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# HACKERS, CRACKERS, BOTS, MALWARE AND WEB 2.0

DATA SECURITY CHALLENGES IN THE ALL TOO PUBLIC AND  
NOT SO PRIVATE SECTORS



# I want you to take home four points

- Understand
- Educate
- Collaborate
- Prepare

It's a great to be in Blue Ash today, but uh, do you know where your data is right now?

- The confidentiality
- The integrity
- The availability
- It's hard to protect that which we have no idea as to its whereabouts

# So, where is your data today?

- On any device
- Any place
- Any time
- When “aren’t” we working anymore?
- When do we call it a day?
- We don’t, do we?

# Today, it's about mobility...

- In the past few years we shifted our lives to the PC and the Internet
- Now, it's all about being mobile
- A PC in your pocket
- Our mobile work force is growing and expanding

# Where?

- Where does work happen?
- No longer does business take place solely behind network walls
- The critical work is happening increasingly on social networks, on handheld devices, in the field, and at local cafes

# Diminishing Border

- The traditional corporate perimeter, with clearly identifiable boundaries, has diminished
- In its place, a network with limitless potential is rising
- One where agencies, companies, their customers, and their partners demand access to information whenever and wherever they need it

# New Considerations

- It is information technology's role to ensure that the appropriate people, using the correct devices, are accessing the proper resources while having a highly secure yet positive user experience within your networks

# New Considerations

- Operations, behaviors, and ideas are transcending the artificial boundary outside of the network perimeter—the firewall—and, in turn, are being shared in ways that current security models may not have considered

# A blurring of activities

- In addition, it is common for workers to blend business and personal communications on these social networks, further blurring the network perimeter

# We are a mobile workforce - \$277M

 Worldwide [change]  
 Search

Solutions Products & Services Ordering Support Training & Events Partners

News@Cisco >  
**Press Release**

 Share, Email, SMS  Print  Subscribe

## Cisco Study Finds Telecommuting Significantly Increases Employee Productivity, Work-Life Flexibility and Job Satisfaction

### Increased Productivity Due to Telecommuting Generates an Estimated \$277 Million in Annual Savings for Company

SAN JOSE, Calif., June 25, 2009 – Today, [Cisco](#) announced the findings of its Teleworker Survey, an in-depth study of almost 2,000 company employees. The study, conducted to evaluate the social, economic and environmental impacts associated with telecommuting at Cisco, revealed that a majority of respondents experienced a significant increase in work-life flexibility, productivity and overall satisfaction as a result of their ability to work remotely.

As the modern workforce continues to evolve and globalize, more companies are evaluating a telecommuting strategy to save costs and lower carbon emissions as well as to retain top talent. For these companies, Cisco's survey highlights the gains that a sound telecommuting strategy provides for employees and employers alike.

Video

TeleCommuting SMR

★★★★★



0:00 / 2:18

# Our own technologies



A screenshot of the Cisco WebEx website. The header features the Cisco logo and the WebEx logo. Navigation links include USA (Change), Support, Partners, Buy, Contact Sales, and Search. Below the header, there are links for Host Meeting and Attend Meeting. A large banner on the right features a man in a green shirt using a laptop, with buttons for Free Trial, View Demo (now in progress), and Buy WebEx. The main content area has sections for Travel less. Get more done. (Meet with anyone, anywhere over the web.), Share presentations. Demonstrate applications. Save time and money by using WebEx to make online sales calls, provide training, and support remote customers. It's easy! Try it free and see for yourself., Individual Professionals, Small &amp; Medium Business, and Large Business &amp; Enterprise. A sidebar on the right says Heard our radio offer? Click to enter your special code. A footer at the bottom includes links for The Latest, WebEx: PCNow Provides Remote Access for the Apple Mac, and Popular Links.

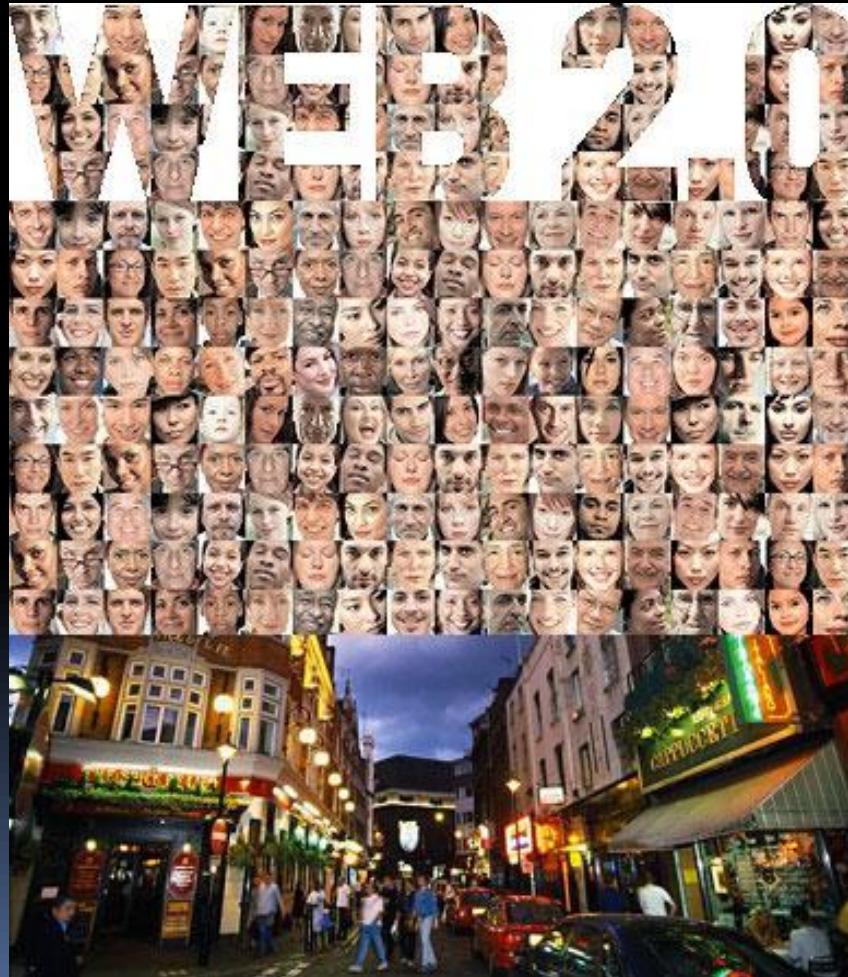
# Remember when...

- Security meant having someone who could set a rule on a firewall
- The security officer was the guy at the desk in the lobby
- Browsing was something you did at a Mall
- Podcasting was throwing peas into the wind

# Remember when...

- Intrusion prevention was locking your front door
- Identity theft was handing in someone else's homework
- Data loss was forgetting where you put your car keys
- Those days are gone...

# Where are we going and what are we doing?



# Facebook

- Over half a billion users

facebook

Kathryn Ortlund's Profile (This is you)

Information

Account Info

Name: Kathryn Ortlund  
Member Since: August 2, 2005  
Last Update: November 10, 2005

Basic Info [ edit ]

Geography: Seattle, WA  
School: Oregon '05  
Status: Alumnus/Alumna  
Sex: Female  
Concentration: Journalism; Magazine  
Japanese  
Birthday: 10/16/1982  
Home Town: Bellevue, WA 98005  
High School: Newport High School '00

Contact Info [ edit ]

Contact Email: [ortland@gmail.com](mailto:ortland@gmail.com)  
School Email: [kortland@uoregon.edu](mailto:kortland@uoregon.edu)  
Website: <http://www.numine.com>

Personal Info [ edit ]

Looking For: Whatever I can get  
Interested In: Women  
Men  
Relationship Status: In a Relationship  
Political Views: Liberal  
Interests: Photography, computers, hiking, scuba, Japan

Professional Info [ edit ]

Job: Rising star at [SEOMoz.org](http://SEOMoz.org)

Quick Search

My Profile [edit](#)

My Friends

My Photos

My Groups

My Events

My Messages (1)

My Account

My Privacy

**Oregon Flyer**

We made Announcements better

Check out the new Facebook Flyers.

Starting at only \$5!

Advertise to your campus now.

[ create | see all ]



[View More Photos of Me \(18\)](#)

[Edit My Profile](#)

[Edit My Picture](#)

[Edit My Privacy](#)

**Connection**

This is you.

**Friends at Oregon** [edit](#)

Kathryn has 22 Oregon friends.

  
Reinier Heyden

  
Micah Sardell

  
Erin Akagi

# Facebook

- If Facebook were its own country, it would be the third most populous nation in the world behind China and India--both countries have populations north of one billion people

# Some bone-jarring statistics

- 50% of facebook active users log on to facebook on any given day
- More than 60 million users update their status - daily
- People spend over 500 billion minutes per month on Facebook

# Billions

- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week

# The involvement is viral

- Millions of local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans

# Mobility

- There are more than 100 million active users currently accessing facebook through their mobile devices

# Cisco on Facebook

facebook       

Search  Home Profile Account ▾

**Cisco**

Wall **Info** News Twitter YouTube Boxes >

Write something...

Attach:   

**Cisco + Others** **Cisco** Just Others

**Cisco** We're only one day away from the Enterprise [Cisco Collaboration TweetChat!](#) Join our panel of experts on Twitter as they discuss enterprise policy, unified content models, and interoperability all in relation to Enterprise Collaboration

**Cisco Community Central: Collaboration TweetChat: Enterprise Collaboration: Is Social Enough?**  
cisco.ly  
Join a panel of Cisco enterprise collaboration experts as they chat live on Twitter about the growing impact of social software and collaboration tools within the enterprise. Panel participants include:

 **Chris Tobkin** Yesterday at 6:40pm · Comment · Like · Share  
40 people like this.

 **Russell Smoak**  **Ron Malenfant** View all 6 comments

 **Jay Lane**  **Dave Klein**  **David Martin** **Maryam Mohsenzadeh** love u Cisco. 2 hours ago · Flag

 **Robert Pepper** i love disco too 2 hours ago · Flag

Write a comment...

**Comment**

**Cisco** Robert Pepper is taking your questions NOW about the global demand for broadband. He'll discuss how it is growing everywhere and how it is driven by video.

 **Talk2Cisco: Global Demand for Broadband**  
ustream.tv

**Atlanta Bucket List**   
Things to do in Atlanta before you die. One huge coupon emailed daily.

 Like

**AARP® Medicare Supplement**   
Insurance plans insured by UnitedHealthcare Insurance Company. Request a Free Information Kit today!

 Like

**Xpressive Signs & Designs**   
Located in Alpharetta, we provide all types of interior, exterior or vehicle signage. Click the Like button to become a fan!

 Like

More Ads

<http://www.facebook.com/ajax/emu/f.php?eid=AAAAAAwAgACAAAAFAKDqInCcUP9kgKPHNpzRrVlv3JCFx8i58ExLHB1c3Vc8FBFjoxLpx8lwvJ1LEG4w24p> Unknown Zone

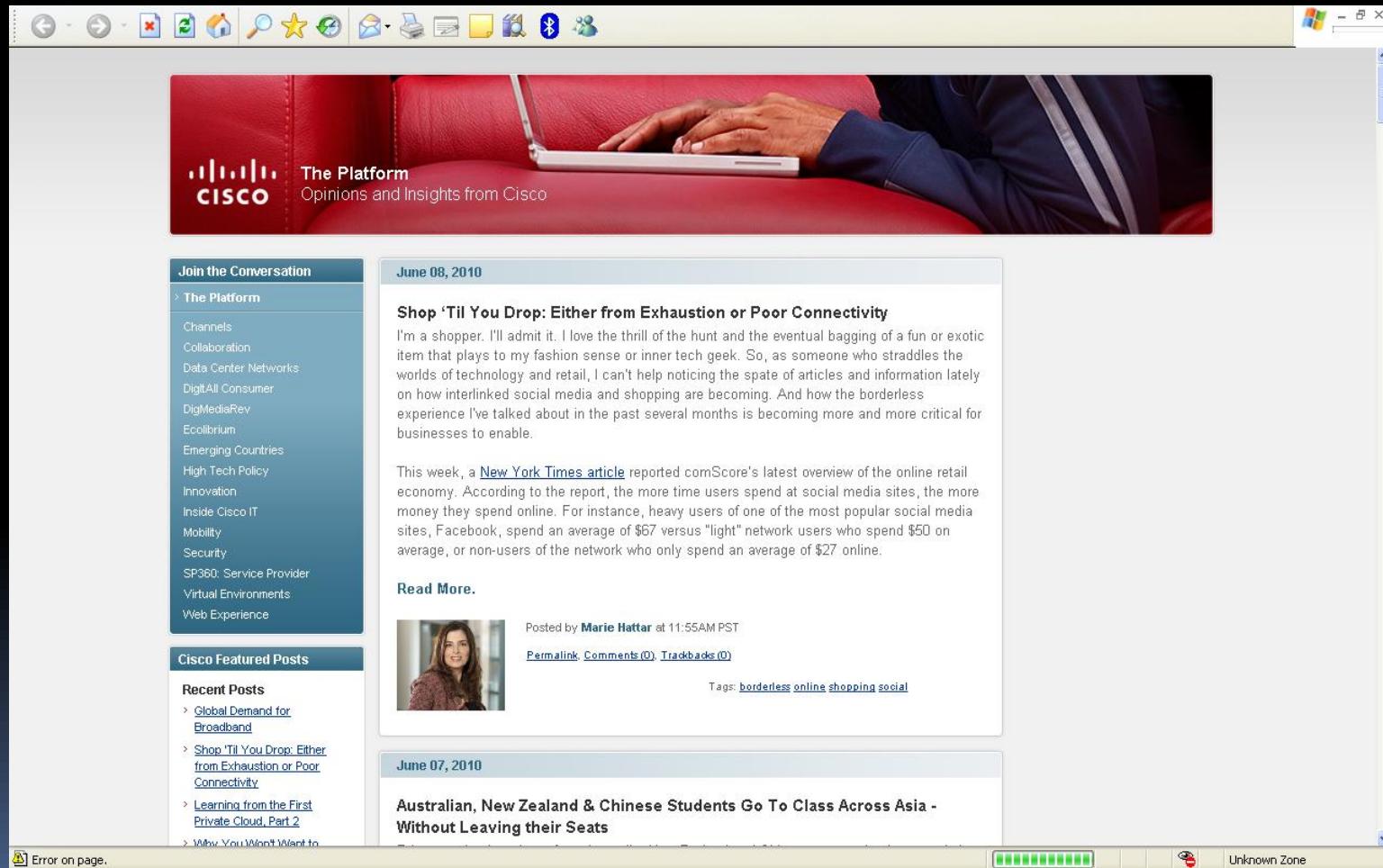
# Cisco Wikis

Screenshot of a web browser displaying the Cisco Learning Network website, specifically the Team Wiki Spaces page.

The browser window shows the following interface:

- Toolbar:** Back, Forward, Stop, Refresh, Home, Favorites, Search, Print, E-mail, Help, and a Windows-style window control bar.
- Header:** Cisco Learning Home, The Cisco Learning Network logo, and a navigation bar with links for Login, Register, Contact Us/Help, About Us, Site Map, and a search bar.
- Page Content:**
  - Left Sidebar:** Connections, News and Events, Games Arcade, Cisco User Groups Intl, Team Wiki Spaces, Green IT, Network IT, and Recursos Educativos (Español).
  - Main Content:** A large image of three people sitting on a blue couch, looking at a laptop together. The text "Team Wiki Spaces" is displayed above the image, and "Collaboration is key." is written below it. A sub-section titled "Current Private Team Wiki Spaces" shows a message: "There are no sub-communities." with a small globe icon.
  - Right Sidebar:** "Top Contributors" list with five entries: Matthew Tighe, jhilton, Michael Wilson, kolawole1, and Silvio Veira, each with a small profile icon and a progress bar. A link "View all participants" is also present.
  - Bottom Sidebar:** "Recent Discussions" section with three entries, each with a small profile icon and a timestamp.

# Cisco Blogs



The screenshot shows a Windows desktop environment with a Cisco blog post displayed in a web browser window. The browser's taskbar at the top includes icons for back, forward, search, and file operations. The main content area shows a blog post titled "Shop 'Til You Drop: Either from Exhaustion or Poor Connectivity" by Marie Hattar, posted on June 8, 2010. The post discusses the relationship between social media usage and online shopping. Below the main post, there is a "Recent Posts" sidebar and a "Cisco Featured Posts" sidebar. The desktop background is a red leather couch with a person's hand resting on a laptop. The taskbar at the bottom shows a progress bar and an "Unknown Zone" icon.

**The Platform**  
Opinions and Insights from Cisco

**Join the Conversation**

> **The Platform**

- Channels
- Collaboration
- Data Center Networks
- DigitAll Consumer
- DigMediaRev
- Ecolibrium
- Emerging Countries
- High Tech Policy
- Innovation
- Inside Cisco IT
- Mobility
- Security
- SP360: Service Provider
- Virtual Environments
- Web Experience

**Cisco Featured Posts**

> **Recent Posts**

- > [Global Demand for Broadband](#)
- > [Shop 'Til You Drop: Either from Exhaustion or Poor Connectivity](#)
- > [Learning from the First Private Cloud, Part 2](#)
- > [100% You Want! Want to](#)

**June 08, 2010**

**Shop 'Til You Drop: Either from Exhaustion or Poor Connectivity**

I'm a shopper. I'll admit it. I love the thrill of the hunt and the eventual bagging of a fun or exotic item that plays to my fashion sense or inner tech geek. So, as someone who straddles the worlds of technology and retail, I can't help noticing the spate of articles and information lately on how interlinked social media and shopping are becoming. And how the borderless experience I've talked about in the past several months is becoming more and more critical for businesses to enable.

This week, a [New York Times article](#) reported comScore's latest overview of the online retail economy. According to the report, the more time users spend at social media sites, the more money they spend online. For instance, heavy users of one of the most popular social media sites, Facebook, spend an average of \$67 versus "light" network users who spend \$50 on average, or non-users of the network who only spend an average of \$27 online.

[Read More.](#)

Posted by **Marie Hattar** at 11:55AM PST

[Permalink](#) [Comments \(0\)](#) [Trackbacks \(0\)](#)

Tags: [borderless](#) [online shopping](#) [social](#)

**June 07, 2010**

**Australian, New Zealand & Chinese Students Go To Class Across Asia - Without Leaving their Seats**

Unknown Zone

# Cisco on Twitter



twitter

Home Profile Find People Settings Help Sign out

## CiscoSecurity

Following

Understanding the Trust Gap: Certificate-Signed Malware (new Cisco Security blog post) <http://j.mp/cYgfJ7>

33 minutes ago via Futuretweets V2

@windexh8er Being awesome in IPS? I'm missing the humor. Unless you're talking abt the electrical femala/male parts story. That was amusing.

about 2 hours ago via web in reply to windexh8er

@GeekChickUK Yes? :)

about 2 hours ago via web in reply to GeekChickUK

Woof! RT @infonetics: Cisco's top-dog status confirmed in new #IPS vendor ratings survey. <http://j.mp/98rgQX> @SecurityJeff

about 2 hours ago via web

@standaloneSA I used to hear that in lab. The other students were actually talking abt electrical components but it still weirded me out.

about 2 hours ago via web in reply to standaloneSA

Cisco's Security Week in Highlights: Cyber Risk Report <http://j.mp/cBvbEY>

about 3 hours ago via Futuretweets V2

Threat Outbreak Alert: Fake Automobile Tax Document Spam

Name Cisco Security  
Location In the network  
Web <http://www.cisco.com>  
Bio Security \* technology \*  
events \* news \* humor \* Cisco!  
(Updated by @lauren)

505 9,479 832  
following followers listed

Tweets 2,337

Favorites

Lists  
@CiscoSecurity/borderless-networks  
@CiscoSecurity/testlist  
@CiscoSecurity/cisco-feeds

View all

Actions  
block CiscoSecurity  
report for spam

Following

View all...

RSS feed of CiscoSecurity's tweets

Done Internet 100% 

# Cisco on YouTube

YouTube  Search | Browse | Upload Create Account | Sign In

**CISCO PR** CSCOPR's Channel [Subscribe](#) All [Uploads](#) [Favorites](#) [Playlists](#)

[Search Uploads](#) Date Added | Most Viewed | Top Rated

 <b>Cisco Announces Webex Connect</b> 155 views 2 days ago	 <b>Dialogue Cafe Portugese</b> 19 views 3 days ago	 <b>Dialogo Cafe Launch in Rio de Janeiro</b> 13 views 3 days ago	 <b>Cisco Digital Media Suite</b> 110 views 4 days ago	 <b>Jerry Monroe, head of Cisco's</b> 34 views 4 days ago	 <b>Cisco TelePresence</b> 303 views 4 days ago
 <b>Holyoke Smart+Connected</b> 164 views 4 days ago	 <b>Cisco Introduces Flip Prosumer</b> 265 views 4 days ago	 <b>Mike Baird, Cisco TTG Director of</b> 114 views 5 days ago	 <b>TELUS Changes the Game with</b> 130 views 5 days ago	 <b>Marthin De Beer, SVP of Cisco's</b> 101 views 5 days ago	 <b>Howard Charney talks from</b> 38 views 6 days ago
 <b>Cisco Demos Multi-Vendor, Multi-</b> 613 views 1 week ago	 <b>ClearPath Demo</b> 474 views 1 week ago	 <b>Cisco Sports and Entertainment</b> 153 views 1 week ago	 <b>Cisco at UTCTelecom</b> 113 views 1 week ago	 <b>Talk2Cisco Promo: Global Demand for</b> 94 views 1 week ago	 <b>Cisco and Apollo to Create Smart</b> 111 views 2 weeks ago
 <b>Cisco</b>	 <b>CSCOPR</b>	<b>Friends (13)</b>			

# What else are they doing?

- In August, people spent a total of 41.1 million minutes on Facebook

# Facebook outage spotlights social media addiction

- After Facebook went down on Thursday, one thing was certain: People don't like to go without their favorite social networking site
- Industry watchers say Facebook users suffering through the two-and-a-half-hour outage were like drug addicts going through withdrawal

## In despair...

- Facebook's more than 500 million users have grown accustomed to sharing updates about their cats and colleagues, and posting funny pictures of drunken friends and kids acting silly

# OWASP on Twitter

Twitter

Have an account? [Sign in](#)

**Get short, timely messages from [owasp](#).**

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @owasp](#).

[Sign Up](#)

Get updates via SMS by texting follow [owasp](#) to **40404** in the United States  
[Codes for other countries](#)

 **owasp**

**RT @[securityshell](#):** OWASP JBroFuzz v2.4 <http://goo.gl/fb/GLLsD> [#tools](#) [#fuzzer](#)

7:20 PM Sep 25th via TweetDeck

**RT @[\\_mwc](#):** Mozilla now an official organizational supporter of OWASP - <http://bit.ly/C8rCT>

10:27 AM Sep 21st via TweetDeck

Developers - need a practical cheatsheet for [#XSS](#) proofing your code? [#OWASP](#) [#twitter](#) <http://bit.ly/4Psm4>

8:48 AM Sep 21st via TweetDeck

**RT @[caughtexception](#):** Want to prevent a bug like the one at Twitter from biting your site? Study up on [#XSS](#) [#webdev](#) <http://bit.ly/5heEqQ>

7:22 AM Sep 21st via TweetDeck

OWASP AppSec 2010 conference "rivaled Google IO in terms of [useful, relevant content presented well!](#) <http://bit.ly/6QHhUf>

Name **owasp**  
Location Everywhere  
Web <http://www.owasp.org>  
Bio Open Web Application Security Project - a free and open community dedicated to improving application security

2 following 2,627 followers 270 listed

Tweets 318

Favorites

Following

 [RSS feed of owasp's tweets](#)

Done Internet 100%

# On Facebook

facebook

Email: pgray525@gmail.com

Password:

Keep me logged in

[Forgot your password?](#)

[Sign Up](#) **Open Web Application Security Project (OWASP) is on Facebook**

Sign up for Facebook to connect with Open Web Application Security Project (OWASP).

**Open Web Application Security Project (OWASP)** [11](#)

[Wall](#) [Info](#) [Photos](#) [Discussions](#) [Events](#)

 The Open Web Application Security Project (OWASP) is a 501c3 not-for-profit worldwide charitable organization focused on improving the security of application software.

 Tom Brennan OWASP Company Profile

[OWASP - Company Profile on LinkedIn](#)

www.linkedin.com

The Open Web Application Security Project (OWASP) is a worldwide free and open community focused on improving the security of application software. Our...

 Comment · Like

 Dje Jérôme Radar's SQL injection... ;-)

[Open Web Application Security Project \(OWASP\)](#)

[Photos](#)

  May 12 at 7:15am

 Jeff Snyder Web Application Security Consultant Job Openings, Full-Time and Contract, Telecommute 70-80% of the time. Strong Java Enterprise development background desired prior to getting into application security. Find these opportunities at SecurityRecruiter.com

[misjobs.com](#)

  April 2 at 2:58pm · Comment · Like

 Sylvain Maret

 The First Internationally-Recognized Standard for Improving Application Security Assessments

 Geneva Application Security Forum 2010

 CODE REVIEW GUIDE

— Application threat modeling  
— API security  
— XSS security controls  
— Code security metrics  
— Code security analysis  
— OWASP Application Security Project (ASP)

Done  Internet  100% 

# YouTube

YouTube  Search | Browse | Upload [Create Account](#) | [Sign In](#)

## OWASP Phishing demo

pontocom73 32 videos  [Subscribe](#)



0:07 / 3:27 360p         569  views                                   <img alt="like icon" data-bbox="575 3485 585 3495

# This is viral

- Overall, 43 percent of Americans said they keep in touch via social networking websites such as Facebook, MySpace and LinkedIn
- Forty percent of men, and 45 percent of women, said they had a profile on a networking site

***There is a human element to all of this, an element that is more often than not, overlooked...***

# It's no longer just close relationships

- Our employees are going places they've never gone before and are touching technology daily
- That which they are touching is touching our networks as well

# Web 2.0?

- Businesses today find that social media use is no longer the exception, but rather the rule
- It marks the global trend of seeking friendships or relationships online

# Who is using it?

- Business units such as research and development, marketing, human resources, sales, and customer service
- They are realizing the potential for utilizing social media tools to stimulate innovation, create brand recognition, hire and retain employees, generate revenue, and improve customer satisfaction

# With Web 2.0

- A new breed of malware is evolving
- Google Mashups, RSS feeds, search, all of these can be misused by hackers to distribute malware, attack Web surfers and communicate with botnets

# Risk – it's everywhere

- And no one knows that better than IT security professionals
- Disgruntled employees, students, fired employees, clueless employees who succumb to social engineering, passwords left on Post-it notes, wide-open instant messaging and increasingly powerful hacker tools in the hands of teenagers, Web Mobs and Organized Crime targeting Social Media sites

# Objective?

- The key objective, of course, is to recognize risk, safeguard your reputation and not reveal sensitive or confidential information that may prove harmful to your business

# Social Media Benefits

- It is very difficult to argue with many of the benefits being provided by the numerous social media networks for both personal and business purposes

# Information sharing

- These networks, Facebook, Twitter, LinkedIn, and YouTube to name some of the heavy hitters, enable millions of people to exchange up-to-the-minute information with each other across the globe

# Concerns

- As with most new voice, video, and data applications that traverse the network, this pervasiveness brings with it additional security concerns.

# How do we secure it?

- It becomes difficult and, in fact, almost contradictory for organizations to crack down on the use of social networks while they are simultaneously promoting the use of such networks to do business

# Ease the burden

- This balancing act can be made a bit easier through:
  - The development and enforcement of corporate security policies
  - Ongoing education of employees in the proper use of social networks when corporate assets are involved
  - The identification and mitigation of related malware using network and host-based anomaly detection technologies

# Malware

- Historically, malware has plagued e-mail, hidden in malicious attachments
- While that's still happening, more malware writers are putting their efforts into malicious Web sites

# Constant Mutation

- The goal in developing malware is not to simply infect as many systems as possible but to specifically steal usage information and other data from compromised systems
- Use of polymorphic code that constantly mutates

# Bad Statistic

- 1 in 1,000 web pages is infected with malicious drive-by download software

# Two biggest vectors for Malware

- Email
- Web-based

# So, what do we have to do?

- Create a Human Firewall

# The Human Firewall – an invaluable tool

- A good *human firewall employee* is one who filters good security practices and rejects any others—much like a network firewall only allows authorized traffic and rejects any other
- The only way to build a good human firewall is to raise people's awareness; to teach them good habits, to make them recognize bad practices and change them into good practices
- Your cyber security is only as good as the people who manage it and those who use it

# So Patrick, why do we really need that Human Firewall?

- Because, ‘Friend’ has become a verb
- Social media users believe there is protection in being part of a community of people they know
- Criminals are happy to prove this notion wrong
- The threats and security issues that come with social media aren’t usually caused by vulnerabilities in software
- More commonly, these threats originate from individuals who place an unwarranted amount of “transitive trust” in the safety of these communities

# Remember...

- On social sites –
  - Your privacy is history
  - They don't have your best interests in mind
  - Social engineering attacks are getting more targeted

# Trust?

- Users will trust something or someone because a user they know has also expressed trust in that person or subject
- We trust because we are curious and curiosity...

# Curious? This is why! Out of date???

YouTube - Broadcast Yourself. - Secret video Tom - Mozilla Firefox

File Edit View History Bookmarks Tools Help

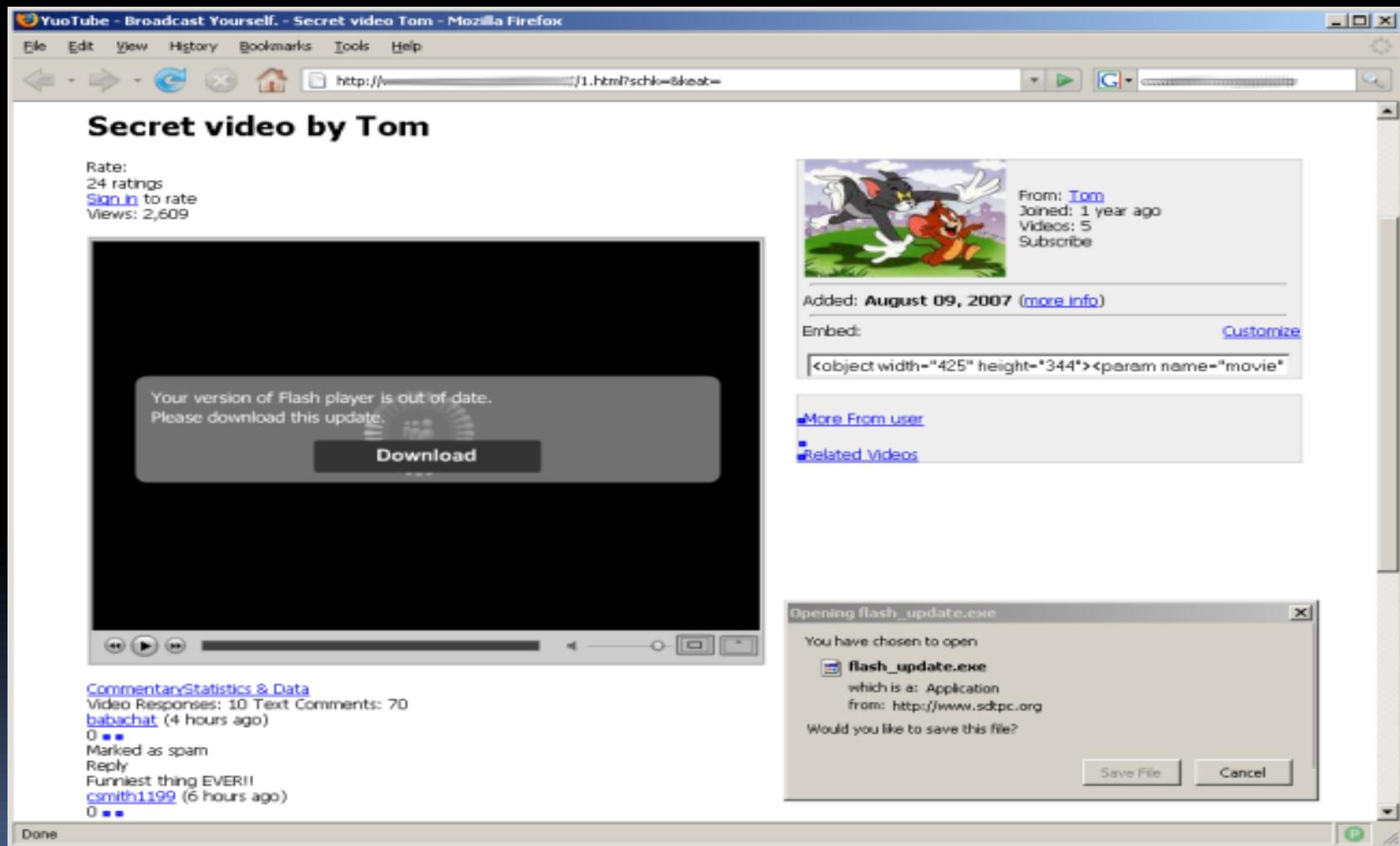
http://www.youtube.com/1.html?schk=8keat=

## Secret video by Tom

Rate:  
24 ratings  
[Sign in](#) to rate  
Views: 2,609

Your version of Flash player is out of date.  
Please download this update:  
[Download](#)

Commentary Statistics & Data  
Video Responses: 10 Text Comments: 70  
[babachat](#) (4 hours ago)  
0 ●●  
Marked as spam  
Reply  
Funniest thing EVER!!  
[csmith1199](#) (6 hours ago)  
0 ●●



From: [Tom](#)  
Joined: 1 year ago  
Videos: 5  
[Subscribe](#)

Added: August 09, 2007 ([more info](#))

Embed: [Customize](#)

`<object width="425" height="344"><param name="movie">`

[More From user](#)  
[Related Videos](#)

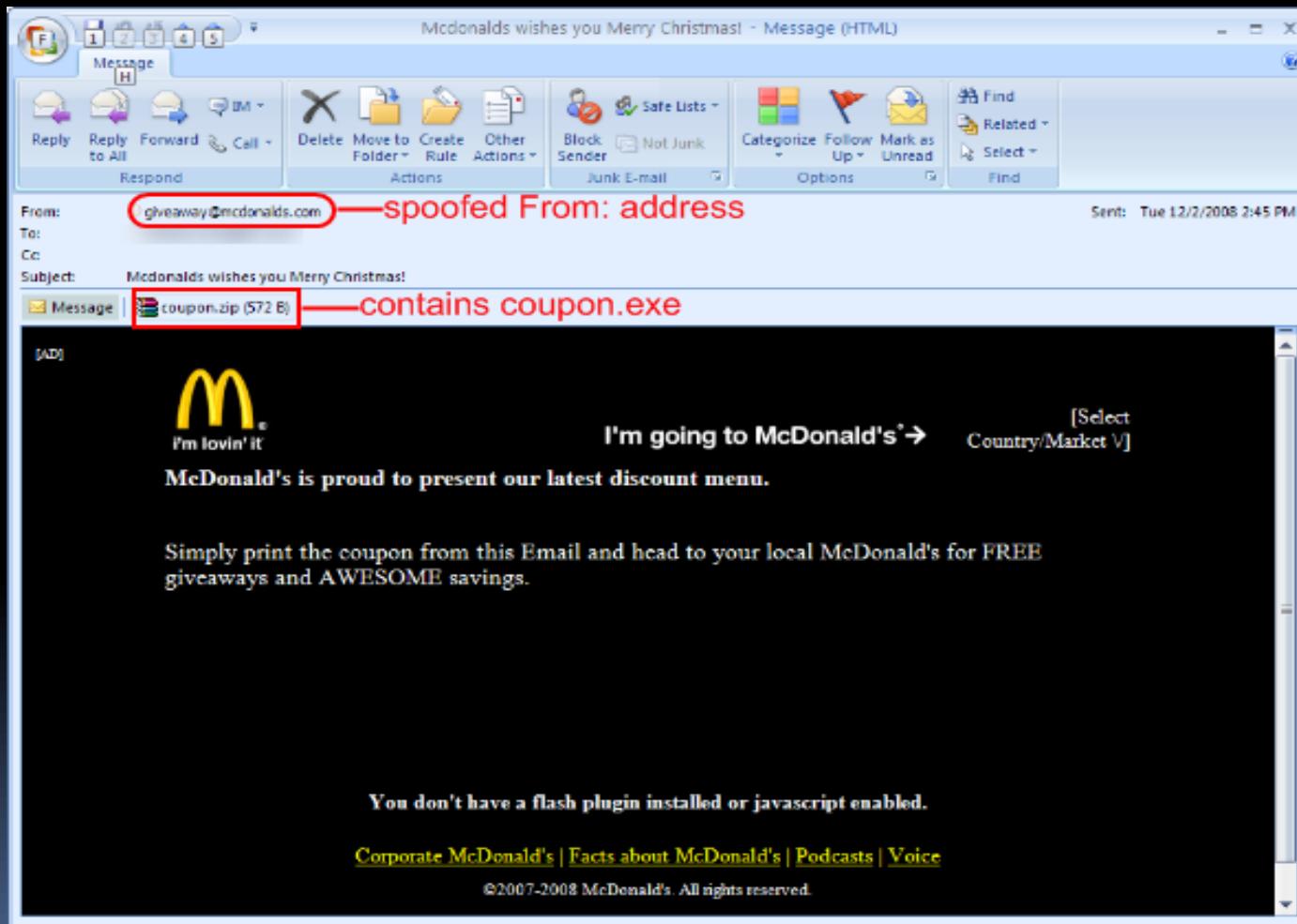
Opening flash\_update.exe

You have chosen to open  
[flash\\_update.exe](#)  
which is a: Application  
from: <http://www.sdtpc.org>

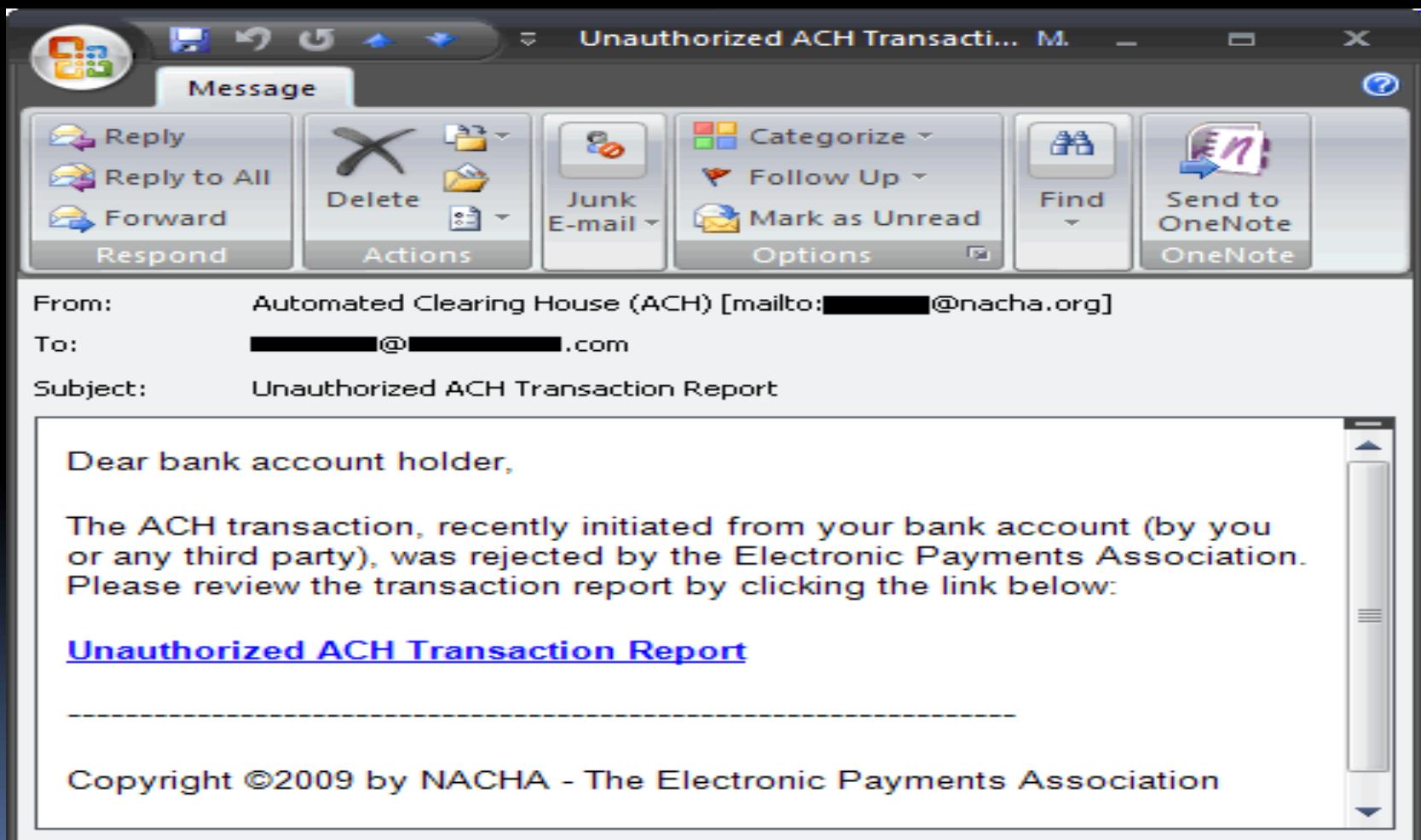
Would you like to save this file?

Done

# Or a Big Mac!



# They want to send us somewhere else...



The screenshot shows an email message window with the following details:

**From:** Automated Clearing House (ACH) [mailto: [REDACTED]@nacha.org]  
**To:** [REDACTED]@ [REDACTED].com  
**Subject:** Unauthorized ACH Transaction Report

The message body contains the following text:

Dear bank account holder,

The ACH transaction, recently initiated from your bank account (by you or any third party), was rejected by the Electronic Payments Association. Please review the transaction report by clicking the link below:

**Unauthorized ACH Transaction Report**

---

Copyright ©2009 by NACHA - The Electronic Payments Association

# The unknown... DO NOT TOUCH THIS!!!

**WARNING!!!** X

**Quick System Scan Results**

 **XP antivirus Online Scanner detected dangerous spyware on your system!**

Detected malicious programs can damage your computer and compromise your privacy. It is **strongly recommended** to remove them immediately.

Name	Type	Risk level
 <b>Spyware.IEMonster.b</b>	<b>Spyware</b>	<b>CRITICAL</b>
 <b>Zlob.PornAdvertiser.Xplisit</b>	<b>Spyware</b>	<b>High</b>
 <b>Trojan.InfoStealer.Banker.s</b>	<b>Trojan</b>	<b>Medium</b>

**Remove All** **Ignore**

# Protection Center

 Security Status  
Manage security modules System Scan  
Scan & fix your computer Firewall  
Protect your network security Advanced Cleaner  
Optimize system performance Check for updates  
Update virus definitions Settings  
Manage your preferences

## System scan

Scan &amp; fix your computer

Scan type:  Quick  Deep  Memory Scan

Start

Stop

Pause

#	Vendor	Type	Location	Threat Level
1	Trojan-Cookie.Win3...	Malware	C:\Documents and Settings\Hoal_K...	Medium
2	GayCodec.LockAlert	Malware	C:\WINDOWS\System32\wsheltn.dll	Medium
3	webSearch.Win32	Malware	C:\WINDOWS\System32\Drivers\es...	Medium
4	PORN.perversion.R30	Malware	C:\WINDOWS\System32\Drivers\sl...	Medium
5	Virus.Win32.Gpc...	Viruses	C:\WINDOWS\System32\Wbe...	High
6	Email-Worm.Win...	Network ...	C:\WINDOWS\System32\Whe...	High
7	Net-Worm.Win32...	Network ...	C:\WINDOWS\Fonts\85855.fon	High
8	Net-Worm.Win32...	Network ...	C:\WINDOWS\Fonts\small.fon	High
9	Trojan-Downloader...	Trojan Prog...	C:\WINDOWS\Help\camera.hlp	Medium

Scan complete.

Objects scanned: 30329

Threats detected: 19

Removed: 0

Remove Threats



Your Computer is not protected

[click here to fix security problems](#)**Upgrade to full version now!**  
Easy one-click registration



Windows Firewall has detected unauthorized activity, but unfortunately it cannot help you to remove viruses, keyloggers and other spyware threats that steal your personal information from your computer, including your Credit Card data and access passwords to the online resources you use. [Click here to pick recommended software to resolve this issue.](#)



# SystemDefender

[HOME](#)[DOWNLOAD](#)

**YOUR SYSTEM MAY BE  
INFECTED!**

Scanning:



Internet threats and viruses found:

**FREE SCAN NOW!**

# Social Media Policy, Guidelines

The Platform  
Opinions and Insights from Cisco

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June 15, 2010

## Cisco Social Media Guidelines, Policies and FAQ

We take social media seriously at Cisco.

We look at it as a collaborative tool to help better serve our customers, our partners, our investors and our employees... and to LISTEN to them as well. There, of course, have to be guidelines and employee training around the use of social media. Within our company culture of transparency, we thought we'd make our newly updated internal Social Media handbook available for everyone. We don't claim to know everything about Social Media, but we do know that the wisdom of the crowd is generally better than the wisdom of the few. With that in mind, we welcome your thoughts, observations and viewpoints on our Social Media Policy and Guidelines.

[Cisco social media guidelines - June 2010](#)

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Error on page.

Unknown Zone (Mixed)

# But what does all this mean?

- I am just an employee and am not an engineer or a technician or a programmer or a geek!
- I'm just sitting at my desk, talking to friends, patients and all sorts of people
- How in the world am I threatening our network???

## 2 Reasons...

- You probably do not understand policies, procedures, best practices and standards
- If you do understand them, they are violated because there are no consequences – the policies are not enforced
- Who, me?

# Education is Critical

- Few executives grasp the case for investing in safeguards against hackers, malware, and the like
- Education starts at the top and works its way down the food chain throughout the entire business
- Before any employee puts their fingers on the keyboard they must understand that it is not **their** computer

# The Seven Deadly Sins of Network Security

1. Not measuring risk
2. Thinking compliance equals security
3. Overlooking the people
4. Too much access for too many
5. Lax patching procedures
6. Lax logging, monitoring
7. Spurning the K.I.S.S.

# You Must Understand...

- That you are a target
- These hackers are smart, and most have much more time to spend attacking them than a typical systems administrator can spend defending against them

# The Opposing Team

- The Hackers
- Disgruntled Insiders
- Clueless employees
- Competitors
- Foreign Governments
- Terror organizations

# Top 8 Perceived Threats

- System penetration
- Sabotage of data
- Theft of proprietary information
- Denial of service
- Viruses and Worms
- Unauthorized insider access
- Laptop theft
- Insider abuse of the Internet

# System Penetration

- It is an unfortunate reality that you will suffer a breach of security at some point
- To bypass security, an attacker only has to find one vulnerable system within the entire network
- But to guarantee security, you have to make sure that 100 percent of your systems are invulnerable -- 100 percent of the time

# Data Leakage: How many breaches in 2009?

- 498 Breaches
- 222,477,043 records exposed
- How were you impacted?

# Who?

- Businesses - 36 percent
- Healthcare - 29.2 percent
- Government, military - 16.9 percent
- Financial Services – 11.1 percent

# 2010

- 327 Data Breaches

# Not good...

- But Patrick! It won't happen to us!

# Whether you get hacked depends...

- Do you assume the posture of, “It can’t happen here.”
- Do you hear, “We haven’t heard of any worm outbreaks and all seems quiet. Why upgrade those devices?”
- “We have no budget.”
- “We’re just hanging out in Cincinnati!”
- “They’re only going after the Government and those really big banks.”
- Then my question is, “Can you really afford to give up data today?”

# You can't! So,

- Be compliant but don't rest on your laurels
- Be vigilant
- Educate
- Know that you are a target
- Be ready to respond

# So, what are they really after?

- Your Intellectual Property
- Your assets
- Your employee's data
- Your personal data
- Your paycheck
- Your friends
- Your family

# G-Man's tips to secure your data

- **Consider threats** from insiders and business partners in your enterprise-wide risk assessments
- **Clearly document** and consistently enforce policies and controls
- **Institute periodic** security awareness training for all employees

# G-Man's tips to secure your data

- **Monitor and respond** to suspicious or disruptive behavior, beginning with the hiring process
- **Anticipate and manage** negative workplace issues

# G-Man's tips to secure your data

- **Implement strict** password and account management policies and practices
- **Enforce separation** of duties and least privilege
- **Implement system change** controls
- **Log, monitor and audit** employee online actions
- **Use layered defense** against remote attacks

# G-Man's tips to secure your data

- **Deactivate computer access** following termination
- **Implement secure backup** and recovery processes
- **Develop an insider** incident response plan

# You are the last line of Defense! Don't drop the ball!!!

- Understand
- Educate
- Collaborate
- Prepare

# Thank You!



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