You're Leaking
TRADE SECRETS
The difference between BlackHat and #DEFCON in one picture.

pic.twitter.com/IJLyMyrGgZ
The difference between BlackHat and #DEFCON in one picture. http://t.co/IJLyMyrGgZ
Michael Schrenk

twitter: @mgschrenk

facebook: facebook.com/webbots
This is a story about
Organizational Privacy
Individuals unintentionally leak identity
Individuals unintentionally leak identity

Organizations unintentionally leak trade secrets
Spoiler Alert:

Not all online information is:
Read by the intended audience
Spoiler Alert:

Not all online information is:
Read by the intended audience
Used as intended
Individuals are aware of the need for personal privacy.
Individuals are aware of the need for personal privacy

Organizations are less aware of the need for organizational privacy
The difference in awareness is largely due to the media, and how they cover privacy stories.
Articles on Trade Secrets only focus on crimes

Ex-Microsoft employee charged with leaking trade secrets to blogger

Thu Mar 20, 2014 9:12am EDT

1 COMMENTS  |  Tweet 29  |  Share 9  |  Share this 8+1 3  |  Email  |  Print

These stories focus on news but don't teach lessons
Personal privacy stories create many customers for a host of advertisers.
Personal privacy stories create great content

Teen's Facebook post costs father $80k
Personal privacy stories create great content

“Mama and Papa... won the case against Gulliver. Gulliver is now officially paying for my vacation to Europe this summer. S*CK IT.”
Personal privacy stories create great content

Selfie geotags reveal location of soldier
Personal privacy stories create great content

These stories teach important lessons

You're Leaking Trade Secrets
In this talk...

- Define “trade secrets”
- Examples: unintentional leaks
- Online business intelligence
- What can be done to minimize unintentional leaks
In this talk...

- Define “trade secrets”
- Examples: *unintentional* leaks
- Online business intelligence
- What can be done to minimize *unintentional* leaks
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- Examples: unintentional leaks
- Online business intelligence
- What can be done to minimize unintentional leaks
What is a Trade Secret?

- Don't need to be published
- Have no expiration dates
- Protected by the UTSA (Uniform Trade Secrets Act)
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Trade Secrets are “special” intellectual property

- Must have economic value
- Anyone can use another's trade secret if discovered
Trade Secrets are “special” intellectual property

- Must have economic value
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What is the value of a Trade Secret?

Once a trade secret is established, the owner may prevent other parties from misappropriating the trade secret.
Trade Secrets Examples
Recipes & Formulas

The recipe for Coca-Cola
The formula for Chanel No. 5
Trade Secrets Examples
Processes

Patents describe GM's inventions, but the implementation of those ideas are trade secrets.
Data as Trade Secrets

Employee lists, Supplier contacts, Customer lists, Funding sources, Expansion plans, Marketing plans, New product planning, Pricing strategies, Supplier issues, Labor issues, Sales rates, Inventory turnover rates, Slow merchandise, Fast merchandise, IT infrastructure changes, Security information,
Data as Trade Secrets

Employee lists, Supplier contacts, Customer lists, Funding sources, Expansion plans, Marketing plans, New product planning, Pricing strategies, Supplier issues, Labor issues, Sales rates, Inventory turnover rates, Slow merchandise, Fast merchandise, IT infrastructure changes, Security information,

This list unique for every industry
Data as Trade Secrets

Facebook responds to European Union privacy laws

Facebook: Releasing your personal data reveals our trade secrets

Summary: Facebook says it is not required to give you a copy of some of your personal data as it could adversely affect the company’s trade secrets and intellectual property.

By Emil Protalinski for Friend ing Facebook | October 12, 2011 -- 11:27 GMT (04:27 PDT)

Update: I followed up with both organizations. See Facebook: The law reasonably states you can’t have all your data and Europe versus Facebook: The law protects program logic, not data.
Data as Trade Secrets

Facebook responds to European Union privacy laws

The trade secrets Facebook wanted to protect

1) Pokes are kept even after the user "removes" them.
2) Facebook is collecting data about people without their knowledge. This information is used to substitute existing profiles and to create profiles of non-users.
3) Tags are used without the specific consent of the user. Users have to "untag" themselves (opt-out). Note: Facebook has announced changes for this.
4) Facebook is gathering personal data e.g. via its iPhone-App or the "friend finder". This data is used by Facebook without the consent of the data subjects.
5) Postings that have been deleted showed up in the set of data that was received from Facebook.
6) Users cannot see the settings under which content is distributed that they post on other’s pages.
7) Messages (incl. Chat-Messages) are stored by Facebook even after the user "deleted" them. This means that all direct communication on Facebook can never be deleted.
8) The privacy policy is vague, unclear and contradictory. If European and Irish standards are applied, the consent to the privacy policy is not valid. Facebook tried improving it earlier this year.
9) The new face recognition feature is an disproportionate violation of the users right to privacy. Proper information and an unambiguous consent of the users is missing.
10) Access Requests have not been answered fully. Many categories of information are missing.
11) Tags that were "removed" by the user, are only deactivated but saved by Facebook.
12) In its terms, Facebook says that it does not guarantee any level of data security.
13) Applications of "friends" can access data of the user. There is no guarantee that these applications are following European privacy standards.
14) All removed friends are stored by Facebook. This was reconfirmed recently.
15) Facebook is hosting enormous amounts of personal data and it is processing all data for its own purposes. It seems Facebook is a prime example of illegal "excessive processing".
16) Facebook is running an opt-out system instead of an opt-in system, which is required by European law.
17) The Like Button is creating extended user data that can be used to track users all over the Internet There is no legitimate purpose for the creation of the data. Users have not consented to the use.
18) Facebook has certain obligations as a provider of a "cloud service" (e.g. not using third party data for its own purposes or only processing data when instructed to do so by the user).
19) The privacy settings only regulate who can see the link to a picture. The picture itself is "public" on the internet. This makes it easy to circumvent the settings.
20) Facebook is only deleting the link to pictures. The pictures are still public on the internet for a certain period of time (more than 32 hours).
21) Users can be added to groups without their consent. Users may end up in groups that lead other to false impressions about a person.
22) The policies are changed very frequently, users do not get properly informed, they are not asked to consent to new policies.
The Internet has changed how Business Intelligence is collected
Prior to 1995, trade secrets were discovered like this
Prior to 1995, trade secrets were discovered like this

Mitch Modell, on the television show, Undercover Boss
The Internet has changed Business Intelligence

Before 1995

- There were a limited number of sources
- BI was a time consuming, manual, & expensive process
- It required physical contact
- Often required researchers to identify themselves

After 1995

- The number of Business Intelligence sources is unlimited
- Automated collection, repeated – trends can be analyzed in real-time
- Can be done remotely
- Can (usually) be done anonymously
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Secrets found online are immediately actionable.
The Internet has changed Business Intelligence

Through the eyes of a hacker, anything you put online is potential Business Intelligence.
Web page updates create databases of information

Every industry has its own cases.

Here are a few that anyone from any industry can relate.
Monitored retail websites leak trade secrets

What online retailer thinks

I need to keep my online store up to Date.
I need to keep up with competitor pricing changes.

What a hacker thinks

I can watch the store remotely
I can be anonymous
I can automate the information gathering
Monitored retail websites leak trade secrets

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Monitored retail websites leak trade secrets

A monitored retail site, monitored over time, can leak...

- Pricing strategies
- Inventory strategies
- Supplier issues
- Supplier sources
Monitored retail websites leak trade secrets

The problem of leaking trade secrets is much worse for retailers that sell specific items.

- Real estate websites
- Esty crafters
- eBay merchants
- Used book stores
- 3rd party Amazon retailers
- Car dealerships
- Sellers of collectibles
The problem of leaking trade secrets is much worse for retailers that sell specific items.

This group includes:

- Car dealerships
- Esty crafters
- eBay merchants
- Used book stores
- 3rd party Amazon retailers
- Sellers of collectibles
- Real estate websites

Monitored retail websites leak trade secrets
Monitored retail websites leak trade secrets

Businesses that sell specific items online, disclose their entire sales records

When you monitor this information over a period of time...
Monitored retail websites leak trade secrets

Businesses that sell specific items online, disclose their entire sales records.

You essentially have enough information to do their accounting when you monitor this information over a period of time...
Monitored job postings leak strategic planning

What HR thinks
I'm going to post 250 Job postings this year

What a hacker thinks
I can watch job postings remotely
I can be anonymous
I can automate the information gathering attack
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Monitored job postings leak strategic planning

Even good job postings can be problematic
## New Location?

### Service Desk Delivery Level 1

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<td>Heredia</td>
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<td>Travel</td>
<td>No travel</td>
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<td>Commissionable/Sales-Incentive jobs only</td>
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### Job Description

**Responsibilities:** Provide live inbound telephone Help Desk support consulting for products to end user and business customers. Performing callbacks as required. Identify hardware/software problems and offer solutions for IBM or customer accounts. Skills Required: Excellent communication and customer service skills. Solid understanding of system resources and allocation. Minimum keyboarding speed of 30 WPM. Flexible work style - ability to work shifts and weekends. Professional work attitude, ability to learn. Strong knowledge of Operating Systems (e.g. Current Windows OS, Mac OS and Linux OS). Hardware knowledge Proficiency in navigating and configuring the OS. Proficient with IBM productivity software (Lotus Notes, etc.) Ability to function in multiple accounts with multiple skill set requirements.

### Required
- High School Diploma/GED
- At least 1 year experience in Customer Service Experience
- At least 1 year experience in Technical Knowledge
- Portuguese: Fluent

### Preferred
- English: Intermediate
Monitored job postings leak strategic planning

Service Desk Delivery Level 1

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**Job type**
- Full-time Regular

**Position type**
- Professional

**Posted**
- 25. Feb. 2014

**Job area**
- Operations (all other)

**Job category**
- Human Resources

**Job role**
- HR Contact Center

**Job role skillset**
- Representative
- General

**Commissionable/Sales-Incentive jobs only**
- No

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**New Skill?**
Monitored job postings leak strategic planning

I can watch job postings remotely
I can be anonymous
I can automate the information gathering attack

New Skill?
Monitored job postings leak strategic planning

- Qty job postings (monthly)
- Qty new skills mentioned (annually)
- Qty new locations mentioned (annually)
Monitored job postings leak strategic planning

- Qty job postings (monthly)
- Qty new skills mentioned (annually)
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Monitored job postings leak strategic planning

- **Jan**
- **Feb**
- **Mar**
- **Apr**
- **May**
- **Jun**
- **Jul**
- **Aug**
- **Sep**
- **Oct**
- **Nov**
- **Dec**

- **HR Contract Representative**
- **Portuguese**

**Legend:**
- Red: Qty job postings (monthly)
- Green: Qty new skills mentioned (annually)
- Blue: Qty new locations mentioned (annually)
Monitored job postings leak strategic planning

- HR Contract Representative
- Portuguese
- Puerto Rico

- Qty job postings (monthly)
- Qty new skills mentioned (annually)
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Monitored job postings leak strategic information

What HR thinks

I'm going to advertise the vacancy we have for an IT Help Desk professional.

What a hacker thinks

I can “read between the lines” to learn how to compromise a computer network, and discover trade secrets.
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# Job posting: Leaked security info

## Company Overview
ACME Law Firm is a national legal firm that specializes in Acquisitions. We're based in Minneapolis with affiliate offices in New York, Los Angeles, San Francisco and Chicago. We are proud to represent our client list.

## Job Description

### Summary:
We have an immediate opening for a IT Help Desk professional with a mastery of Windows networking and remote access tools like PC Anywhere and phone dial-in systems.

### Responsibilities include:
In addition to solving network access problems from our attorneys working remotely, you will also be responsible for network security, software installation, license management and policy development.
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No one is watching the store...!
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Their leaking that they have problems doing remote access.
Job posting: Leaked security info

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This person probably works alone and is overwelmed.
**Job posting: Leaked security info**

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---

So what could possibly go wrong?
Sometimes databases are left in plain sight (MN Senatorial election 2006)

This was an extremely close election
Any leaked secrets could change the outcome
Sometimes databases are left in plain sight  (MN Senatorial election 2006)

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Jesse Ventura
Sometimes databases are left in plain sight (MN Senatorial election 2006)
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Al Franken defeated Norm Coleman by 312 votes (after six months in court)

There were multiple charges of hacking made by the Coleman campaign prior to the election.
Sometimes databases are left in plain sight (MN Senatorial election 2006)

The Coleman campaign left a database of donors (and their credit card numbers) sitting in an unprotected directory of their web server*.

*Adria Richards
Monitored DNS records leak future strategic plans

What Marketing thinks

I need to register domain names for a new products

What a hacker thinks

I can watch DNS registrations remotely

I can be anonymous

I can automate the information gathering
Monitored DNS records leak future strategic plans

What Marketing thinks
I need to register domain names for a new products

What a hacker thinks
I can watch DNS registrations remotely
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I can automate the information gathering
Monitored DNS records leak future strategic plans

And, if you can't hack it, you can buy it.
Monitored DNS records leak future strategic plans

And, if you can't hack it, You can buy it.

Mar 17, 2014, 4544 domains
Monitored DNS records leak future strategic plans

And, if you can't hack it, You can buy it.

Mar 17, 2014, 4544 domains
Aug 05, 2014, 6411 domains
Monitored DNS records leak historic thinking

At a recent Data Journalism workshop, I asked a group of Investigative Journalists to discover the first documented proof of Sarah Palin's Presidential aspirations.
Jay Griffin was Sarah Palin's Political Advisor.

Monitored DNS records leak historic thinking
Monitored DNS records leak historic thinking

Jay Griffin was Sarah Palin's Political Advisor.

PALIN2012.COM and SARAHPALIN2012.COM also registered.
Monitored DNS records leak historic thinking

Jay Griffin was Sarah Palin's Political Advisor.

PALIN2012.COM and SARAHPALIN2012.COM also registered

She was interviewed for the Vice Presidential role on 25-AUG-08
Employees inadvertently leak trade secrets outside of work

What an HR Director thinks

This company is only as great as its employees

To succeed I need to hire, train and retain the best

My employee list is a trade secret
Employees inadvertently leak trade secrets outside of work

What an HR Director thinks

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What a hacker thinks
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My employee list is a trade secret

What a hacker thinks

Within minutes I can discover who all your Business Development people are
Employees inadvertently leak trade secrets outside of work

What an HR Director thinks:
- This company is only as great as its employees.
- To succeed I need to hire, train, and retain the best.

What a hacker thinks:
- Within minutes I can discover who all your Business Development people are.
- Within a few more minutes I can triangulate with Twitter to discover who your clients are.
- My employee list is a trade secret.
You can't keep employees from using social media

Discovering Names Of Secret NSA Surveillance Programs Via LinkedIn

from the oh-look-at-that... dept

So, over the weekend, the Washington Post revealed some of the code names for various NSA surveillance programs, including NUCLEON, MARINA and MAINWAY. Chris Soghoian has pointed out that a quick LinkedIn search for profiles of people in Maryland with codenames like MARINA and NUCLEON happen to turn up profiles like this one which appear to reveal more codenames:

+Skilled in the use of several Intelligence tools and resources: ANCHORY, AMHS, NUCLEON, TRAFFICTHIEF, ARCMAP, SIGNAV, COASTLINE, DISHFIRE, FASTSCOPE, OCTAVE/CONTRAOCTAVE, PINWALE, UTT, WEBCANDID, MICHIGAN, PLUS, ASSOCIATION, MAINWAY, FASCIA, OCTSKYWARD, INTELINK, METRICS, BANYAN, MARINA

TRAFFICTHIEF, eh? WEBCANDID? Hmm... Apparently, NSA employees don't realize that information they post online can be revealed.
Use corporate social media accounts for marketing, etc.

Social Media accounts are becoming Intellectual Property
Recommendations

You can't avoid many of these leaks

Regulatory information

Public notices for licensing
Recommendations

You can't avoid many of these leaks

Regulatory information

Public notices for licensing

Be aware that your competition has the same issues
Recommendations

You can't avoid many of these leaks

Regulatory information

Public notices for licensing

Be aware that your competition has the same issues

Think about what could happen if your website is monitored and changes databased
Recommendations

Use DNS registration proxies
Recommendations

Use DNS registration proxies

Don't host your own corporate website
Recommendations

Make people realize that organizational privacy benefits everyone
Recommendations

Make people realize that organizational privacy benefits everyone

Have enforceable policies
Recommendations

Make people realize that organizational privacy benefits everyone

Have enforceable policies

Audit EVERYTHING that you publish
Recommendations

Don't disclose organizational information on every job posting
Recommendations

Don't disclose organizational information on every job posting

Use cookies to track competitors coming to your website
Recommendations

Don't disclose organizational information on every job posting.

Use cookies to track competitors coming to your website.

Turn your website into a recruiting site when competitors visit.
DEFCON 22

You're Leaking TRADE SECRETS

Thank you