Social Threats

How Fragile We Are

George Lucian Petre, Product Manager for Social Media Security
The Social Ecosystem

- Over 800 millions Facebook users
- Over 200 millions Twitter users
- Over 7 million Facebook Applications
- Over 1 million Twitter Applications
2010 and 2011 saw Social Media Security as a “trending” topic.
Facebook changes, Timeline and apps spark new privacy concerns

Report: Facebook Changes Could Mean More Security Risks

As ‘Like’ Buttons Spread, So Do Facebook’ Tentacles

The major changes Facebook introduced at last week’s f8 developer conference have met with mixed reactions from Facebook users—and could open the site to more security risks, according to Bitdefender.

The Internet security software developer said Monday that Facebook’s changes may expose users to targeted attacks frommalicious, open-source vulnerabilities like the ones that...
WHAT'S AND WHEN'S OF ONLINE SOCIAL SCAMS
Social Game Scams

OCTOBER 2010

PLAYFUL SCAMS
Scams put on their (best) Social Game themes and flood accounts with promises of bonus giveaways.
“Beauty” Scams

PROFILE CUSTOMIZATION SCAMS
Fashion-forward scams with adware skeletons in their closets set off as mighty style crusaders by luring users with fake background changing & profile customization features.

New Facebook toolbar is awesome
http://tinyurl.com/2uksr77
37 minutes ago via Share

New Facebook toolbar is awesome
http://redir.ec/rDF5
52 minutes ago via Share

Update your status from anywhere on the web with fb toolbar http://redir.ec/asLP
about an hour ago via Share

Did you know you could change your facebook background? I just changed mine using the official Facebook Background Changer & it actually works easily! If anyone's interested, here's the link! :D:D Lets make our facebooks more interesting
http://yahoo.com/all_stuffer_Id=2104848_Id=1017
5 hours ago
CHRISTMAS-THEMED SCAMS
A host of little league “season to be merry” scams plus a quite successful comeback of See who viewed your profile. There’s your answer to the “Have you been naughty or nice?” question.
Likejacking

LIKEJACKING EXPLOSION
New Year’s fireworks spark off a true flood of fake Likes.
Did you actually “like” that video/photo or did the scammer do it for you?
Social Scams as Biggest Mobile Threat

MOBILE PLATFORM SCAMS
According to statistics provided by URL shortening services, more and more mobile platform users get their fair share of social scam heat.

ha ha check this out...she is so busted
CLICK HERE to see the status update that got a girl expelled from school!
you got to see this
she's in so much trouble

(visitor profile data)

Countries
- United States: 6753
- United Kingdom: 6102
- South Africa: 3351
- India: 1290
- Canada: 1280
- Australia: 939
- Kenya: 932
- Nigeria: 461
- Germany: 420
- Ireland: 275

Browsers
- Internet Explorer: 9852
- Firefox: 3825
- Safari: 3215
- Opera: 3155
- Chrome: 2815
- Mobile: 2534
- NetFront: 752
- Jasmine: 293
- Version: 211
- Telcsa: 60

Platforms
- Windows: 15857
- BlackBerry: 2453
- iPhone: 1767
- Macintosh: 1136
- Linux: 1110
- Nokia: 1054
- Samsung: 773
- iPod: 440
- Sony/Ericsson: 264
- LG: 120

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Scams Migrate to Twitter

TIME (LESS) SCAMS GO ON TO TWITTER
A tricky Facebook old-timer, the “How long?” scam, to be more precise, starts migrating towards the tropics of Twitter.

Clicks | Links
--- | ---
7,012 out of 7,012 | http://example.com/twittertest/start25.php
894 out of 894 | http://example.com/twittertest/start25.php
1,468 out of 1,468 | Account Verification on Facebook
2,554 out of 2,554 | Profile Views on Facebook
254 out of 254 | Profile Views on Facebook
34 out of 34 | Your Top Stalkers
0 out of 0 | http://example.com/profile/views/
75 out of 75 | Play Edward vs Jacob on Facebook
605 out of 605 | Login | Facebook

You can use your Twitter account to sign in to other sites and services. By signing in here, you can use without sharing your Twitter password.

Authorize APP to use your account?
This application will be able to:
• Read Tweets from your timeline.
• See who you follow, and follow new people.
• Update your profile.
• Post Tweets for you.

Sign in Cancel

You can revoke access to any application at any time from the Applications tab of your Settings page. For information on how we use your Twitter in terms of Service, a particular usage information will be shared with Twitter. For more, see our Privacy Policy.

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Tagjacking

INTRODUCING TAGJACK AND EVENTJACK
These hardened tricksters are out to get your friends in the trap by impersonating you and by tagging your friends or by inviting them to events allegedly created by you.
Complex Scam Mechanisms

ADMIN NOTIFICATION SCAMS
New scam dubs hoards of users as page administrators. A Facebook notification reels them all in and creates the perfect audience for scammers’ show of malware/adware later on.
Commentjacking

COMMENTJACKING KICKS IN
An apparently harmless (type the word) human verification test gets you to say whatever the scammers want and to invite your friends to join the scam party.
Get Followers, Fans and Spam
Chat Roulette – How Social are Our Children Online?

Really?
How Effective is a Facebook Scam?

14 unique Facebook Apps

286 unique urls

1,411,743 clicks

35 hours traffic spike
July 2011 – Firesheep Lives On
Top pages still lacking ssl support

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Number of Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youtube</td>
<td>41,671,833</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>32,297,560</td>
</tr>
<tr>
<td>Justin Bieber</td>
<td>32,982,053</td>
</tr>
<tr>
<td>The Simpsons</td>
<td>31,949,681</td>
</tr>
<tr>
<td>Cristiano Ronaldo</td>
<td>30,941,973</td>
</tr>
</tbody>
</table>
Why are Social Threats so BIG?

Scammers’ Cloud

1 click/touch
Have we learnt anything from our experience with the Windows Platform?
Unique Samples (2000 – 2010)

Source: AV-Test
The Social Media Vicious Circle

- Powerful API
- Numerous third party apps
- The Social Media Security Vicious Circle
- Third party Security Apps?
- Huge popularity of social platforms
- Countless users attracted by malware creators
Bitdefender Safego is the solution we developed as a response to the new type of e-threats.
Security Solutions’ Actions vs Social Media APIs

- **Facebook**:
  - Wall
  - Private Messages
  - Chat
  - External likes

- **Twitter**:
  - Timeline
  - Private Messages
  - User profile
  - Other Apps

- **Detection**
- **Warn**
- **Block/Filter**
- **Disinfect**

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Restricted API for Security Solutions

Transparency
Privacy
Validation
Parental control policies
Proxy
Blocking Alerts

Security API
What would be the standards applicable to a third Party Security API?
THANK YOU!

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