Social Network Safety and Security: A Real Life Example

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KSU Cyber Security Awareness Day
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1. Little known “flashy techniques”
2. Taken to far, this can be (might be) illegal
3. Nothing on the internet is truly anonymous
4. Use at your own risk!

My “Tools”

Finding a “target”

Facebook (logged in) and Google searches for keywords
  - University Village
  - Using specialized search functions (“site:”)

Helpful Google Operators

- Phrase search (”)
  - “Kennesaw State”
- Search within a specific website (site:)
  - site:www.facebook.com
- Terms you want to exclude (-)
  - -Kansas Kennesaw State University
- Fill in the blanks (*)
  - Kennesaw * University
- Search exactly as is (+)
  - +President Dan Papp
- The OR operator
  - College OR University

“Advanced” Method
I'm at Sweet Tomatoes (1125 Ernest W Barrett Parkway, Greers Chapel Road, Kennesaw). from Souplantation & Sweet Tomatoes, Kennesaw 5 hours ago

I'm at Dunkin Donuts. from Dunkin' Donuts, Kennesaw 3 Oct

I'm at CVS Pharmacy (3070 N Main St, Jiles Rd., Kennesaw). from Kennesaw, GA 25 Sep

I'm at QT (2761 Cobb Parkway, Kennesaw). from Kennesaw, GA 25 Sep

I'm at Kennesaw State University (KSU) w/ 9 others) from Kennesaw State University, Kennesaw 13 Sep
Google Maps...

Google Maps Verification...

And finally, Linkedin...

- Screenshot removed for security

- Items found:
  - Employer
  - Contact information (confirmed)
  - Contacts
  - Professional interests and specialties
  - Recommendations

Anyone Else Scared?

- This took minutes....

- I can perform more profiling but do I need to?

- Lets take a second a recap the information we have...

So what do I know?

- Residence (EXACT address)

- Contact info (email, cell, IM)

- EXACT birth date

- Parents
  - More profiling

So what do I know?

- Siblings
  - More profiling

- The person they are dating
  - More profiling

- Friends
  - More profiling

- High School attended and year, KSU Major and graduation date
What Else Do I Know?

- I can build trends based on “check ins”
- Any relevant status updates
- Employer
- Work email
- Work phone
- Professional contacts

My Charge To You...

- Is this information important?
- Is it relevant?
- Does it matter? Or Should it?
- Is your privacy important?
  - It is, or should be, in my humble opinion...

Lessons Learned

- If I know where you are, I know where you are not
- Do not blinded accept invitations
- Be cautious about status updates
- Who else has access to this information?
- Take note of privacy settings
- Data aggregation is your worst enemy
  - Building a “profile”
  - Assumptions can be made

More Information

- ITS Website
  - http://its.kennesaw.edu/
  - ITS Information Security Office
  - http://www.kennesaw.edu/infosec/
- Faculty and Staff Service Desk
  - service@kennesaw.edu
  - 770-423-6999
- Student Service Desk
  - studenthelpdesk@kennesaw.edu
  - 770-499-3555
- Anonymously Report Computer Abuse
  - http://www.kennesaw.edu/infosec/abuse.html
  - Or by emailing abuse@kennesaw.edu

Want Even More?

- “Keeping your Computer Secure” Mini-Workshop
  - Open to Students, Faculty and Staff
  - Offered twice a semester
  - Face-to-face and webinar format
  - October 19th and 28th
  - Its.kennesaw.edu
  - computertrain.kennesaw.edu

Questions, comments, concerns