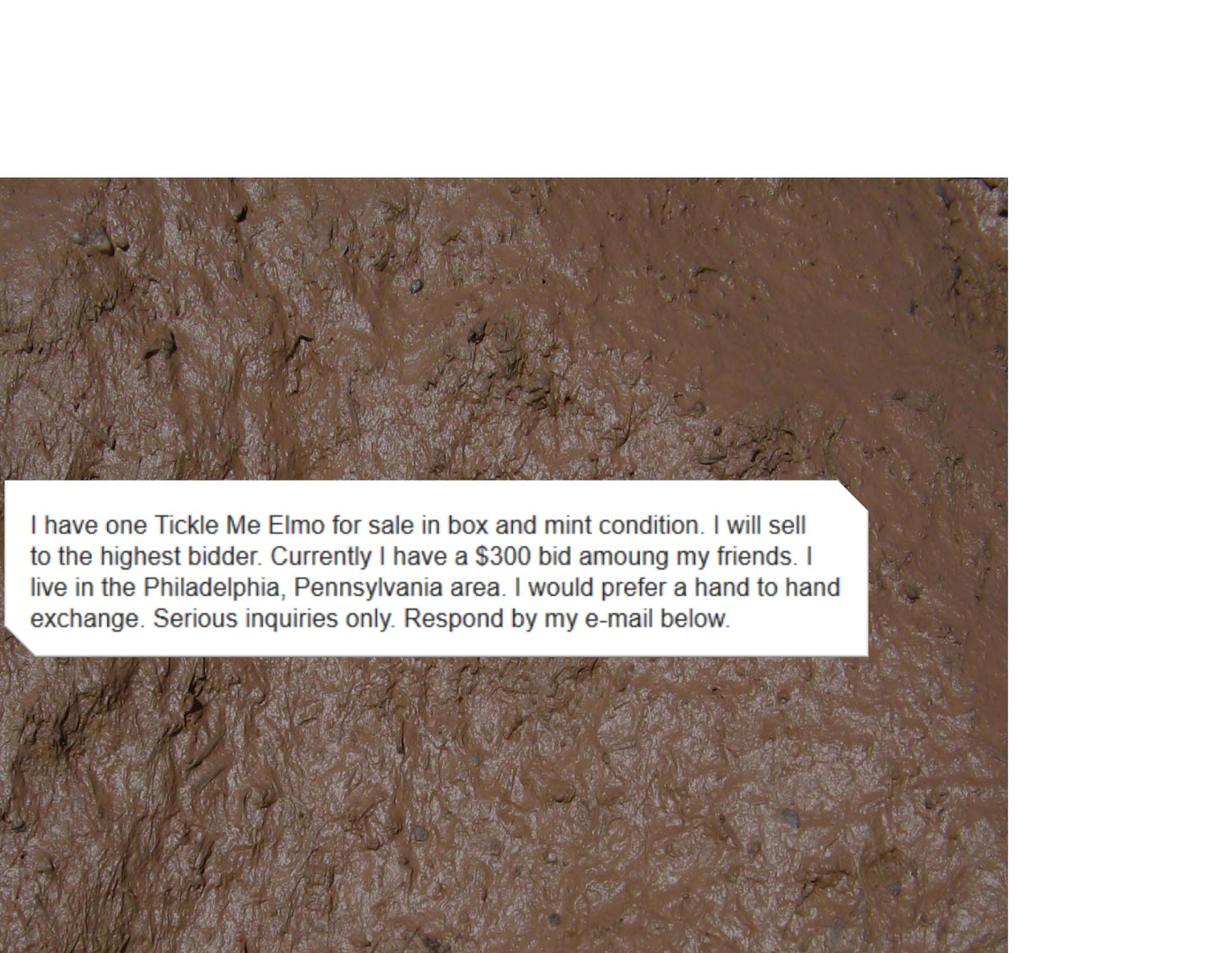
### Information Accessed

Information accessed may have included names, dates of birth, Social Security numbers, health care numbers, home addresses, email addresses, and employment information, including income data. We have no reason to believe credit card or banking information was compromised, and there is no indication at this time that medical information such as claims, test results, or diagnostic codes, was targeted or accessed.



“People Finder” sites

- [Google.com](http://Google.com)
- [Spokeo.com](http://Spokeo.com)
- [Pipl.com](http://Pipl.com)
- [Yasni.com](http://Yasni.com)
- [Zabasearch.com](http://Zabasearch.com)
- [Intelius.com](http://Intelius.com)
- [MyLife.com](http://MyLife.com)



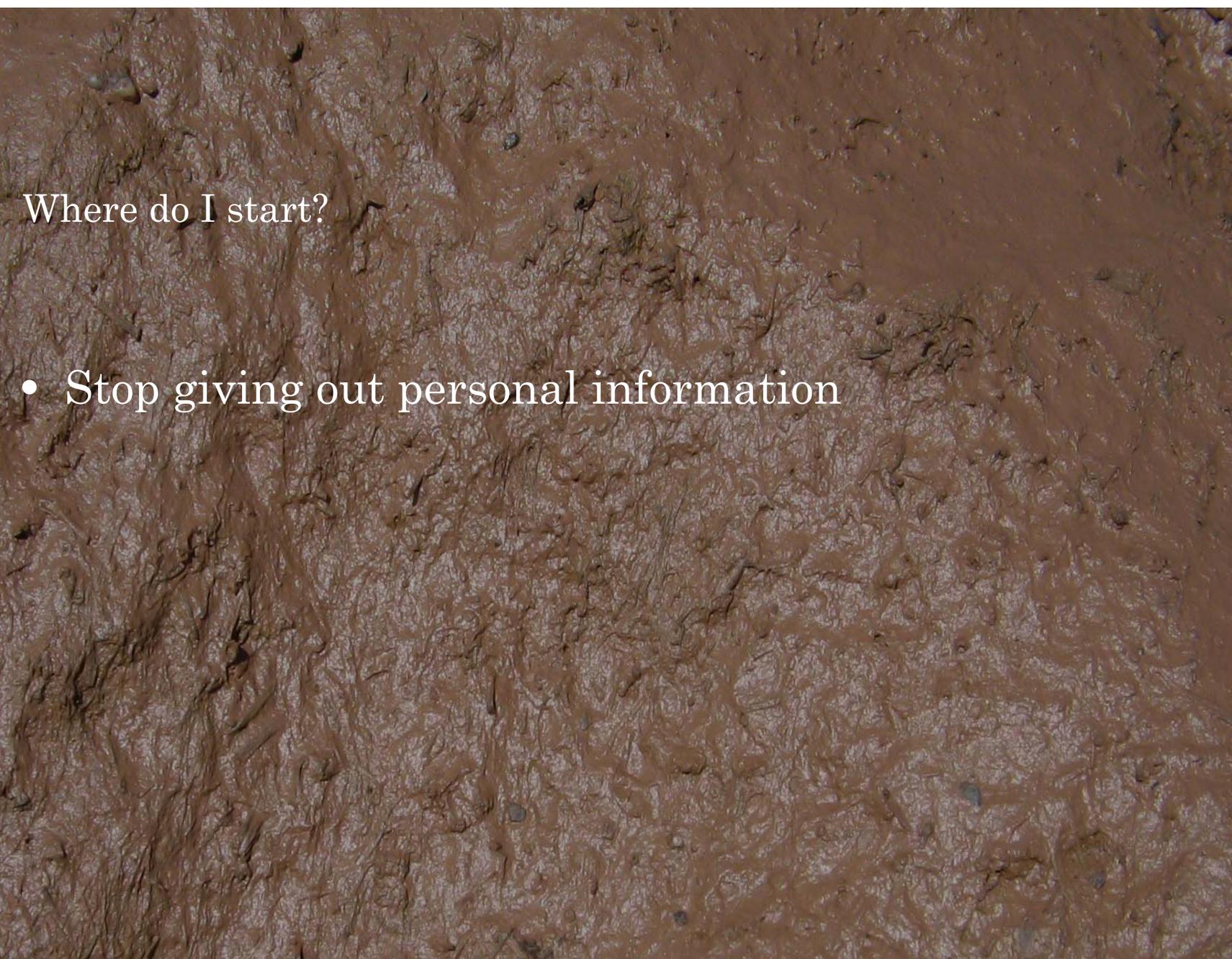
I have one Tickle Me Elmo for sale in box and mint condition. I will sell to the highest bidder. Currently I have a \$300 bid among my friends. I live in the Philadelphia, Pennsylvania area. I would prefer a hand to hand exchange. Serious inquiries only. Respond by my e-mail below.

Personalized Advertisements





*“...the companies are analogous to feudal lords...we are tenant farmers for these companies, working on their land by producing data that they in turn sell for a profit” – Bruce Schneier, Data and Goliath*



Where do I start?

- Stop giving out personal information

Where do I start?

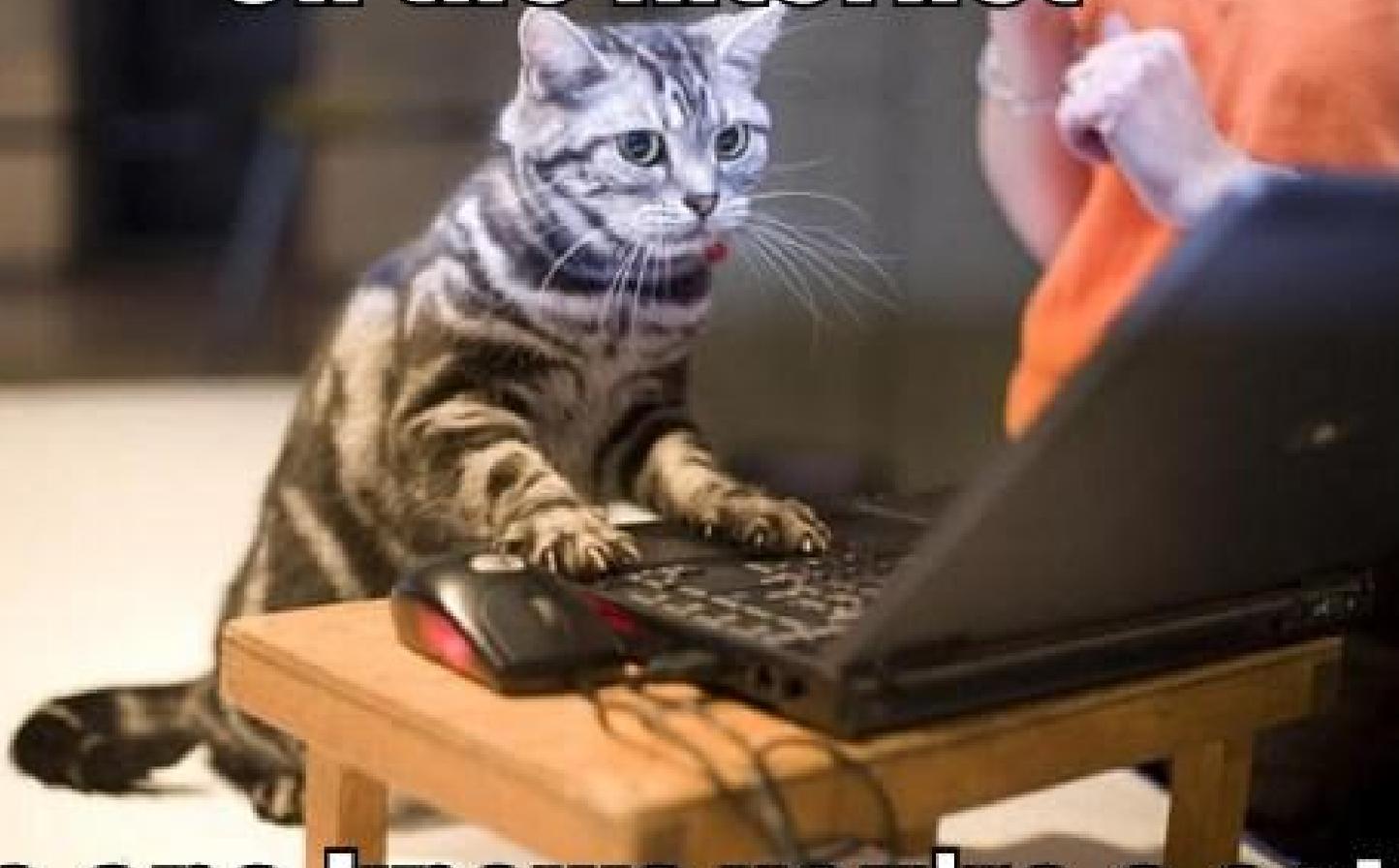
- Stop giving out personal information
- Web browser privacy
  - Switch to Chrome or Firefox
    - Disconnect
    - Better Privacy
    - Adblock Plus
    - Privacy Badger
    - Ghostery

Where do I start?

- Stop giving out personal information
- Web browser privacy
  - Switch to Chrome or Firefox
    - Disconnect
    - Better Privacy
    - Adblock Plus
  - Clear all cookies at close
  - Stop using Google



**On the internet**



**No one knows you're a cat**

## First things first

- Fake name
- Fake street address
- Fake phone number



## Your privacy briefcase

- Gmail account
- Google voice

Your Google Voice Number

[Change / Port](#) [Delete](#) [Transfer](#)

Forwards calls to:

**Google chat**

@gmail.com

Edit

Delete

**Home**

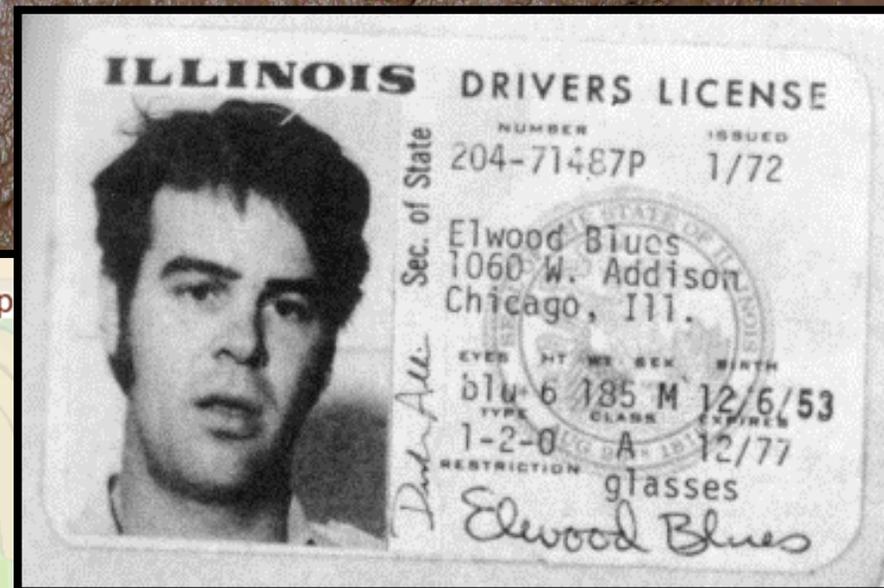
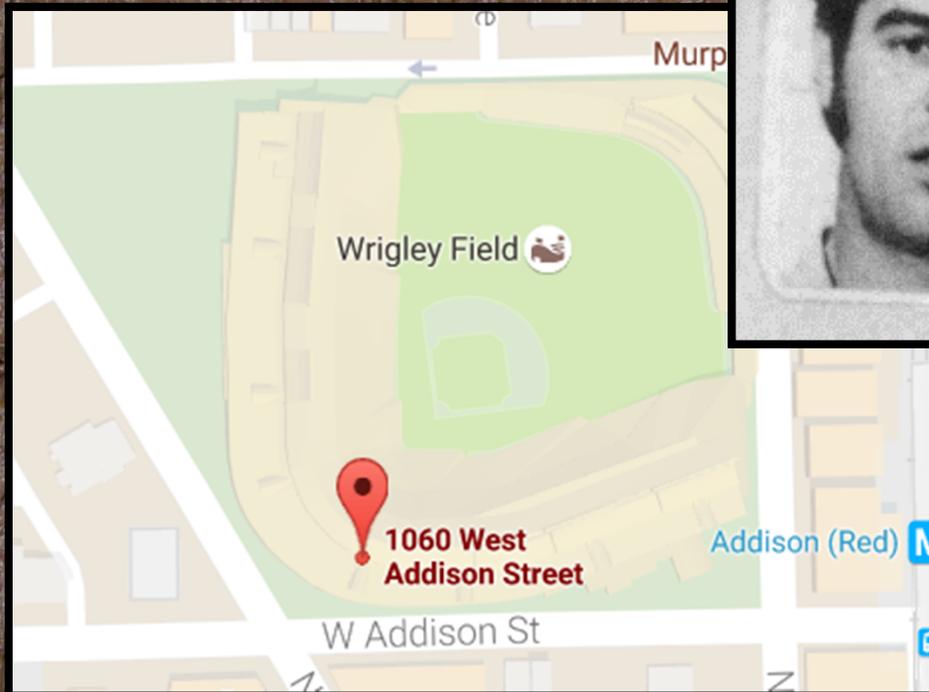
- Home

Edit

Delete

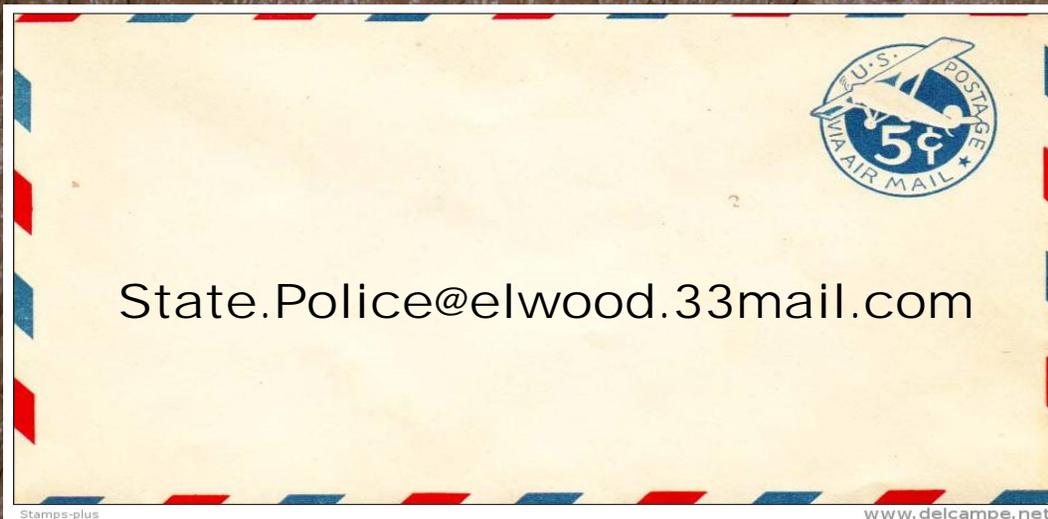
## Your privacy briefcase

- Gmail account
- Google voice
- New address



## Your privacy briefcase

- Gmail account
- Google voice
- New address
- NotSharingMy.Info
- 33mail.com account



The background of the slide is a dark brown, heavily textured surface that resembles crumpled paper or a rough, fibrous material. The texture is uneven with many small creases and fibers visible. The text is overlaid on this background in a white, serif font.

Fake name

- Request additional credit card

Fake name

- Request additional credit card
- Warranty card

## Fake name

- Request additional credit card
- Warranty card
- Service provider
  - cell phone
  - utilities

## Fake name

- Request additional credit card
- Warranty card
- Service provider
  - cell phone
  - utilities
- Rewards card
  - Car rental
  - Hotel points

## Fake name

- Request additional credit card
- Warranty card
- Service provider
  - cell phone
  - utilities
- Rewards card
  - Car rental
  - Hotel points
- Magazine subscriptions

The background of the slide is a dark brown, heavily textured surface that resembles crumpled paper or a rough, fibrous material. The texture is uneven, with many small ridges and valleys, giving it a tactile appearance. The lighting is somewhat uneven, with slightly darker areas towards the edges and brighter spots in the center.

Fake street address

- Online surveys



Fake street address

- Online surveys
- Free brochures



We're #hiring! Read about our latest #job opening here: Team Member - Cashier - <https://t.co/v0VQzR3J> #DOVER, DE <https://t.co/VN5soUmjw>

Noodles Careers  
@NoodlesCareers  
5/25/2016, 6:57:14 PM

via TweetMyJOBS



This week I had an opportunity to serve as one of the lead home ambassadors for welcome week... <https://t.co/140vVlCSBm>

#FreeTheReal  
@SONofA\_stom  
5/25/2016, 1:34:53 PM

via Instagram



Missing you 🍷 Firefly Music Festival <https://t.co/LcV776IThe>

lizzie moguire  
@lizzy\_mog  
5/25/2016, 1:34:03 PM

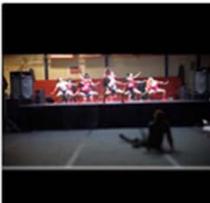
via Instagram



The Chew with Chaplain Pam... Delaware State University <https://t.co/7f8Z6o09g2>

DSU Spiritual Life  
@DSU\_IDM  
5/25/2016, 12:31:31 PM

via Instagram



Want to work at Hair Cutlery Salon? We're #hiring in #DOVER, DE! Click for details: <https://t.co/gYEjUTUly> #Job #Cosmetology #Jobs

N Delaware Cosmo Job  
@nm\_DED\_cosmo  
5/25/2016, 12:14:31 PM

via TweetMyJOBS



Nobody has your back like your sisters 🇺🇸 First 48. Delaware State University <https://t.co/UpznnH4WR>

Kay  
@\_K7bnee  
5/25/2016, 11:10:44 AM

via Instagram



Virginia State Police  
10-42Adam  
7/15/2016, 9:15:16 AM

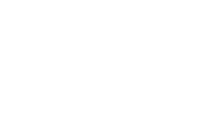
via Flickr



As I Was Walking ... ΔΕΙΤ ΔΕ Delaware State University <https://t.co/yC483Y4og>

4' K&Y Y 4'  
@\_klingkayy  
5/25/2016, 12:16:42 PM

via Instagram



**DR. JALAAL HAYES**  
This Age Is Inspiring!

**YOUNGEST STUDENT TO EARN A PHD IN APPLIED CHEMISTRY AT DELAWARE STATE UNIV. AT AGE 22**

#BlackExcellence #PHD  
bleakman20ish  
7/13/2016, 2:49:24 PM

via Flickr



Itaneshkura is on your side. #delawarestate. Good luck! #deluon #salmoie

bediamonballioavenue  
7/10/2016, 2:04:00 PM

via Flickr



grouplove and baby willa yesterday #grouplove #weekendmusic

lapommedeferre  
5/20/2016, 10:25:04 AM

via Flickr



smiley @evanshawley of @nightrios at #fireflymusicfestival yesterday #nightrios #concertphotography

lapommedeferre  
5/15/2016, 6:59:15 AM

via Flickr



first set of the weekend at firefly @berkeismusic #revels

lapommedeferre  
5/15/2016, 6:57:35 PM



Jana Kramer at June Jam Stage Dover International Raceway Monster Mile Dover, Delaware 5.15.16 #parnooz #MidSouthAudio

gArbonz...  
5/16/2016, 11:25:19 AM

via Flickr



One day of @fireflymusicfestival down, two more to go!!!! 🎉🎉🎉🎉🎉🎉 #Firefly #fireflymusicfestival #Firefly2016



## Fake street address

- Online surveys
- Free brochures
- Fake social media “check ins”



The background of the slide is a dark brown, heavily textured surface that resembles crumpled paper or a rough, fibrous material. The texture is uneven, with many small creases, ridges, and dark spots scattered throughout. The overall appearance is that of a natural, organic material.

Fake phone number

- Store loyalty cards

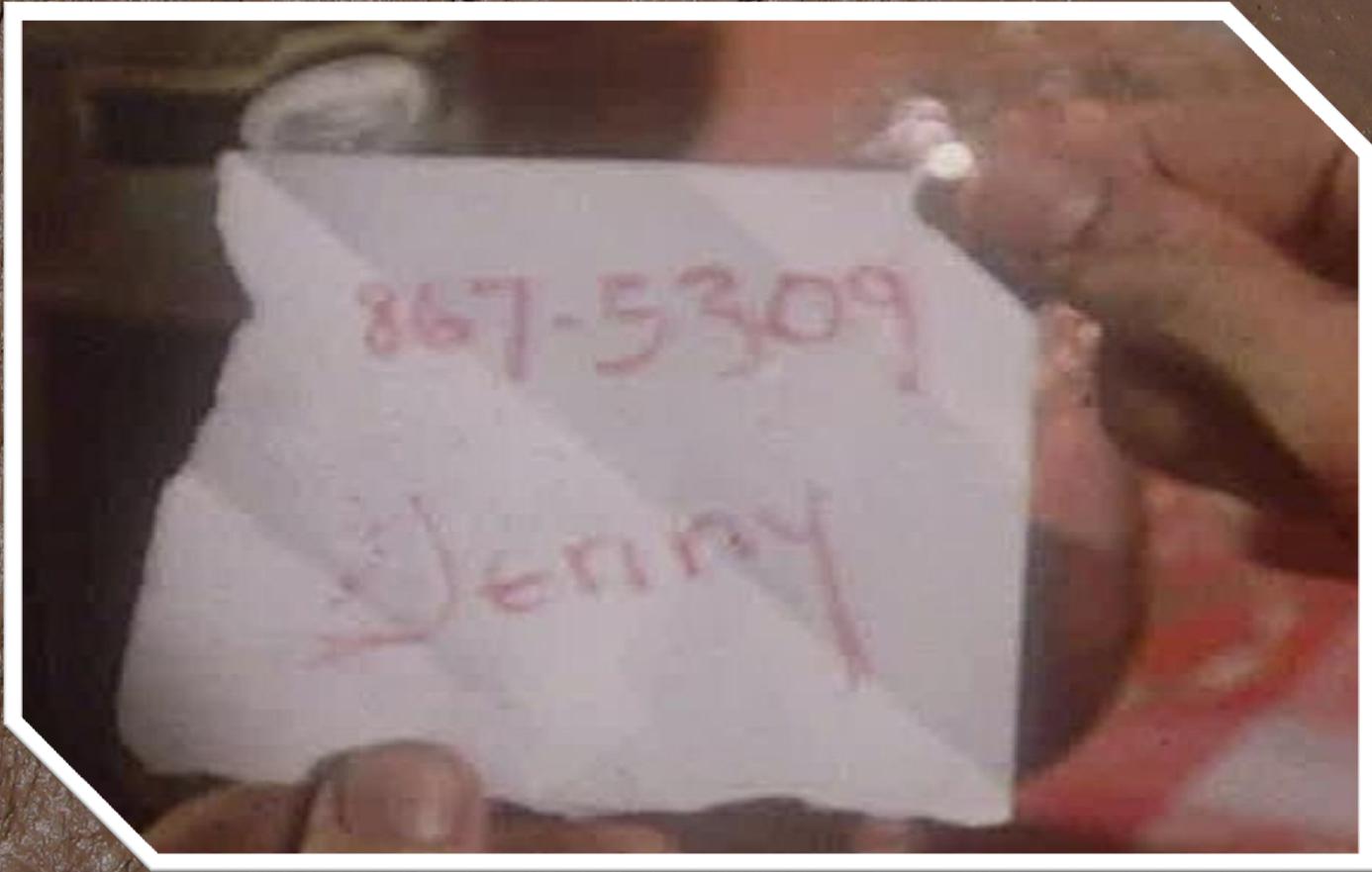


Fake phone number

- Store loyalty cards
- Sweepstakes or giveaways

## Fake phone number

- Store loyalty cards
- Sweepstakes or giveaways
- Be creative
  - Google "always ring busy numbers".
  - 909-661-0001 through 909-661-0090
    - 619-364-0003 through 619-364-0090
  - Also Google "non-working number"
    - 717-980-0000 through 717-980-9999
- TEST them first!



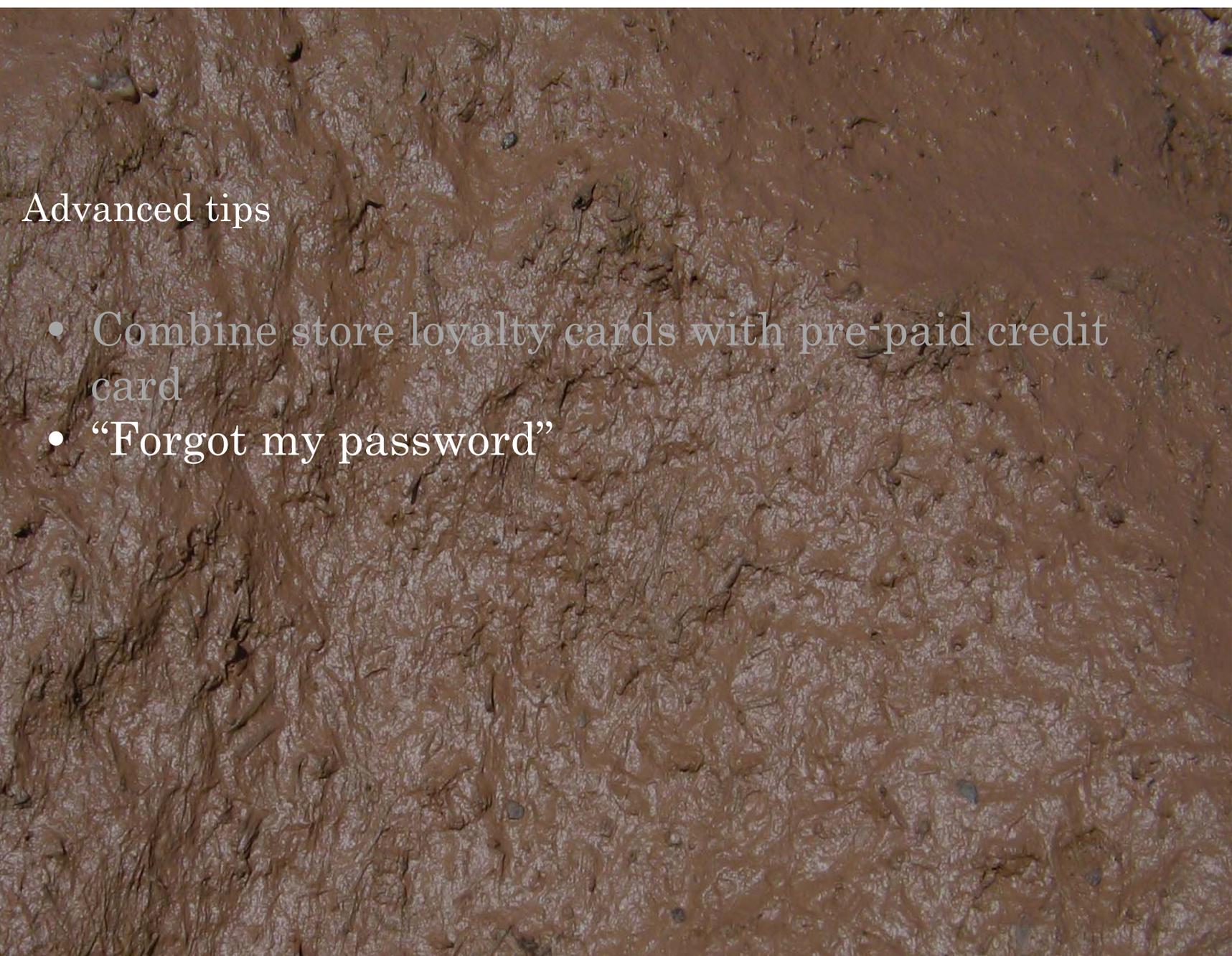
867-5309

Jenny



Advanced tips

- Combine store loyalty cards with pre-paid credit card



Advanced tips

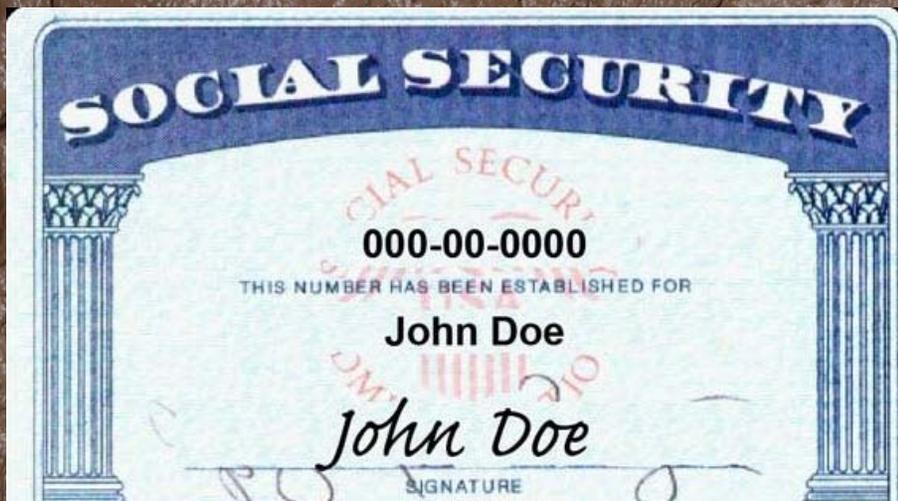
- Combine store loyalty cards with pre-paid credit card
- “Forgot my password”

## Advanced tips

- Combine store loyalty cards with pre-paid credit card
- “Forgot my password”
- Found incorrect information?

## Advanced tips

- Combine store loyalty cards with pre-paid credit card
- “Forgot my password”
- Found incorrect information?
- Reserved social security numbers

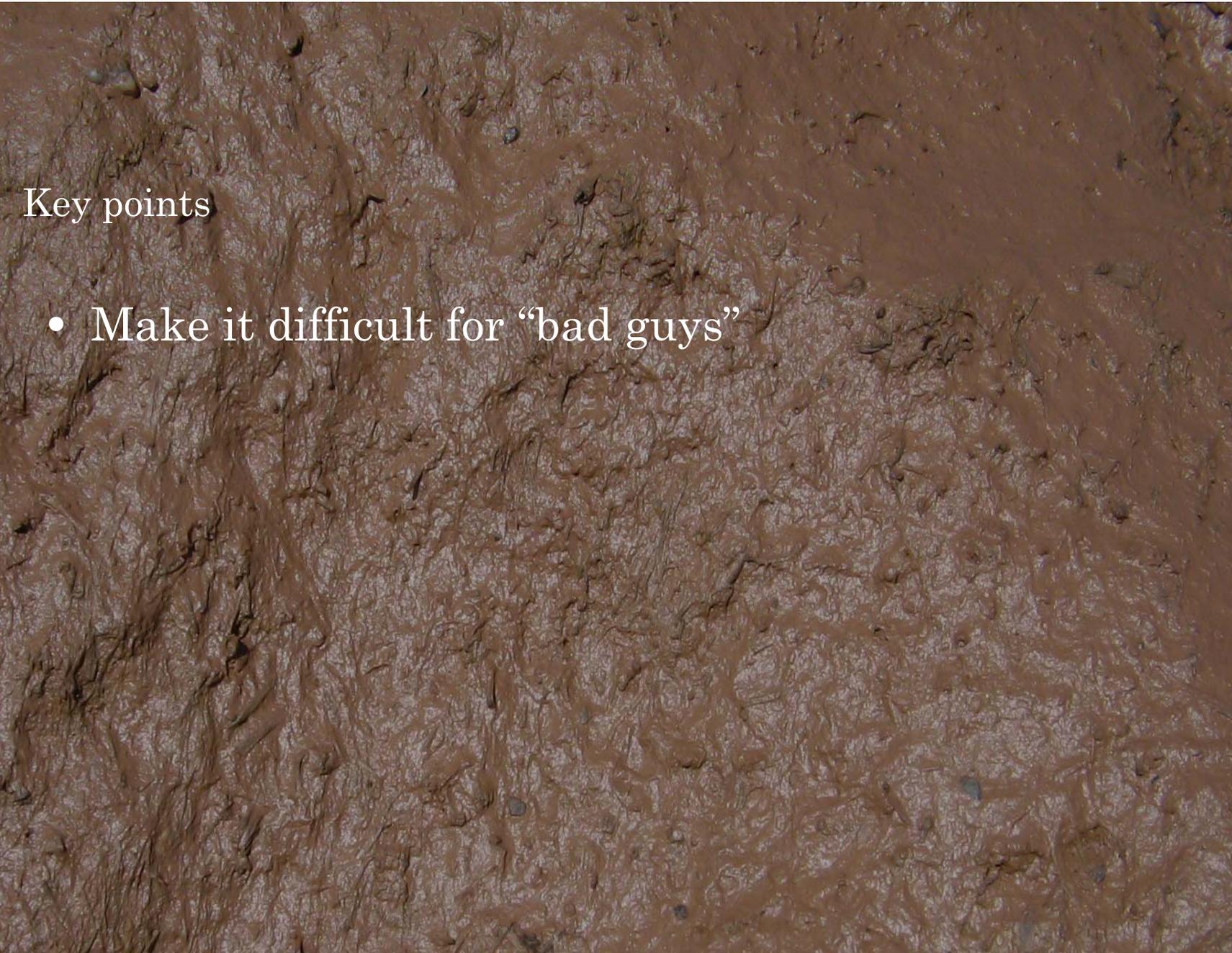


## Advanced tips

- Combine store loyalty cards with pre-paid credit card
- “Forgot my password”
- Found incorrect information?
- Reserved social security numbers
- Blur ([abine.com](http://abine.com))

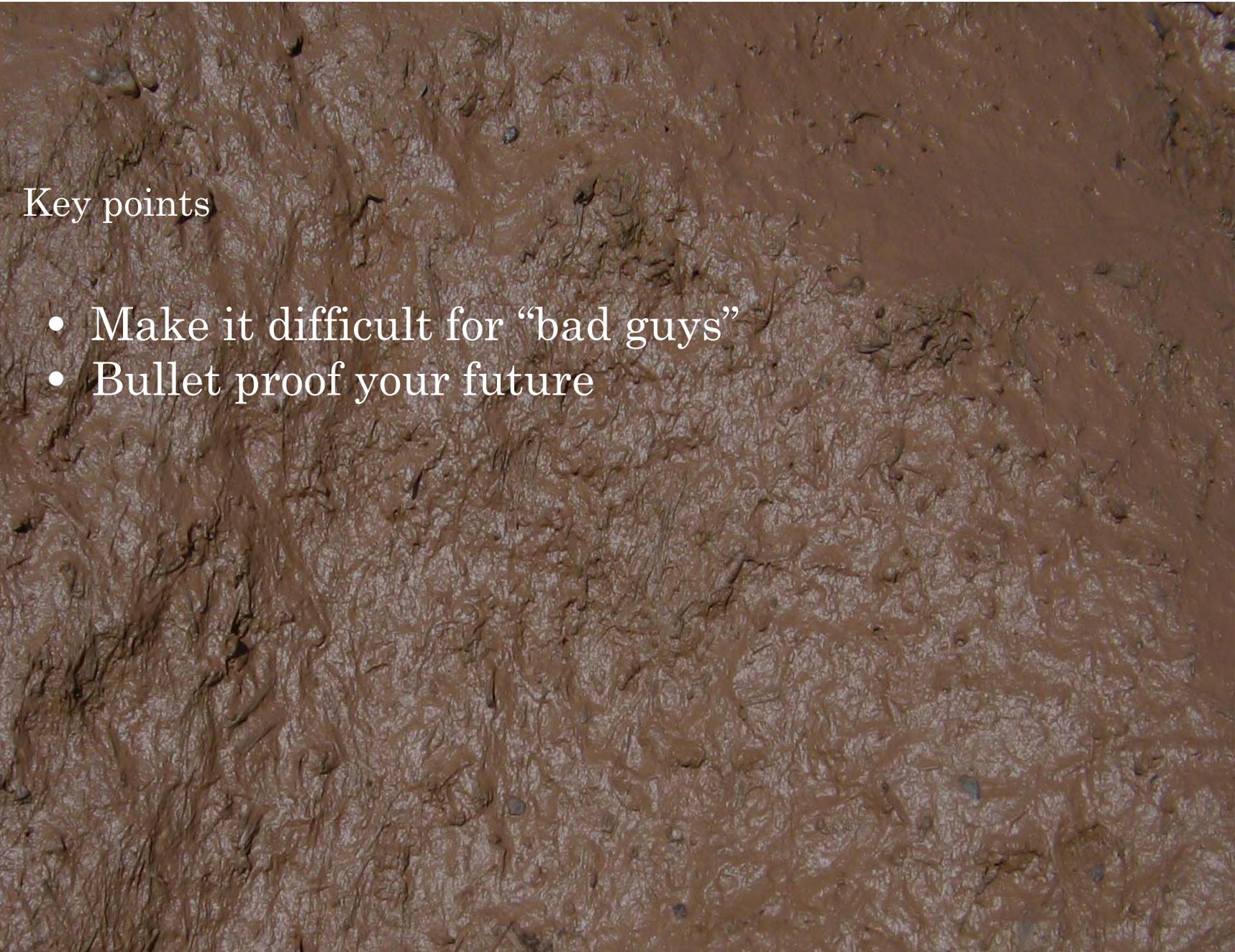
## Advanced tips

- Combine store loyalty cards with pre-paid credit card
- “Forgot my password”
- Found incorrect information?
- Reserved social security numbers
- Blur ([abine.com](http://abine.com))
- Square purchases



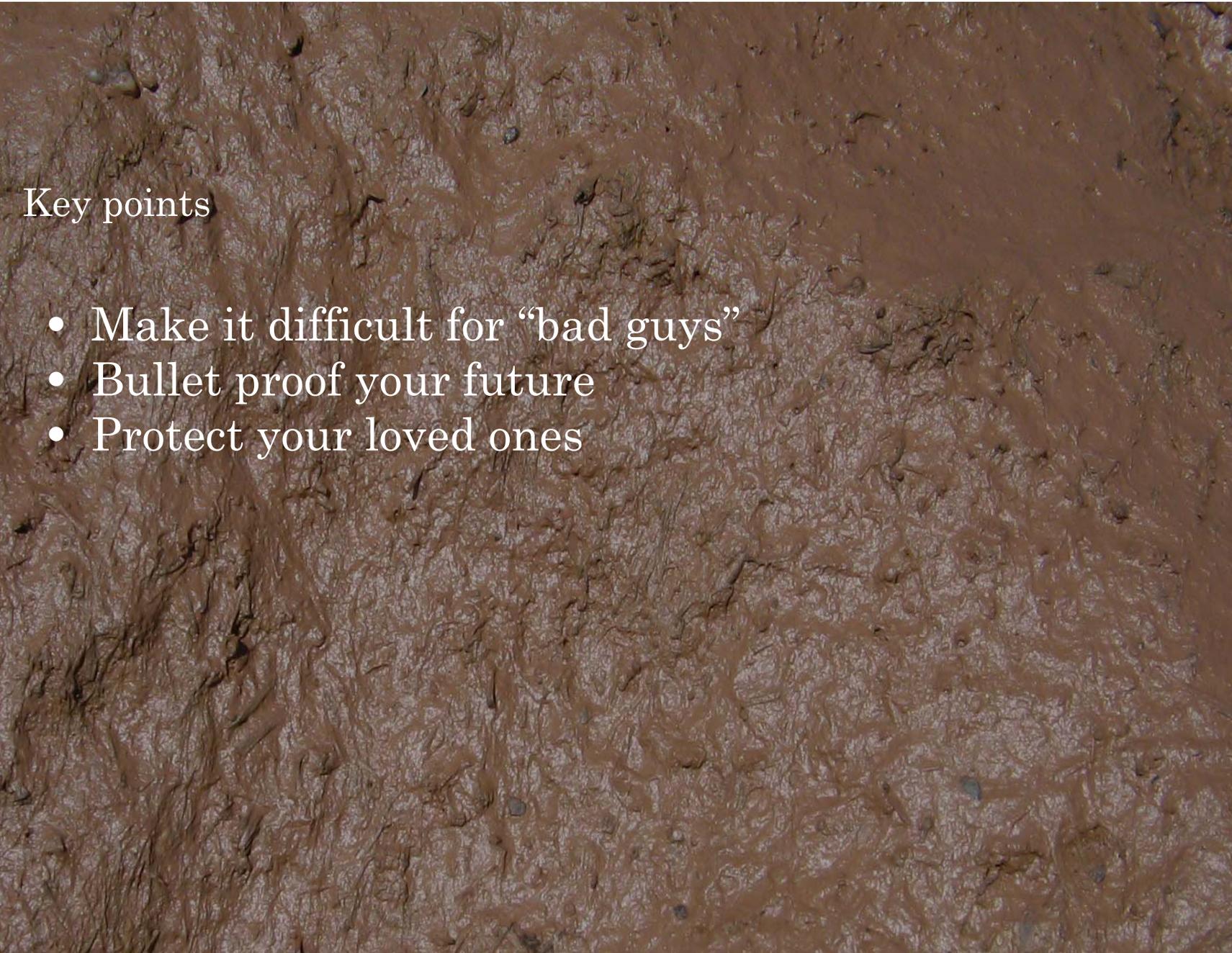
## Key points

- Make it difficult for “bad guys”



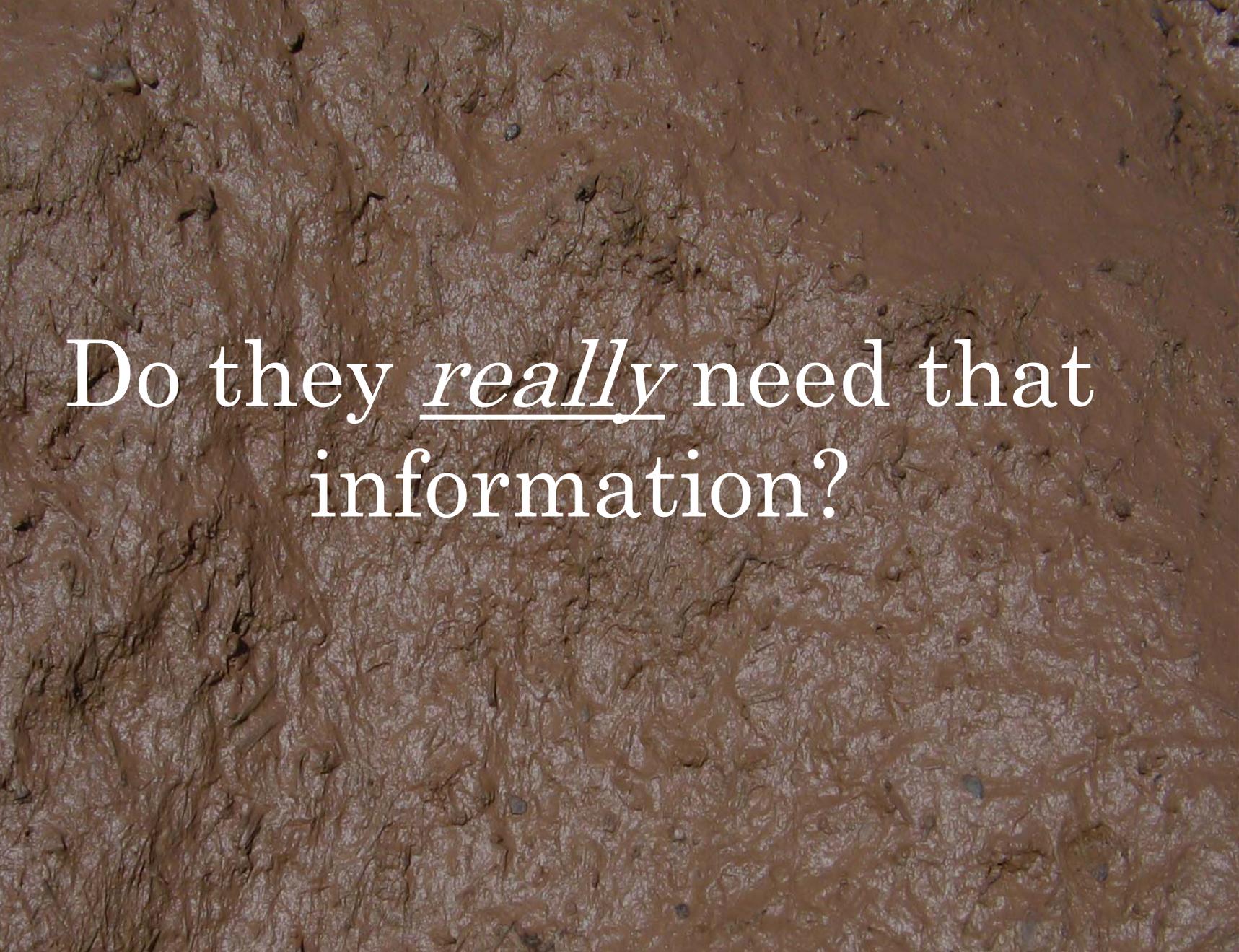
## Key points

- Make it difficult for “bad guys”
- Bullet proof your future



Key points

- Make it difficult for “bad guys”
- Bullet proof your future
- Protect your loved ones



Do they really need that  
information?

## Resources

- <http://www.computerworld.com/article/2849263/doxxing-defense-remove-your-personal-info-from-data-brokers.html>
- [www.stopdatamining.me](http://www.stopdatamining.me)
- [www.computercrimeinfo.com](http://www.computercrimeinfo.com)
- [www.notsharingmy.info](http://www.notsharingmy.info)
- [33mail.com](http://33mail.com)
- [Blur \(abine.com\)](http://Blur(abine.com))
- [moxie.org/blog/we-should-all-have-something-to-hide/](http://moxie.org/blog/we-should-all-have-something-to-hide/)
- [www.catalogchoice.org](http://www.catalogchoice.org)
- [dmachoice.thedma.org](http://dmachoice.thedma.org)
- [pleasedontstalkme.com](http://pleasedontstalkme.com)



Questions?