Bitdefender® Awake.

Social Threats
How Fragile We Are

George Lucian Petre, Product Manager for Social Media Security

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The Social Ecosystem

- Over 800 millions Facebook users
- Over 200 millions Twitter users
- Over 7 million Facebook Applications
- Over 1 million Twitter Applications

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2010 and 2011 saw Social Media Security as a “trending” topic

The Washington Post with Bloomberg
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Facebook changes, Timeline and apps sparl... new privacy concerns

The New York Times
Wednesday, October 5, 2011

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September 27, 2011, 3:51 PM

As 'Like' Buttons Spread, So Do Facebook' Tentacles

By RIVA RICHMOND

When you click a Facebook "Like" button on other Web sites to tell your friends about a cool band, favorite political candidate or yummy cake rec

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Ads by Google | Facebook | Facebook Social Chat | Facebook New Profile | Photos for Facebook | Facebook Fac

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Is Facebook Trying to Kill Privacy? [OPINION]

September 23, 2011 by Ben Parr
59

1,768

Like | Send | 2,947 people like this. Be the first of your friends.

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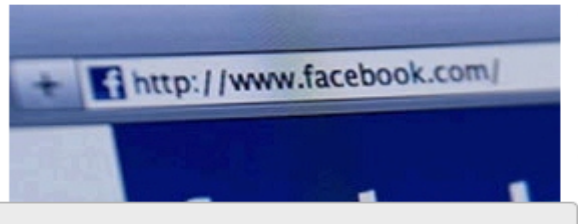
SEAR

Home | Product Guides | Software | Security | Report: Facebook Changes Could Mean More Security Risks

Report: Facebook Changes Could Mean More Security Risks

By Damon Poeter | September 26, 2011 06:00pm EST | 7 Comments | Email | Print

+1 25 | Share 328 | Tweet 64 | Share 19 | 4 Digg | 25



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

A Picture is Worth a Thousand Words

WHATS AND WHENS OF ONLINE SOCIAL SCAMS

Social Game Scams

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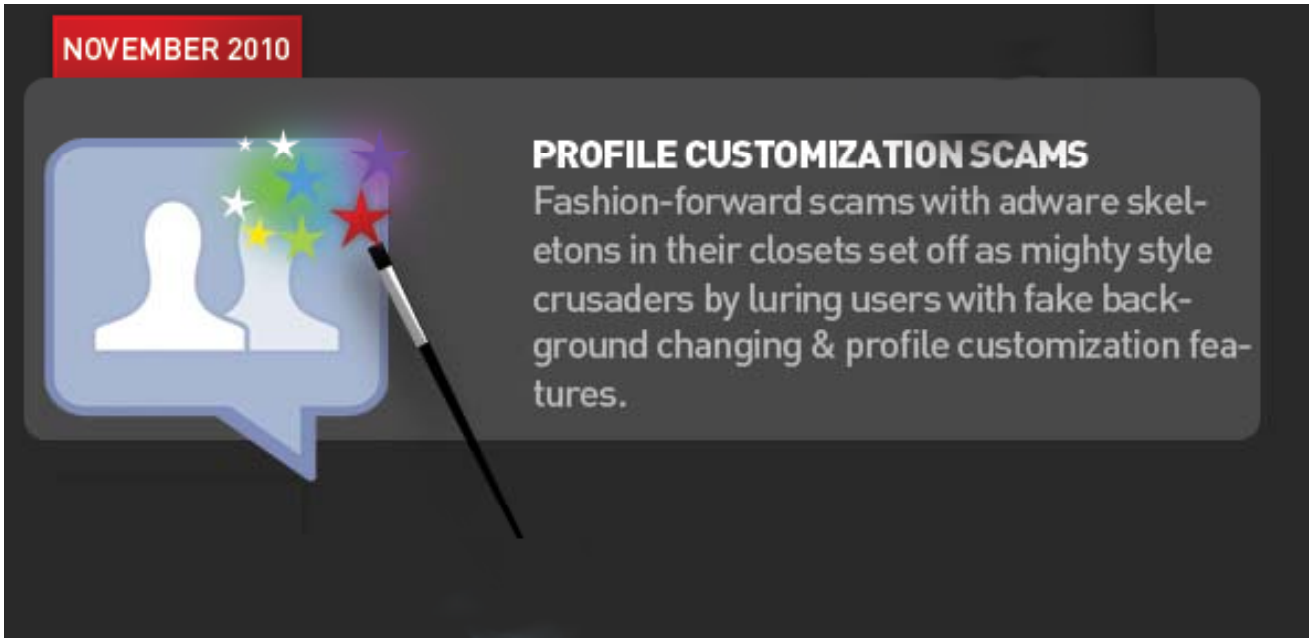
“Beauty” Scams



[redacted] New Facebook toolbar is awsome
http://tinyurl.com/2uksr77
37 minutes ago via Share

[redacted] New Facebook toolbar is awsome
http://redir.ec/rDfS
52 minutes ago via Share

[redacted] pdate your status from anywer on the web with fb toolbar http://redir.ec/asLp
about an hour ago via Share

Change your Face.book Profile Theme and Background
1-become a fan 2-suggest all friends 3-write on wal how may friends you suggested 4-join the website 5-email us for your code to fhanger background:backgroundchanger@googlemail.coml
Products: 90,710 people like this.

[redacted] 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 [redacted]
5 hours ago

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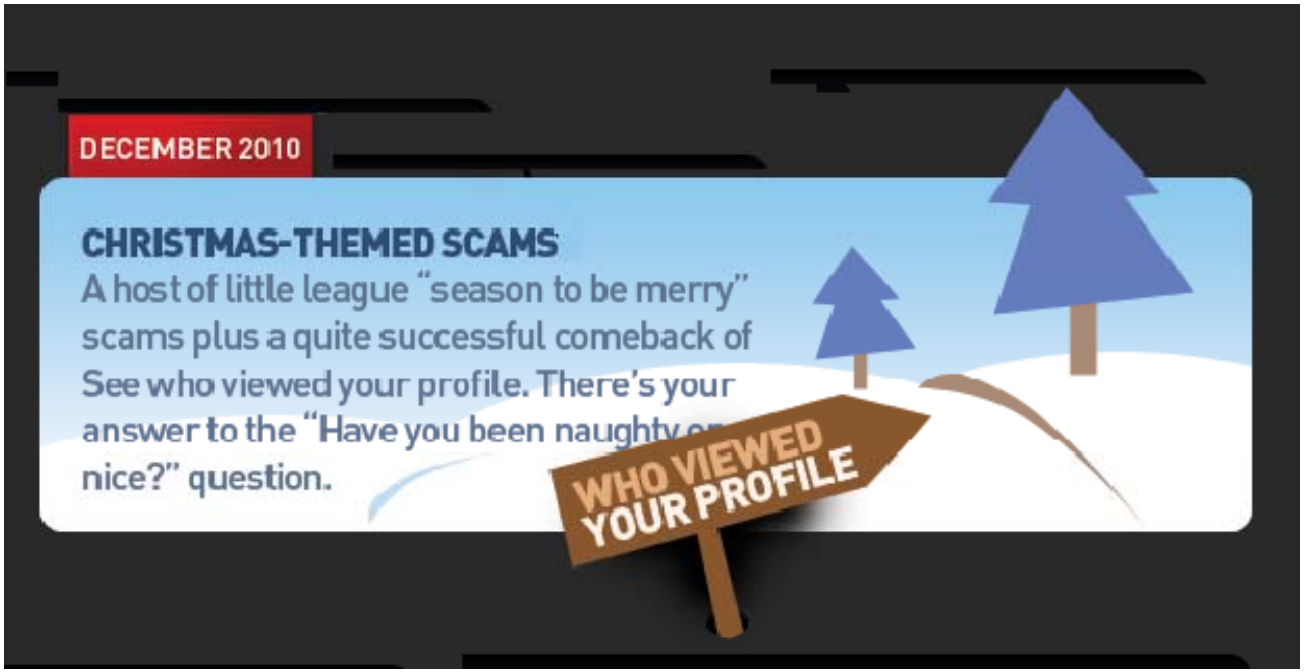
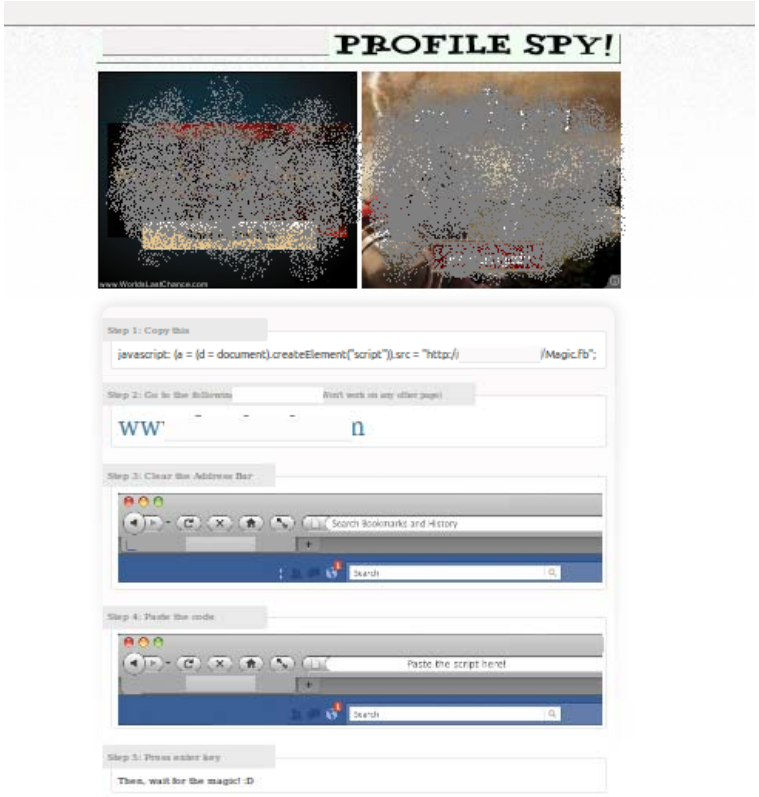
Who's Stalking You?





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Likejacking

Social Scams as Biggest Mobile Threat

Clicks

28672 clicks on this short URL

28672 total clicks on all goo.gl short URLs pointing to this long URL

Traffic sources

Referrers	
www.facebook.com	17021
m.facebook.com	5652
Unknown/empty	5465
touch.facebook.com	411
goo.gl	55
0.facebook.com	25
zuckface.com	7
settings.vodacommi.cc	6
ampatico.com	4
us.mg3.mail.yahoo.co	3

Visitor profile

Countries	
United States	6753
United Kingdom	6102
South Africa	3351
India	1290
Canada	1269
Australia	939
Kenya	932
Nigeria	461
Germany	420
Ireland	275

Browsers	
Internet Explorer	9952
Firefox	3825
Safari	3215
Opera	3155
Chrome	2185
Mobile	2054
NetFront	752
Jasmine	293
Version	211
Teleca	60

Platforms	
Windows	15857
BlackBerry	2453
iPhone	1767
Macintosh	1136
Linux	1110
Nokia	1054
Samsung	773
iPod	448
SonyEricsson	264
LG	123

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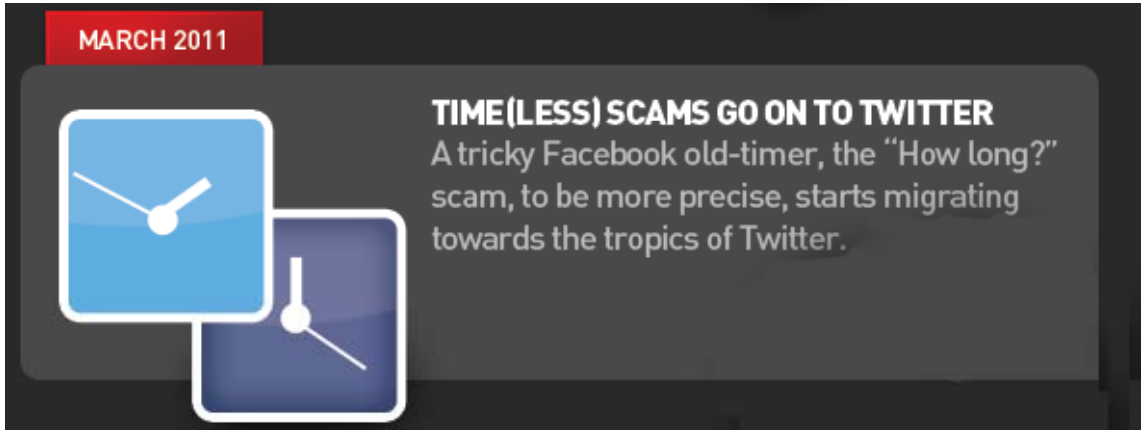
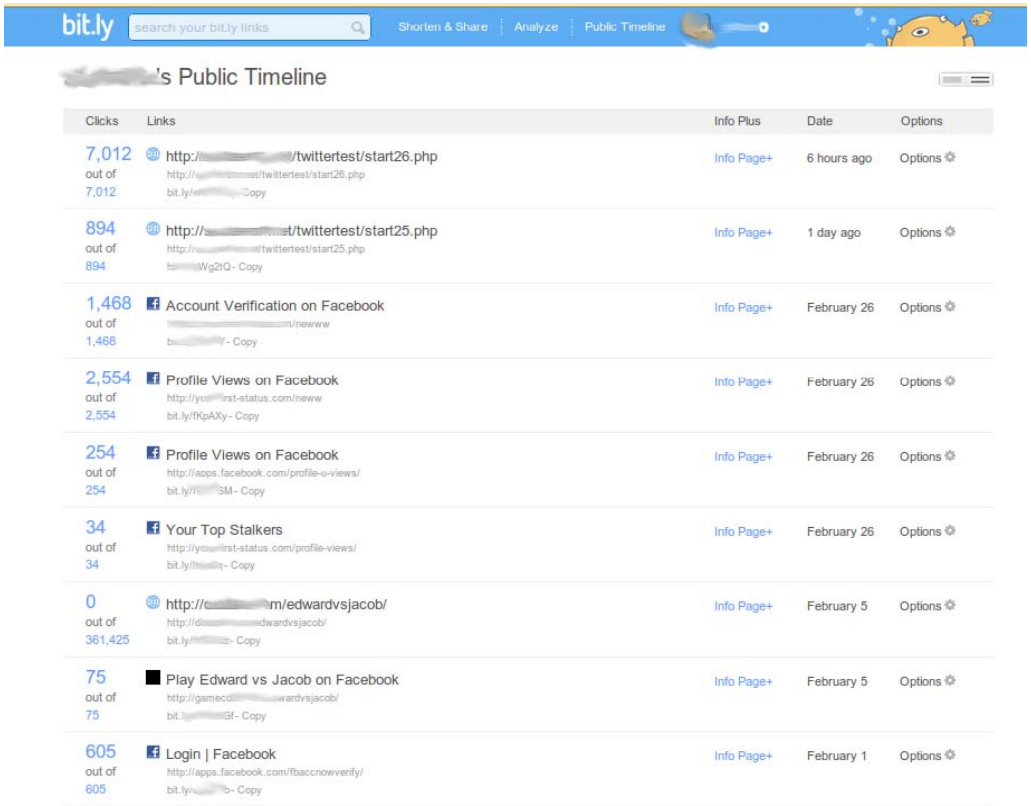
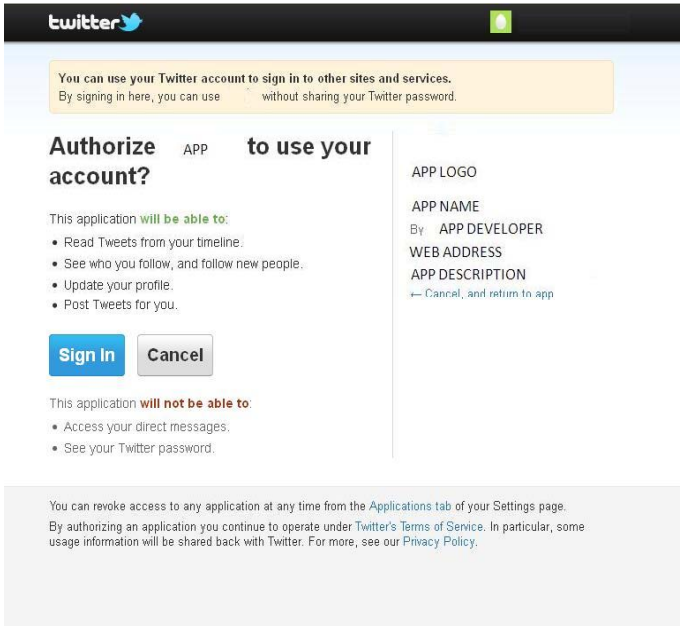
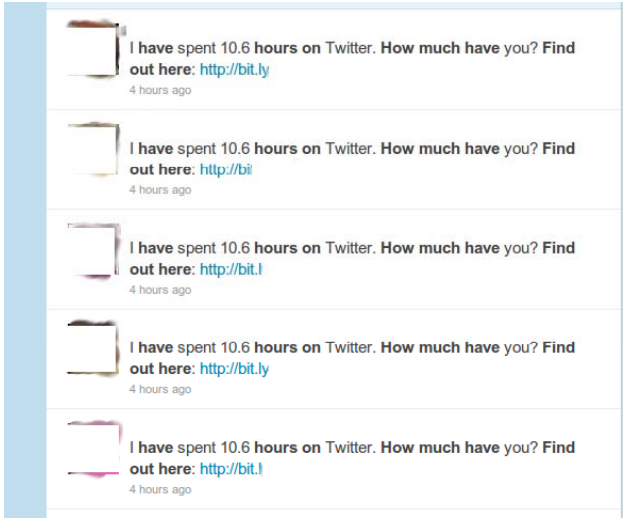
Scams Migrate to Twitter









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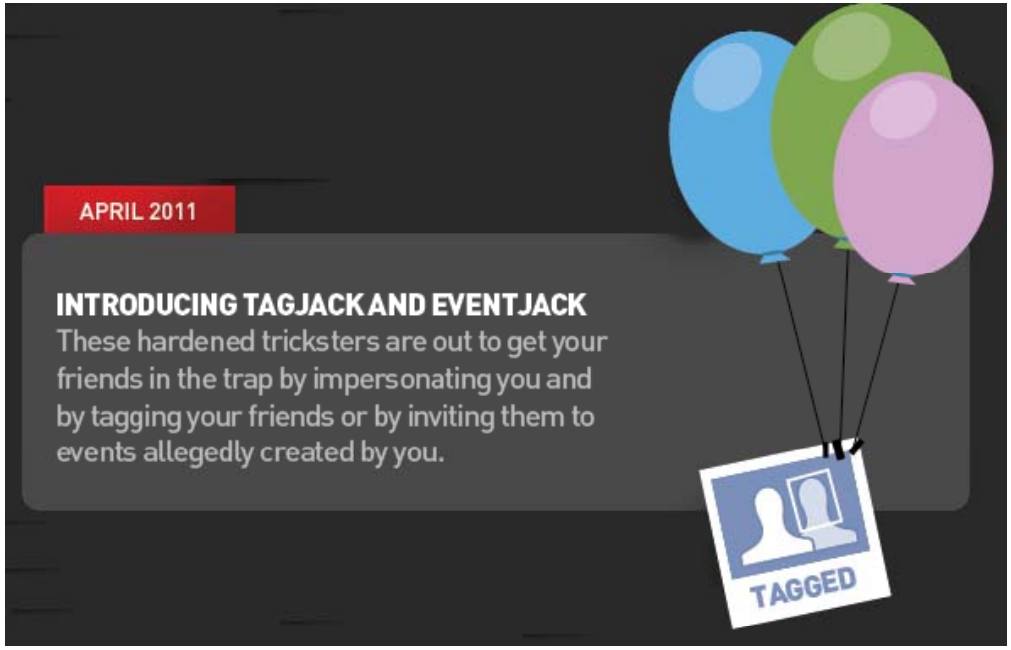
Tagjacking

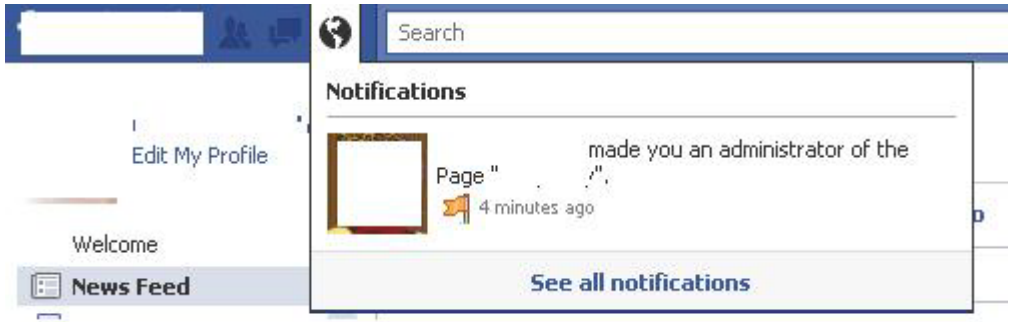

APRIL 2011
INTRODUCING TAGJACK AND EVENTJACK
These hardened tricksters are out to get your friends in the trap by impersonating you and by tagging your friends or by inviting them to events allegedly created by you.
TAGGED

Like
Comment
Photos
By
1 of 1
Tag This Photo
Share
Download
Report This Photo
LIST OF VICTIM'S FRIENDS
LINK
facebook profile stalkers are!

facebook
Search
Alexandru's Profile · Alina's Profile · Alexandru's Wall
Alexandru ▸ Alina
Alexandru Ana Andreea 'Gabriella Anca Alexandra
did you guys hear about the facebook glitch you can get 500 facebook credits ?check it out
http://i0j5vef.fdgrf2.info/?i0j5vef
2 minutes ago · See Friendship · Remove Tag

I
was tagged in
FRIEND'
s album.
Photos
wow this works >>
LINK
<< now you can see who your top facebook profile stalkers are!
25 minutes ago

Complex Scam Mechanisms



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Commentjacking

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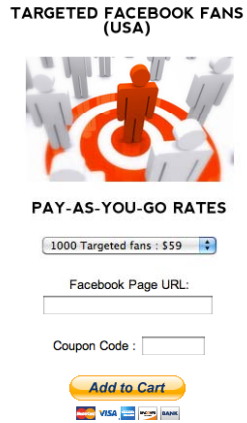
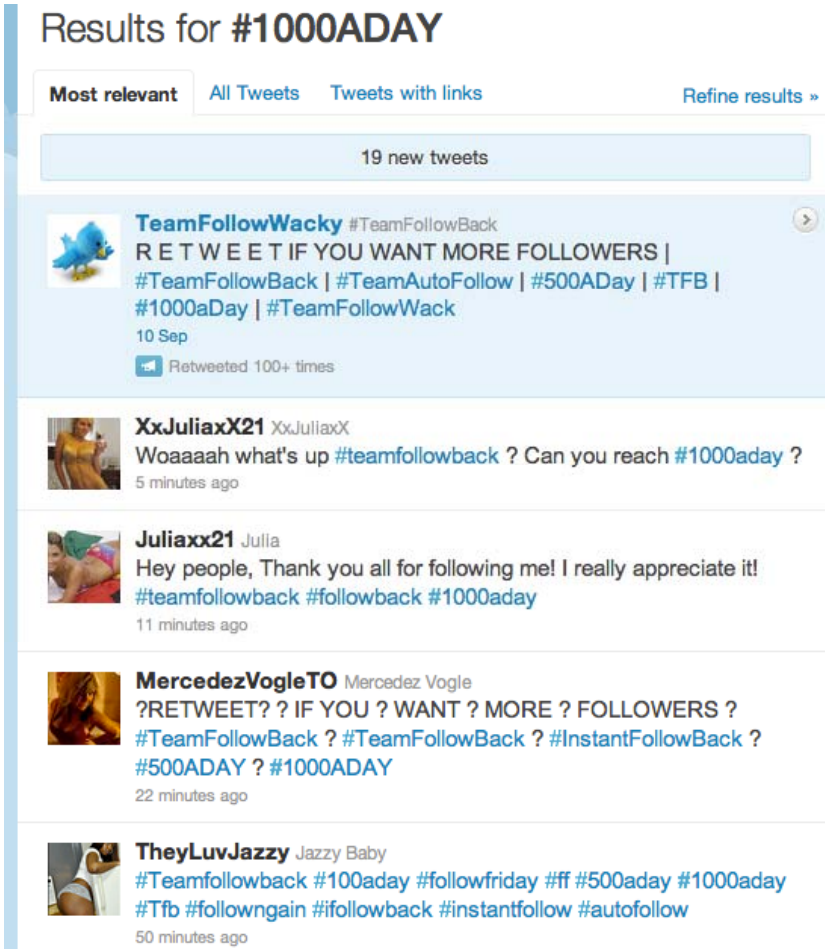
Get Followers, Fans and Spam





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Chat Roulette – How Social are Our Children Online?

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How Effective is a Facebook Scam?

14 unique Facebook Apps

286 unique urls

1,411,743 clicks

35 hours traffic spike

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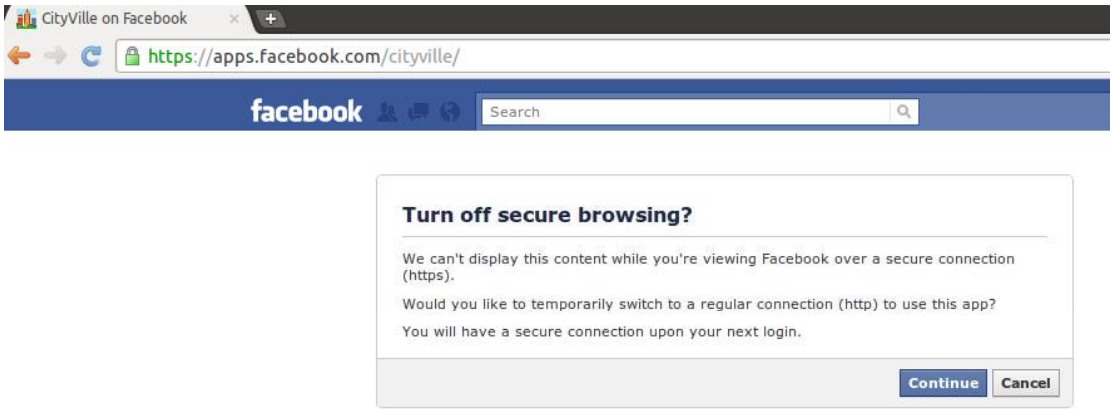
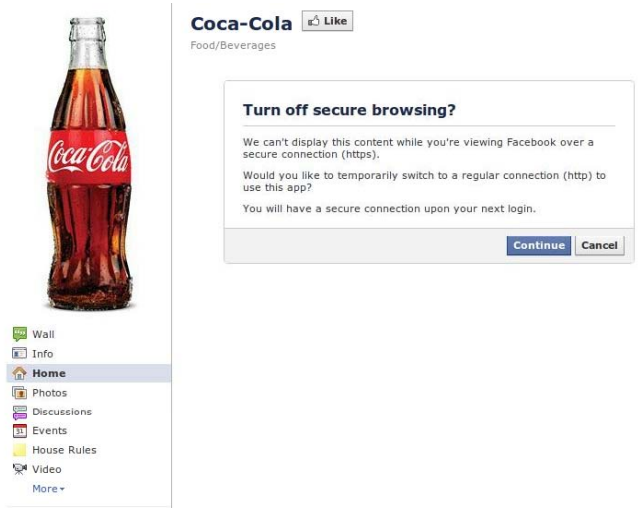
July 2011 – Firesheep Lives On

Top pages still lacking ssl support

Page Name	Number of Fans
Youtube	41,671,833
Coca Cola	32,297,560
Justin Bieber	32,982,053
The Simpsons	31,949,681
Cristiano Ronaldo	30,941,973





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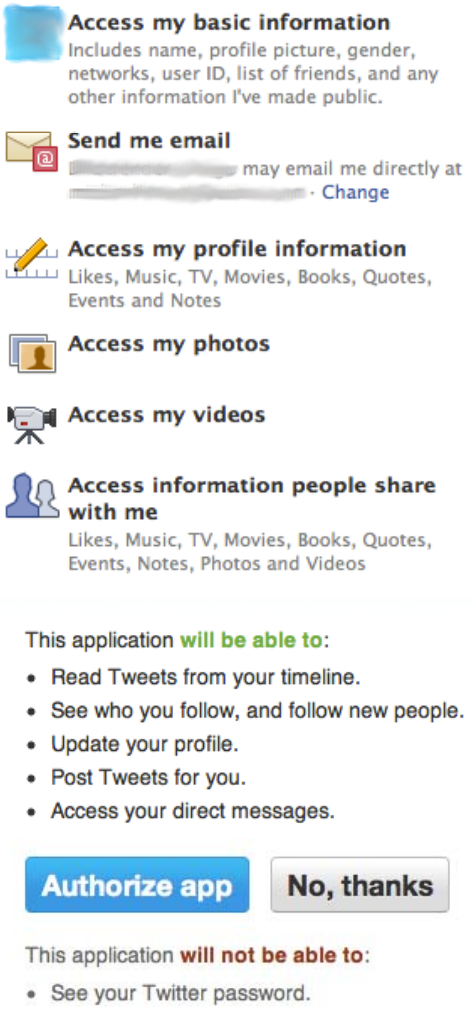
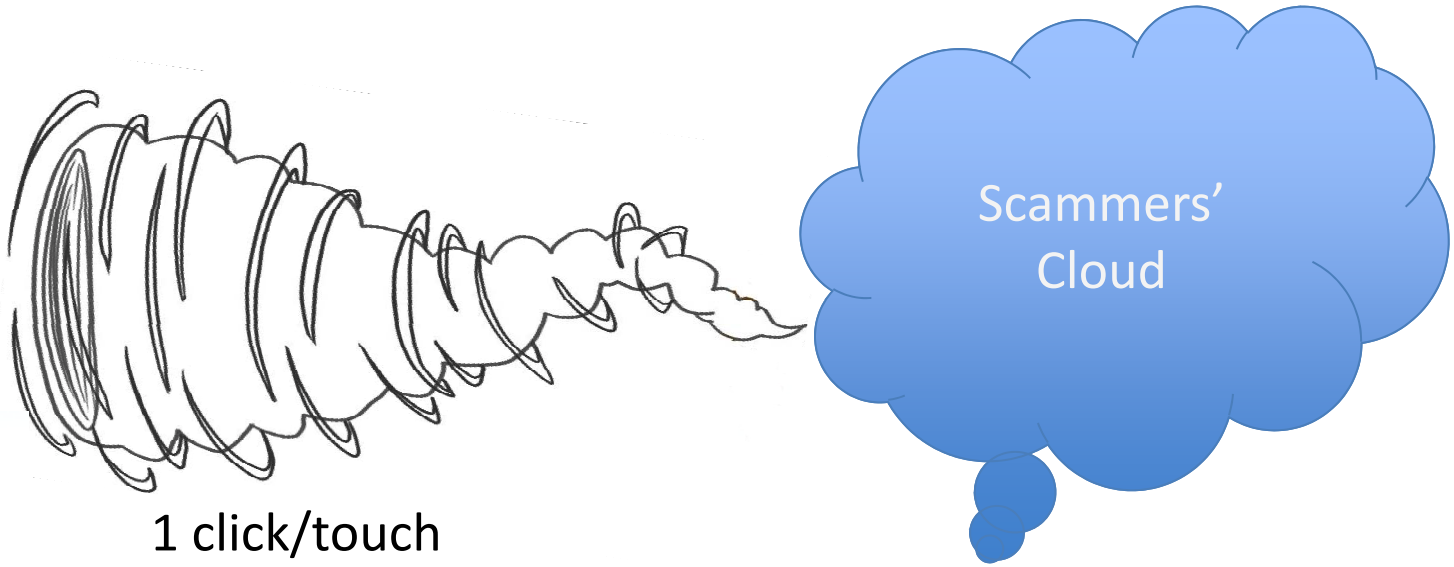
Why are Social Threats so BIG?





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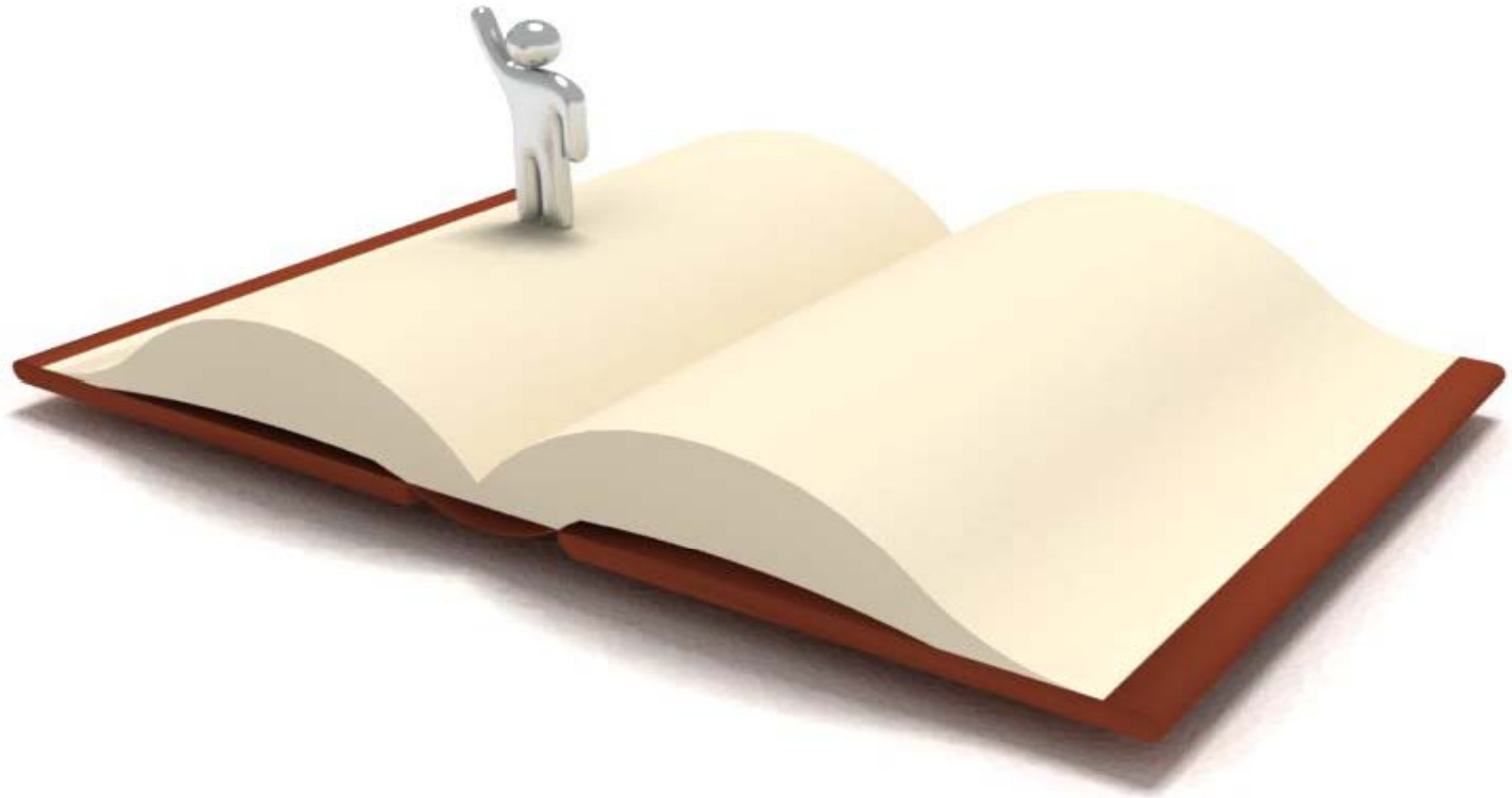
Have we learnt anything from our experience with the Windows Platform?



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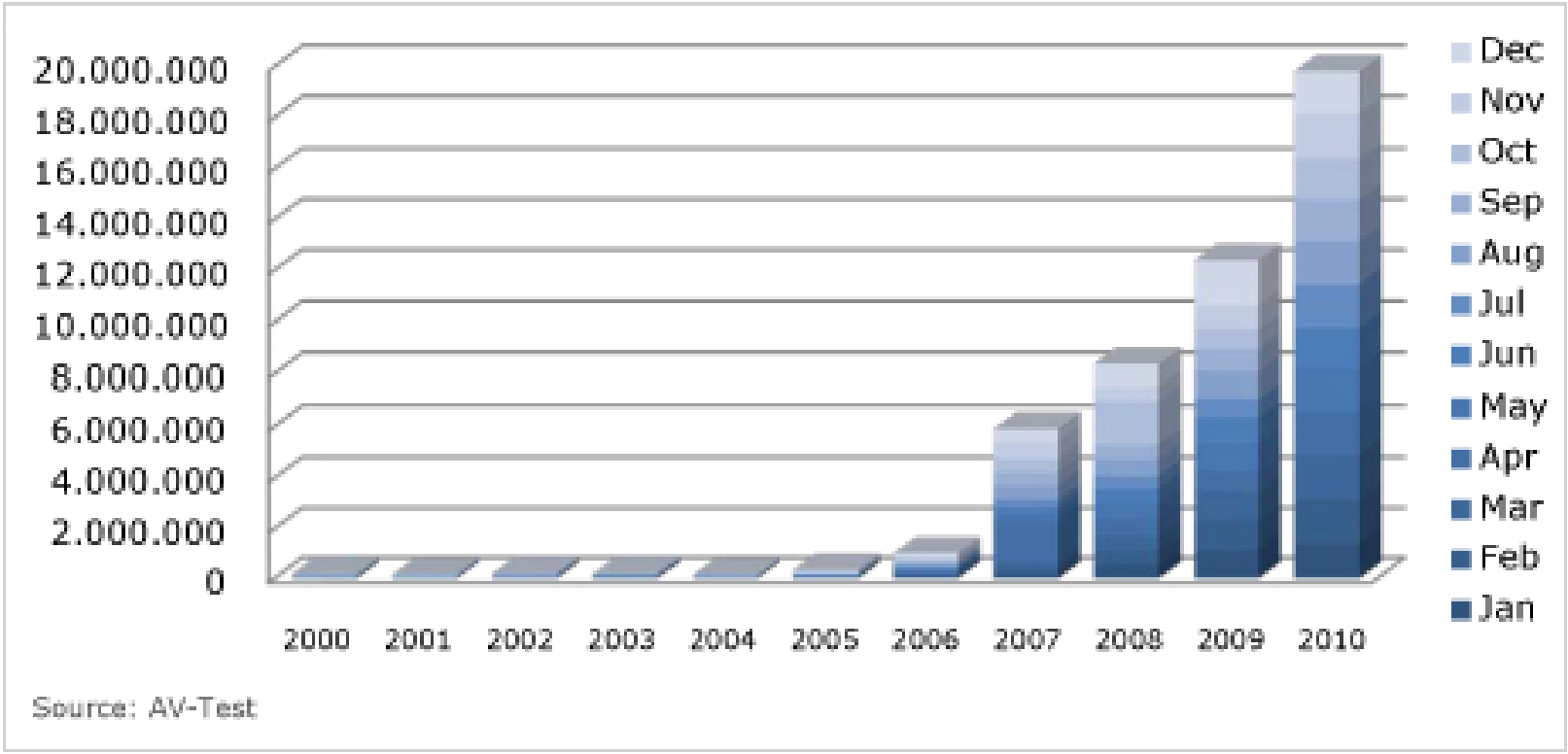
Unique Samples (2000 – 2010)



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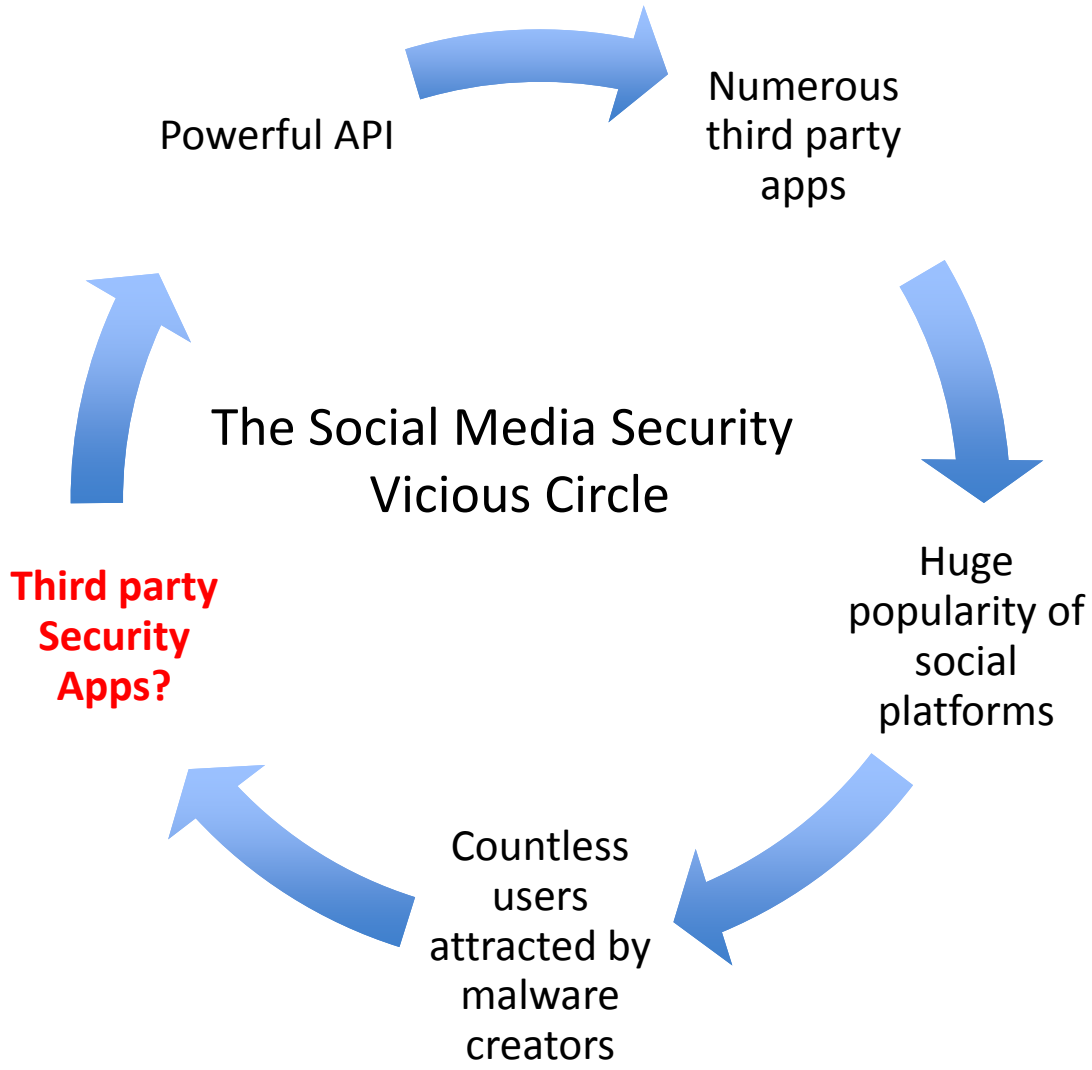
The Social Media Vicious Circle



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Anti-scam protection for you and your friends

Bitdefender Safego is the solution we developed as a response to the new type of e-threats.

Protection for Twitter

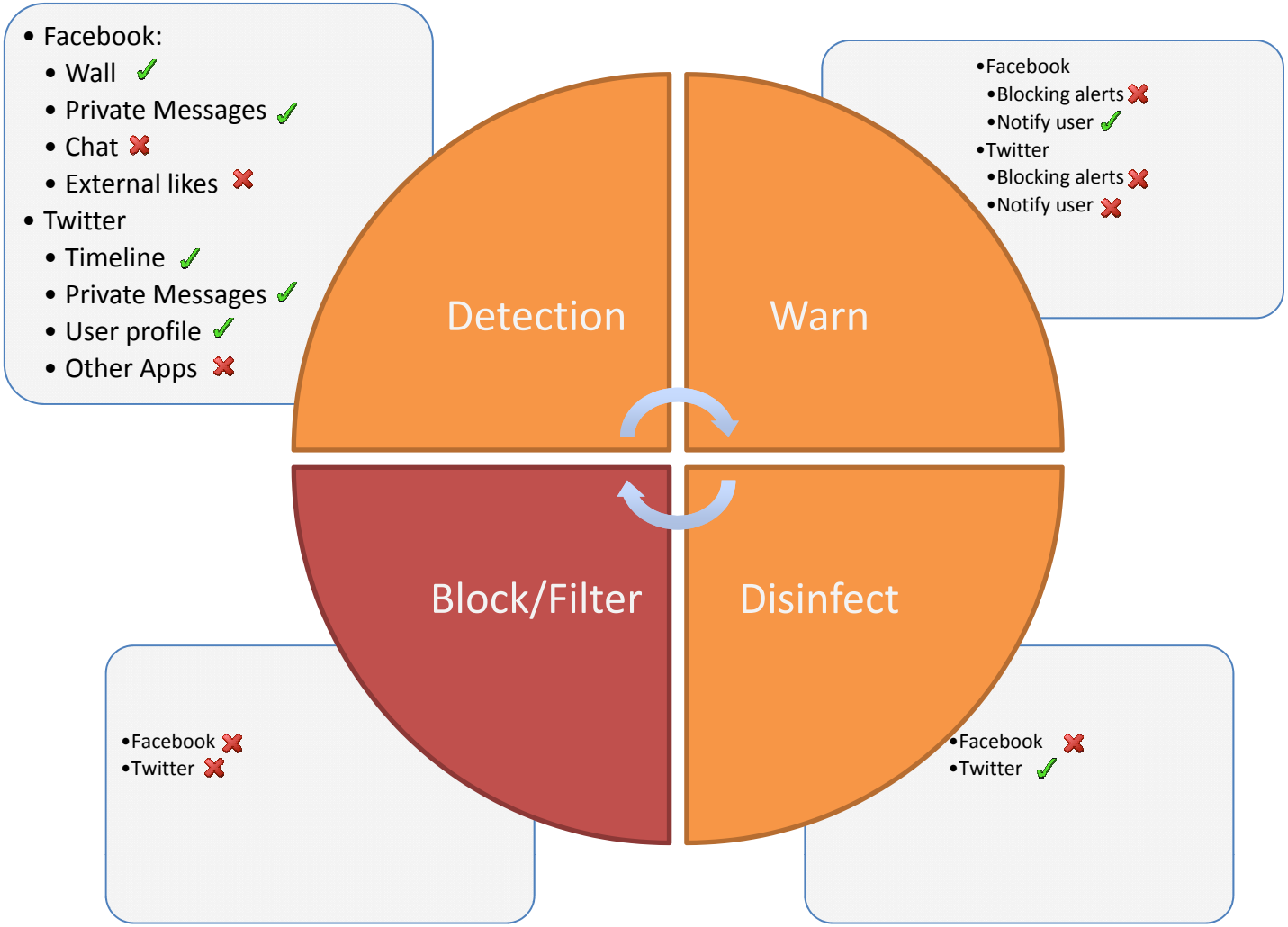
BETA

Bitdefender Safego scans for and detects fake profiles set up to flood your Twitter account with spam. It also filters your Timeline for tweets that may contain malicious links to phishing or malware pages.

Protection for Facebook

Bitdefender Safego protects your Facebook account from all sorts of e-trouble: scams, spam, malware and private data exposure. Safego also keeps your online friends safe and ...close.

Security Solutions' Actions vs Social Media APIs



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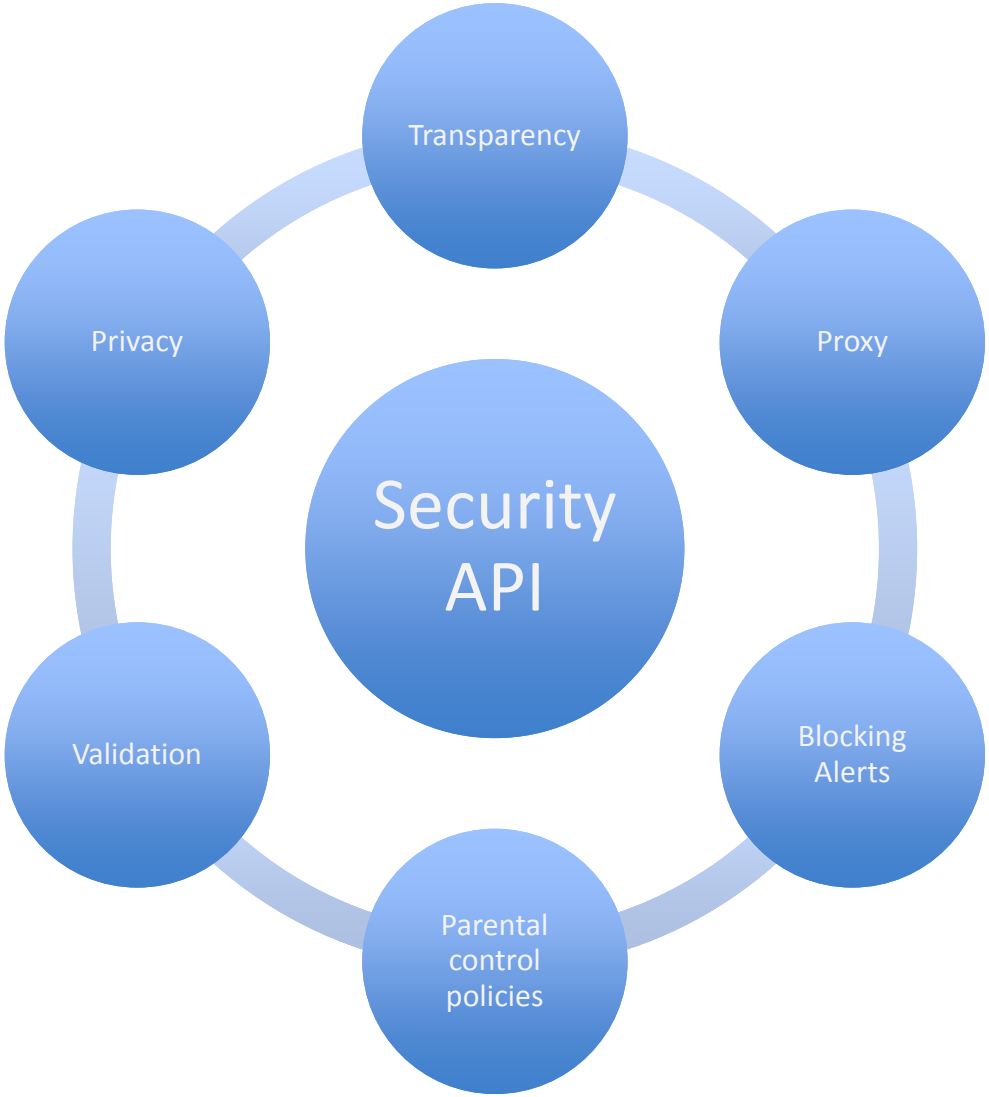
Restricted API for Security Solutions



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

THANK YOU!

glpetre@bitdefender.com
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