



24 JULY 2019

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# TRACKED, JACKED & EXTORTED TODAY & TOMORROW'S THREAT LANDSCAPE

TIMOTHY OLSON

VICE PRESIDENT

CYBER RISK / BREACH RESPONSE

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# High Tech + Human Touch

# Hi-Tech + Human Touch



“Hey, America, Vladimir Putin  
wants to steal your face.”

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The New York Times  
July 22, 2019

# A digital freakout about popular FaceApp app: A Russian plot for nefarious purposes?

# Does Russia Want More Than Your Old Face?

The FaceApp fracas forces us to think hard about giving our personal data to companies in authoritarian countries.



**By Kara Swisher**

Ms. Swisher covers technology and is a contributing opinion writer.

July 19, 2019



# Should you give Russia your face?







**Gordon Ramsay** ✓  
@GordonRamsay



Me hosting #MasterChef Season 50.....#faceapp



♥ 37.5K 11:22 PM - Jul 16, 2019



💬 5,453 people are talking about this





## Privacy Policy

Effective date: January 20, 2017

This Privacy Policy explains how we and some of the companies we work with collect, use, share and protect information in relation to our mobile services, web site, and any software provided on or in connection with FaceApp services (collectively, the "Service"), and your choices about the collection and use of your information.

By using our Service you understand and agree that we are providing a platform for you to process your content.

Our Policy applies to all visitors, users, and others who access the Service ("Users").

### 1. INFORMATION WE COLLECT

We collect the following types of information:

Information you provide us directly:

User Content (e.g., photos and other materials) that you post through the Service. Communications between you and FaceApp. For example, we may collect Service-related emails (e.g., changes/updates to features of the Service, technical and security notices). Note that you may not opt out of Service-related emails.

Analytics information:

We use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and other information that assists us in improving the Service. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

Cookies and similar technologies:

When you visit the Service, we may use cookies and similar technologies (e.g., pixels, web beacons, and local storage) to collect information about how you use FaceApp and provide features to you.

We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.

Log file information:

Log file information is automatically collected from your device when you visit a website or use an app (e.g., a web page or app) or when you use the content of the webpage or app is downloaded to your browser or device.

When you use our Service, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how long you stay on our site, device name, operating system, pages viewed and time spent on each page, and other information. We may also collect information from third parties and use it to track which links are clicked and which links are shared by recipients. The information also may be used to create reports and to improve our services.

Device identifiers:

When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or



“...cannot ensure the security of any information you transmit to FaceApp”

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We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.

Log file information:

Log file information is information recorded by our servers. Such information may include a record of the date and time of each page viewed, and also the page(s) when the content of the web site or app is downloaded to your browser or device.

When you use our Service, our servers automatically record certain log file information, including your web request, Internet Protocol (IP) address, browser type, referrer, cookies and device identifiers. We use this information to help us improve our Service, to monitor usage, to troubleshoot problems, and to help us protect our Service. We may also use this information to help us track which features of our Service are most popular and to help us improve our Service.

Device identifiers:

When you use our Service, we may collect or store information about your device, including your device's unique identifier, operating system, and other information. We use this information to help us improve our Service, to monitor usage, to troubleshoot problems, and to help us protect our Service. We may also use this information to help us track which features of our Service are most popular and to help us improve our Service.



or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.”

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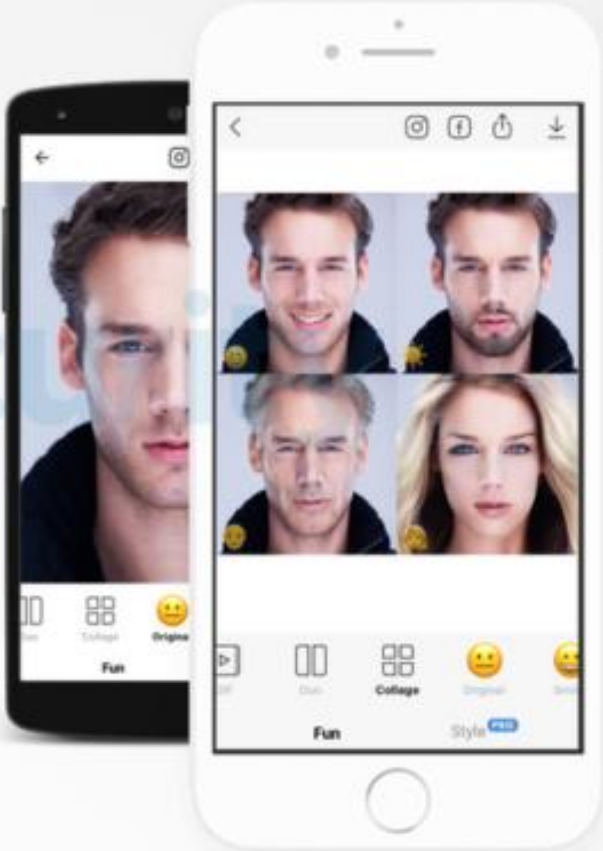
FaceApp

SCREENSHOTS PUBLICATIONS CONTACT

# Transform your face

using Artificial Intelligence  
with just one tap

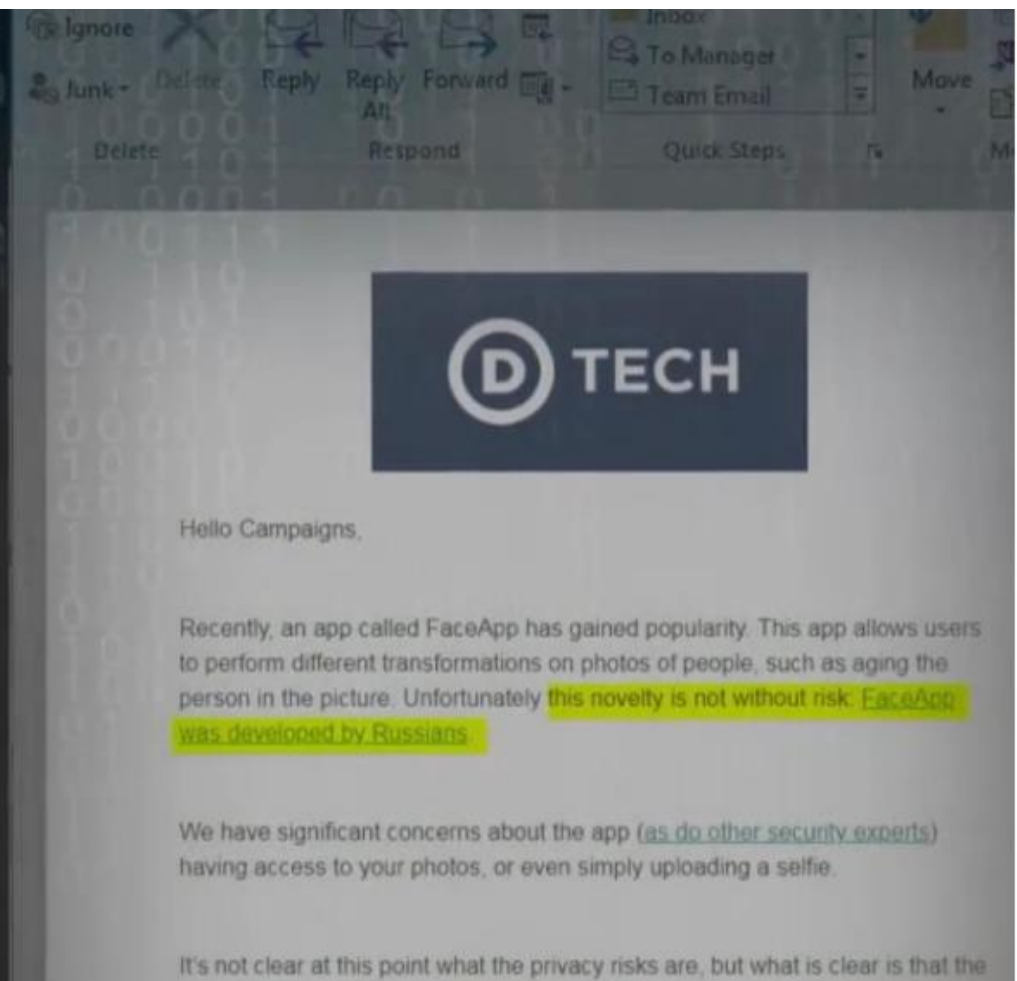
📲 DOWNLOAD YOUR FREE PREMIUM COPY!







“...this novelty is not without risk: FaceApp was developed by Russians...”



Wireless Labs, creator of  
FaceApp, is located in  
St. Petersburg, Russia

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# Chuck Schumer, Democratic Senate minority leader asked the F.B.I. and the FTC to investigate FaceApp

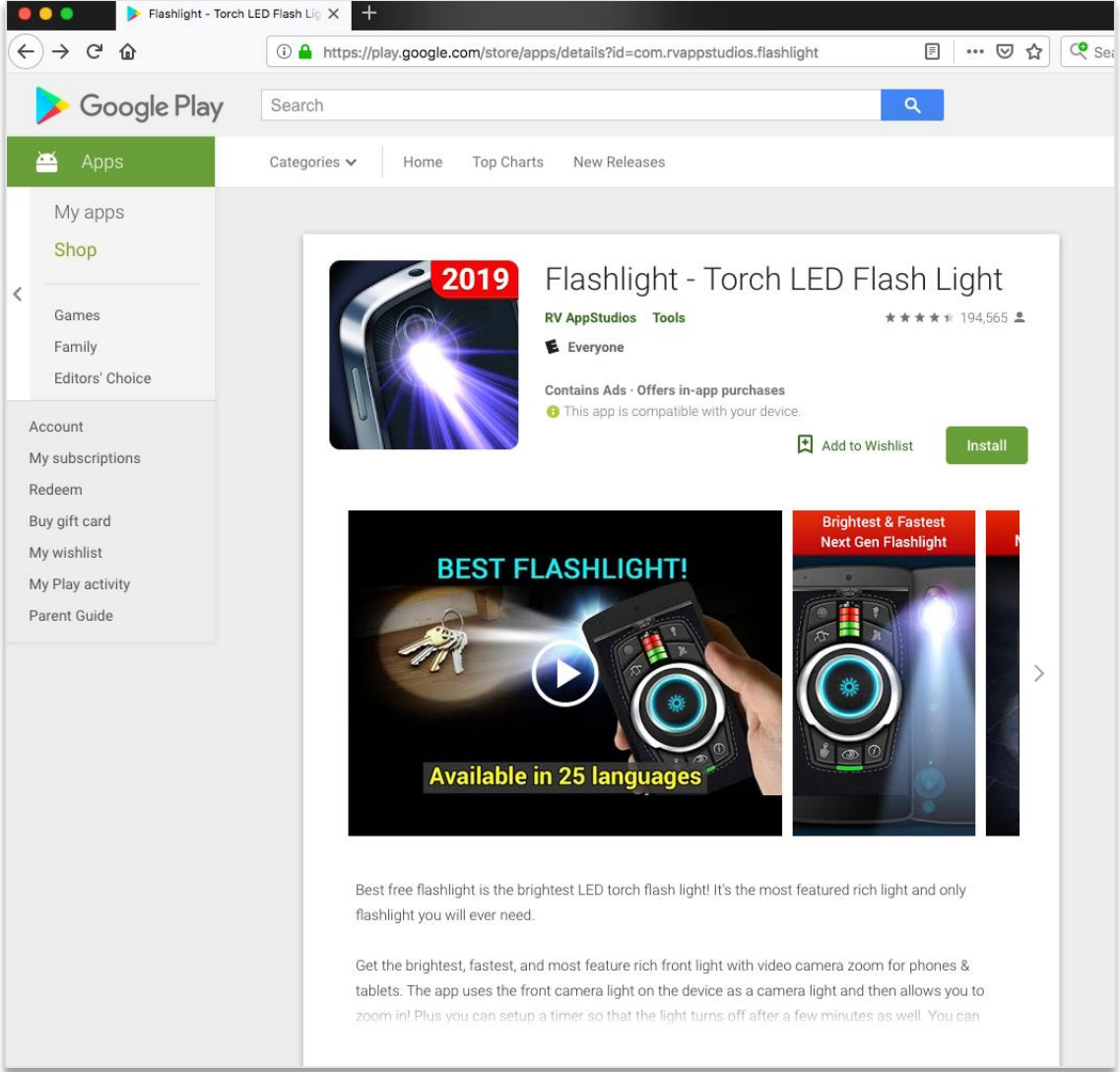


You are what you post and what  
you post could most certainly be  
used for all kinds of misuse across  
the globe.

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# Risky Permissions

# Risky Permission



# It's In The Details

ADDITIONAL INFORMATION

|  |   |   |
|--|---|---|
| <b>Updated</b><br>November 30, 2018                    | <b>Size</b><br>8.2M                       | <b>Installs</b><br>10,000,000+  |
| <b>Current Version</b><br>2.4.3                        | <b>Requires Android</b><br>4.1 and up     | <b>Content Rating</b><br>Everyone<br><a href="#">Learn More</a>   |
| <b>Interactive Elements</b><br>Digital Purchases       | <b>In-app Products</b><br>\$1.99 per item | <b>Permissions</b><br><a href="#">View details</a>  |
| <b>Report</b><br><a href="#">Flag as inappropriate</a> | <b>Offered By</b><br>RV AppStudios        | <b>Developer</b><br><a href="#">Visit website</a><br><a href="mailto:app_support@rvappstudios.com">app_support@rvappstudios.com</a><br><a href="#">Privacy Policy</a><br>848 N. Rainbow Blvd.<br>#5467 Las Vegas, NV<br>89107 |

**Permissions**  
[View details](#)

# It's In The Details



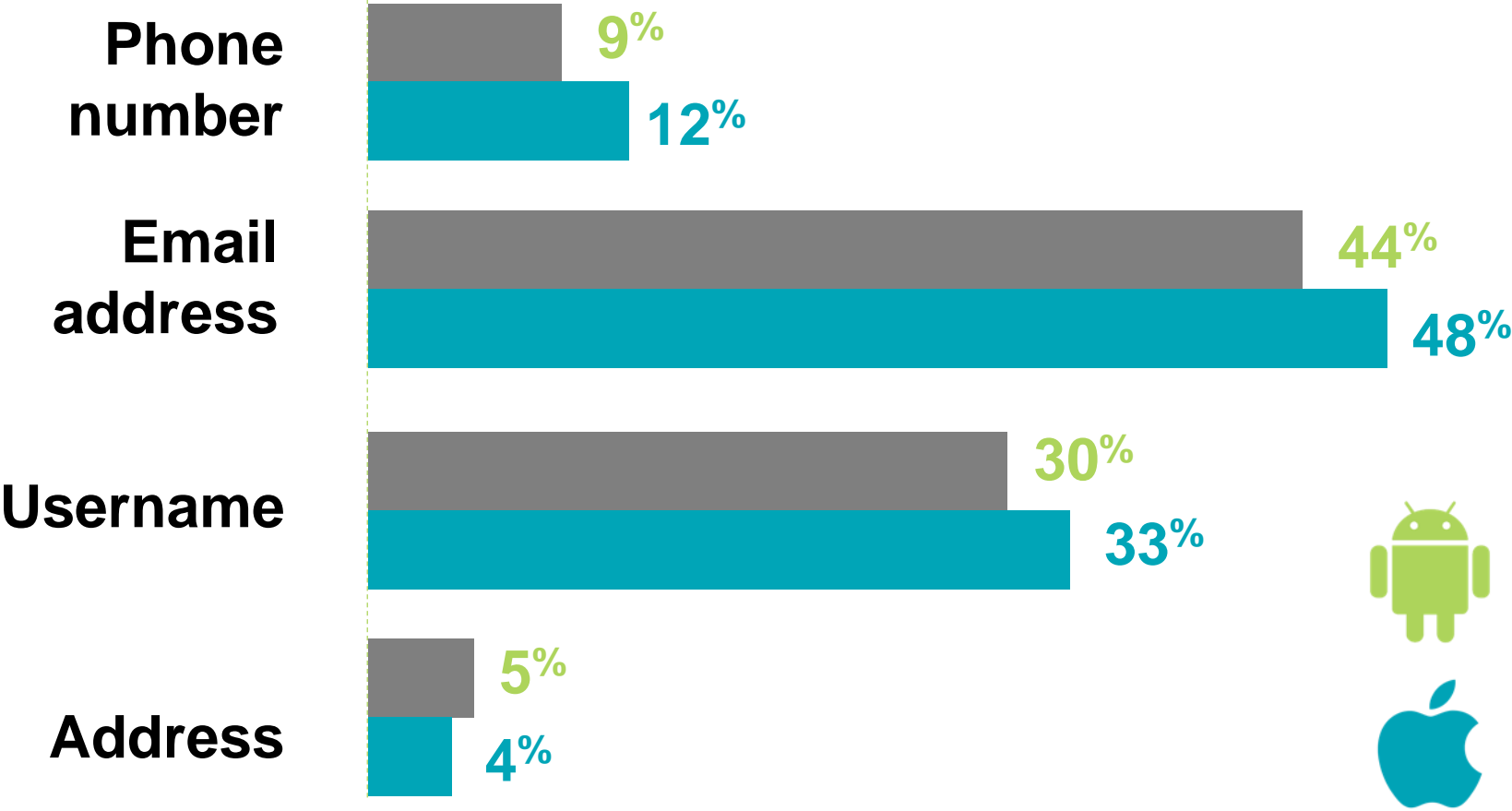
ISTR | INTERNET SECURITY THREAT REPORT | Volume 24 | February 2019

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# iOS vs Android

# Smartphones Are Arguably the Greatest Spying Devices Ever Created

Analysis of top 100 free apps for iOS and Android

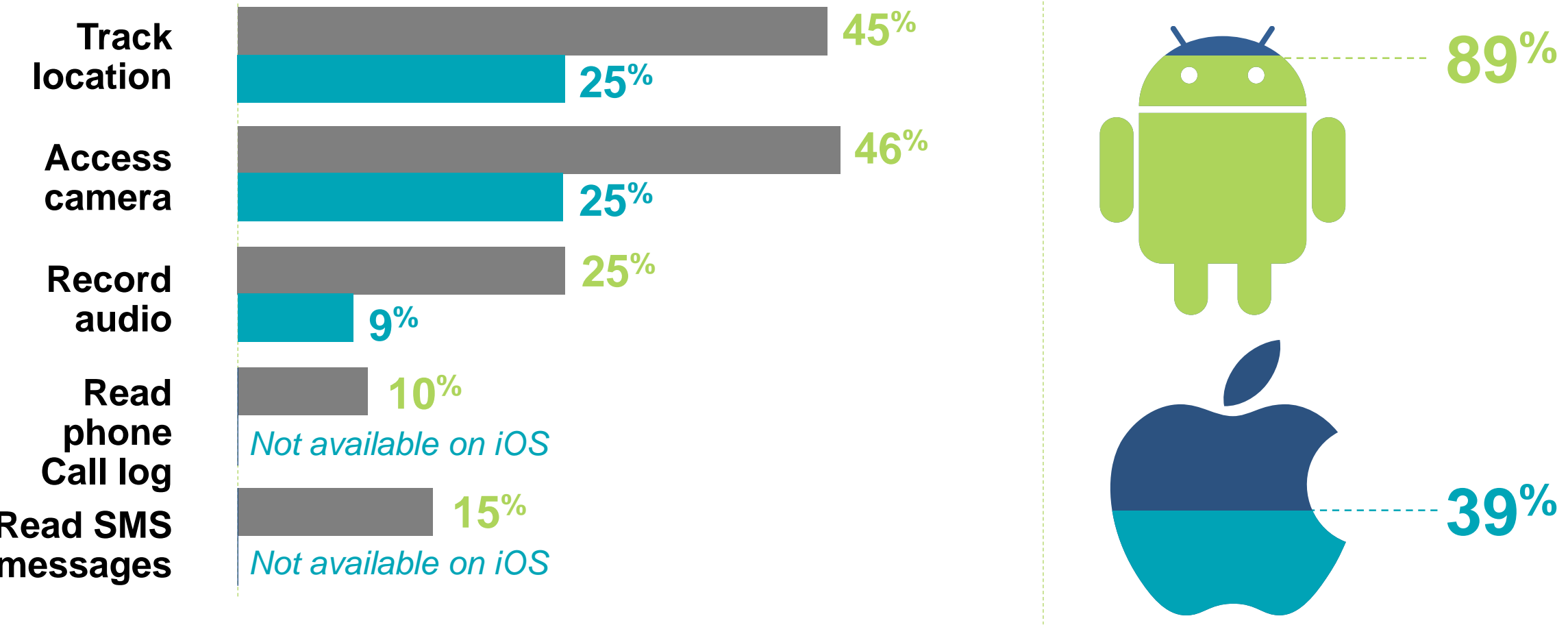


Types of personally identifiable information (PII) shared with apps



# Smartphones Are Arguably the Greatest Spying Devices Ever Created

Risky permissions broken down by type and OS



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# What's at Risk?

# 1.2 Billion Consumers\* Have Ever Been the Victim of a Cyber Crime; More Than 867.2 Million in the Last Year Alone

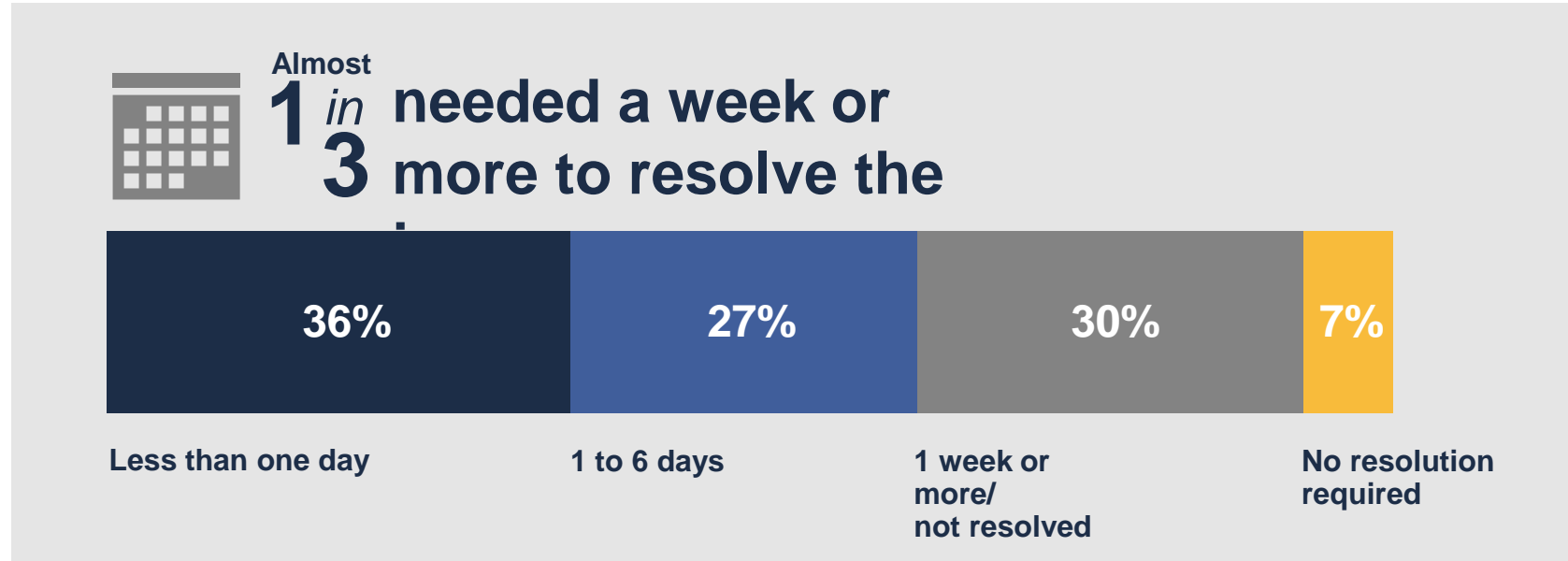


\*In 16 countries

# On Average, Past Year Cyber Crime Victims Spent Six Hours Resolving Issues and Nearly 2 in 5 Were Impacted Financially\*

Globally, those who experienced cyber crime in the past year spent an average of **6\* hours** resolving it

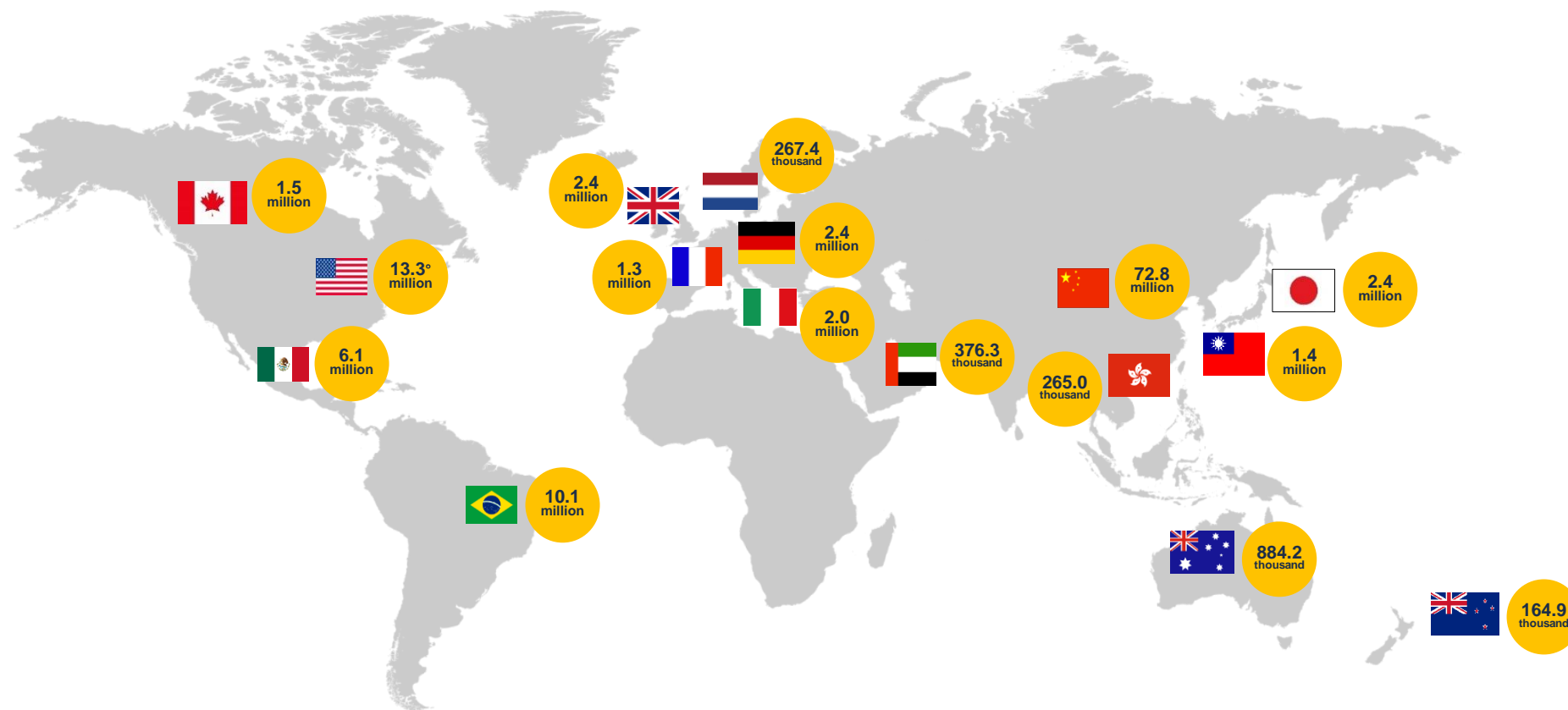
\*Average has been trimmed to remove outliers



**Report losses or theft due to cyber crime**

\*Includes money lost or stolen, money that was stolen and returned, and money used to resolve the issue or repair/replace impacted device(s)

# Over 117 Million Consumers\* Were the Victim of Identity Theft Last Year



\*In 16 countries

# The Future of Cyber Risk 10 Predictions

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1. By 2025, it is estimated that there will be more than **21 billion** IoT devices worldwide

- **2016:** 4.7 billion devices
- **2021:** 11.6 billion devices





## 2. Cybercriminals will exploit the new landscape of both 5G & IoT

- “We don’t know what we don’t know.” a senior executive with major US wireless telco





### 3. Now and next

- Supply chain attacks
- Ransomware
- Crypto jacking
- Form jacking
- Tax fraud
- Phishing scams







- ## 4. Humans: a critical lynchpin of a successful attack
- Despite our best efforts, humans will continue to behave like – humans
  - 33 percent of successful hacks leverage human error

## 5. Let's skip the gateway security!

- Relying solely on home gateways / routers for security won't be enough
- Devices can be connected directly to the internet



## 6. **5G speeds with risks and rewards**

- 5G provides extremely high speeds / bandwidth
- Tracked, Jacked or Extorted – all before you know it





## 7. Cyber liability insurance in a more competitive environment

- Insurers focused on added value
- Pre-breach features expanded, i.e., DWM, Fraud Assistance, ID Protection
- Personal and SMB lines -- the next frontier



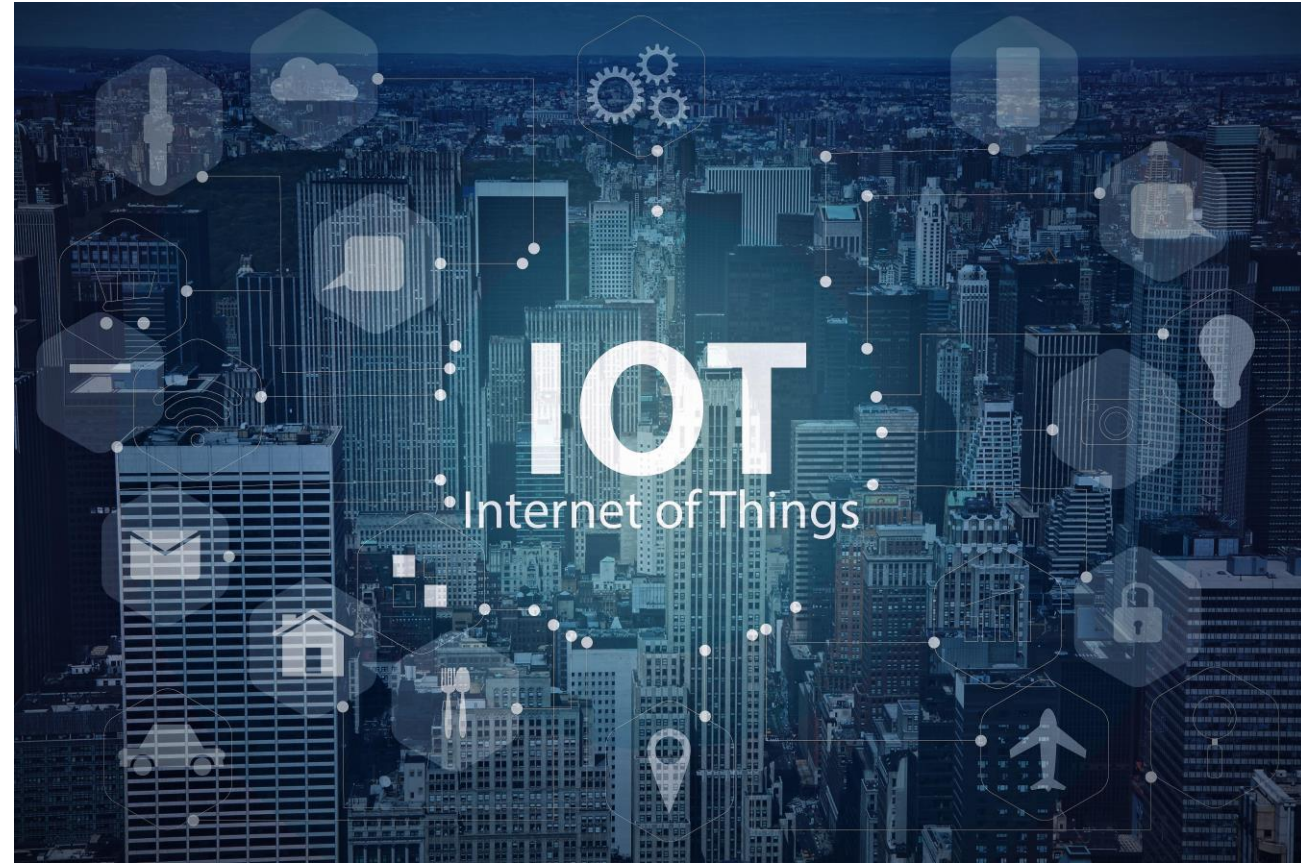


## 8. Breach fatigue

- Data breach notification laws / GDPR result of 'breach fatigue'
- Volume of notifications overwhelming
- Consumers that don't take action are even more at risk

## 9. IoT- based attacks will take on more dangerous forms

- Dependence upon gateway / router security
- Both security and privacy at risk
- Threats: Much more personal



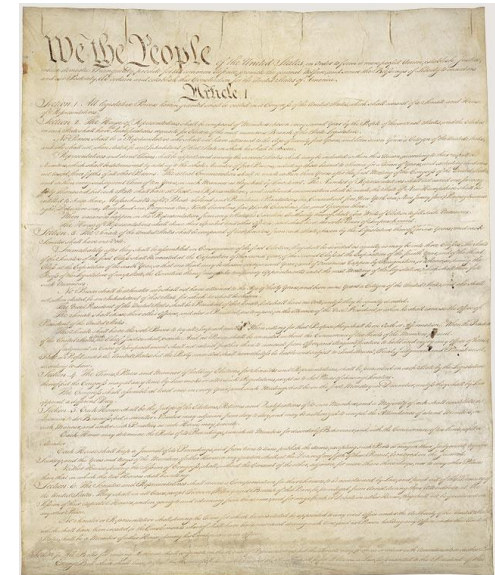
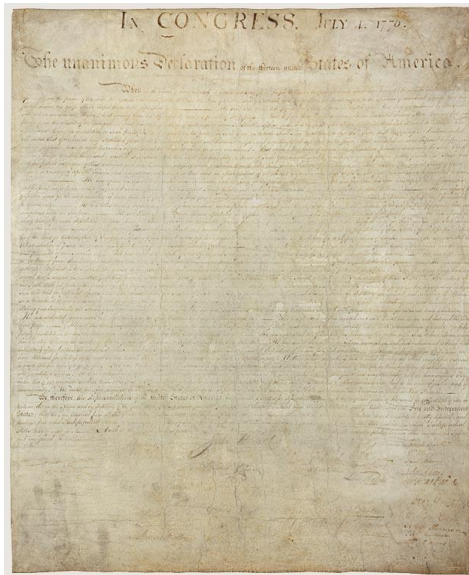
## 10. Big little lies -- the real why

- Consumer Protection
- Doing the Right Thing
- Brand Reputation
- Litigation Risk Mitigation
- Regulatory Pressures





# The National Archives: Declaration of Independence & The US Constitution



# National Archives: Home of the former US Presidents' Laptops



# The Culprit





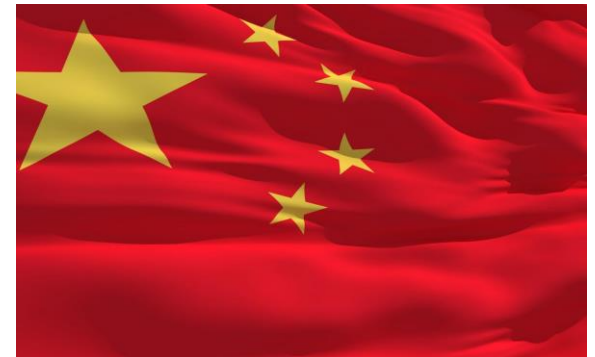
# Hi-Tech vs. Low-Tech

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## Which is the greater risk?



# Nation-state Sponsors



The FaceApp controversy may seem minor, but in the geopolitical landscape it's clear, it's about a lot more than a pretty face

“Only your imagination is the limitation.”

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Walt Disney

# QUESTIONS

24 July 2019

Timothy Olson | Vice President

Cyber Risk | Breach Response