Defending Yourself From Digital Risks Beyond Your Reach
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Re: Securing Your “Perimeter”
The World Beyond Your Visibility & Reach

- Social Media
- Email & Slack
- Code Sharing
- Domain Registries
- Mobile App Stores
- Deep & Dark Web
- Web Marketplaces
- Forums, Blogs, News & Reviews
- Your Business
How much data is generated via digital channels?

For Facebook, every minute:
- 510,000 comments are posted
- 293,000 statuses are updated
- 136,000 photos are uploaded
- 360 new profiles created

With 2.38 billion monthly active users

How can you possibly find and respond to threats to your organization, customers, or community in that blizzard of communications?
Social is a Business Platform

Social Use & Investment

- **83%** Global organization’s use social as key business platform
- **24%** Total enterprise marketing budgets spent on social in next 4 years

Social Media Impact

- **40%** Outperformance in revenues / valuation vs. S&P 500
- **25B** Spent on advertising products and businesses on social platforms globally
In 2016 consumers trusted social media influencers more than traditional celebrity endorsements/ads.

In 2018 global consumers no longer trust social media platforms.
IT and InfoSec Teams can empower the secure use of social platforms and gain intel from social media, deep, and dark web to identify and remediate threats.

Corporate Security use social media, deep web, and dark web content to achieve situational awareness and provide advance warning of exigent and imminent threats or trends.

Marketing Teams review social media, forums, and digital marketplaces to understand brand awareness, identify counterfeiting, prevent brand-related fraud, and improve customer confidence.
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<td>Humans are compromised in order to bypass security defenses and gain access to “protected” systems and sensitive data</td>
<td>Hashtag Hijacking</td>
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<td>Business Operations</td>
<td>Sensitive, confidential &amp; protected information is published &amp; malicious actions coordinated to damage revenue generating activities &amp; trust</td>
<td>Account Takeover</td>
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<td>Customers are targeted through fraudulent impersonations of the org and key executives to steal customer data &amp; damage reputation</td>
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Top 10 Tactics Bad Actors Use On Social Media
Tactic #1 Account Hijacking

New York Post
1.8 Facebook accounts hacked every second; 600,000 every day

Harris Poll
2 in 3 social media users have had their accounts hijacked

ZeroFOX FinServ Report
3 takeover attempts / mo. ave.
30 targeted execs / org. ave.
Tactic #2 Spoofed Accounts

ZeroFOX
Instances of fraudulent accounts increased 11x in the past 24 months

ZeroFOX
38% of brand impersonations drive users to phishing pages
Tactic #3 Social Phishing/Malware

Kaspersky
7.57 million victims of social phishing annually

CISCO
Facebook is the most common delivery mechanism for malware; the #1 way to breach the network

RSA
Global cost of social media phishing is $1.2 billion

Barracuda
92% of employees have experienced cyberattacks on social
Tactic #4 Data Leakage / Breach

E&Y
The average cost per record lost is $214, data breach is >$7M

InfoWatch
Over 1,500 data leaks occur every year and 72.8% from insiders
Tactic #5 Rogue Mobile Apps

ZeroFOX
75% of scams occur via mobile apps and social media
Tactic #6 Business Email Compromise

FBI
Worldwide BEC losses doubled year-on-year to more than $26 B

99% of attacks rely on a person somewhere in the chain taking an action

Cyber actors circumventing multi-factor authentication (MFA) through common social engineering and technical attacks
Tactic #7 Threats of Violence

- **US Survey**: 10% of Americans report experiencing physical threats online.
- Many physical threats originate online.
- Corporate security desires early warning and full situational awareness.
Tactic #8 Fraud & Scams: Coupons

- **Coupon Information Center**: 400,770 fake coupons / year
- **Cybersource**: Retailers lost $3.5 billion last year to online fraud
- **ZeroFOX**: 75% of scams occur via mobile apps and social media
Tactic #9 Fraud & Scams: Money-flipping

ZeroFOX
Money flipping scams on Instagram alone cost banks roughly $420 million every year

Scams are posted 3x faster than they are taken down
Tactic #10 Piracy & Counterfeits

**Consumer Fraud Center**
2% of all goods sold online are counterfeit

**ACG**
US businesses lose $200B in revenue / year

**RIAA**
7% of all internet traffic is directly related to online piracy

**Institute for Policy Innovation**
Online piracy costs $58 Billion / year globally
Where do we go From Here?
Visit the ZeroFOX Blog to Take the Quiz:

https://www.zerofox.com/find-the-fake

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You got a 86%

Total score: 6 / 7

Nice job! You're pretty good at identifying fake accounts. Make sure to stay diligent when engaging with any accounts and profiles on social media.

Suggested Homework

Learn more about the risks of impersonating accounts (and what you can do about them) here.
On the horizon:
The Age of DeepFakes
Designing a Protection Platform

**Identify**
Risks on social and digital platforms

**Protect**
What matters to your organization

**Remediate**
Threats to your brand and business

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Complete Digital Visibility & Protection

**Social and Digital Channels**

**Your Organization**
Domains | Executives | VIP’s | Employees | Brands | Locations

**AI-Driven & Automated Analysis**
Automated Analysis | Alerts | Reporting

**Human-Driven Analysis**
In-house vs. Managed Triage

**Remediation**
Takedown Management
About ZeroFOX
It’s a Digital World. Engage Securely.

Our Mission
ZeroFOX exists to protect people and organizations as they engage in the quickly expanding digital world.

Our Reach
With global reach in United States, United Kingdom, Canada, Chile and India, ZeroFOX provides best in class software, support and services to organizations of all sizes.
Artificial Intelligence Analysis

**Machine Learning**
Systems, such as classifiers, to detect specific threats including impersonations and money flipping scams

**Natural Language Processing**
Capabilities, including sentiment analysis, to more accurately detect malicious content

**Computer Vision**
Tools, including Optical Character Recognition (OCR), to extract additional threat indicators in images
Global Threat Research
- Advanced threat hunting
- Research Advisories
- Information sharing within security ecosystem
- Threat reports, blogs, media

OnWatch™ Analysis
- Expert SOC team
- 24/7 Alert triage & escalation
- Custom risk analysis
- Platform tuning

Expert Services
- Custom policy creation
- Custom reporting
- Custom integrations
- Event Monitoring, Incident Response and Investigations
- Risk Assessments

ZeroFOX University
- Certified Security Analyst (CSA)
- Certified Security Engineer (CSE)
- Advanced FoxScripting
Thank You

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