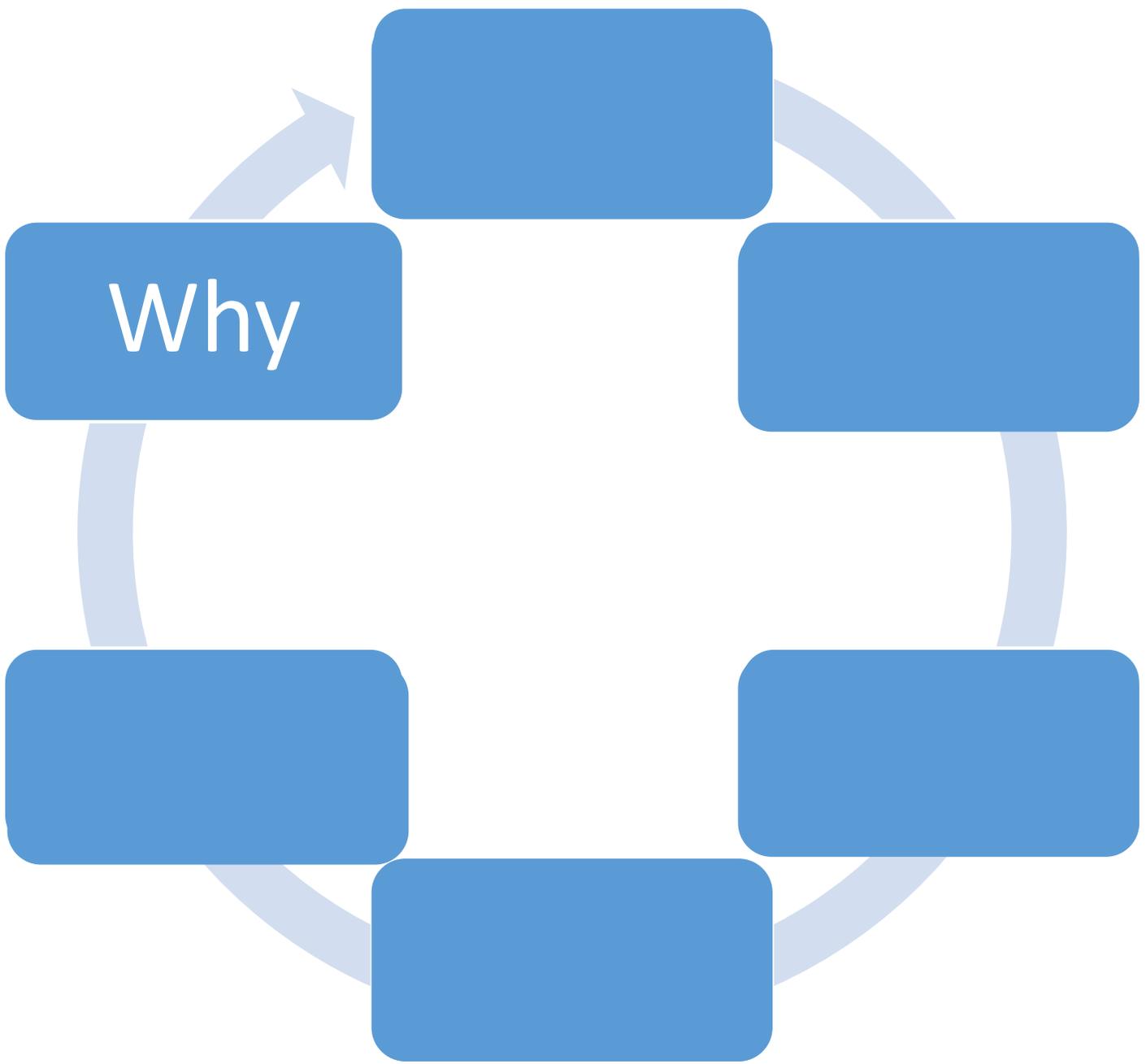
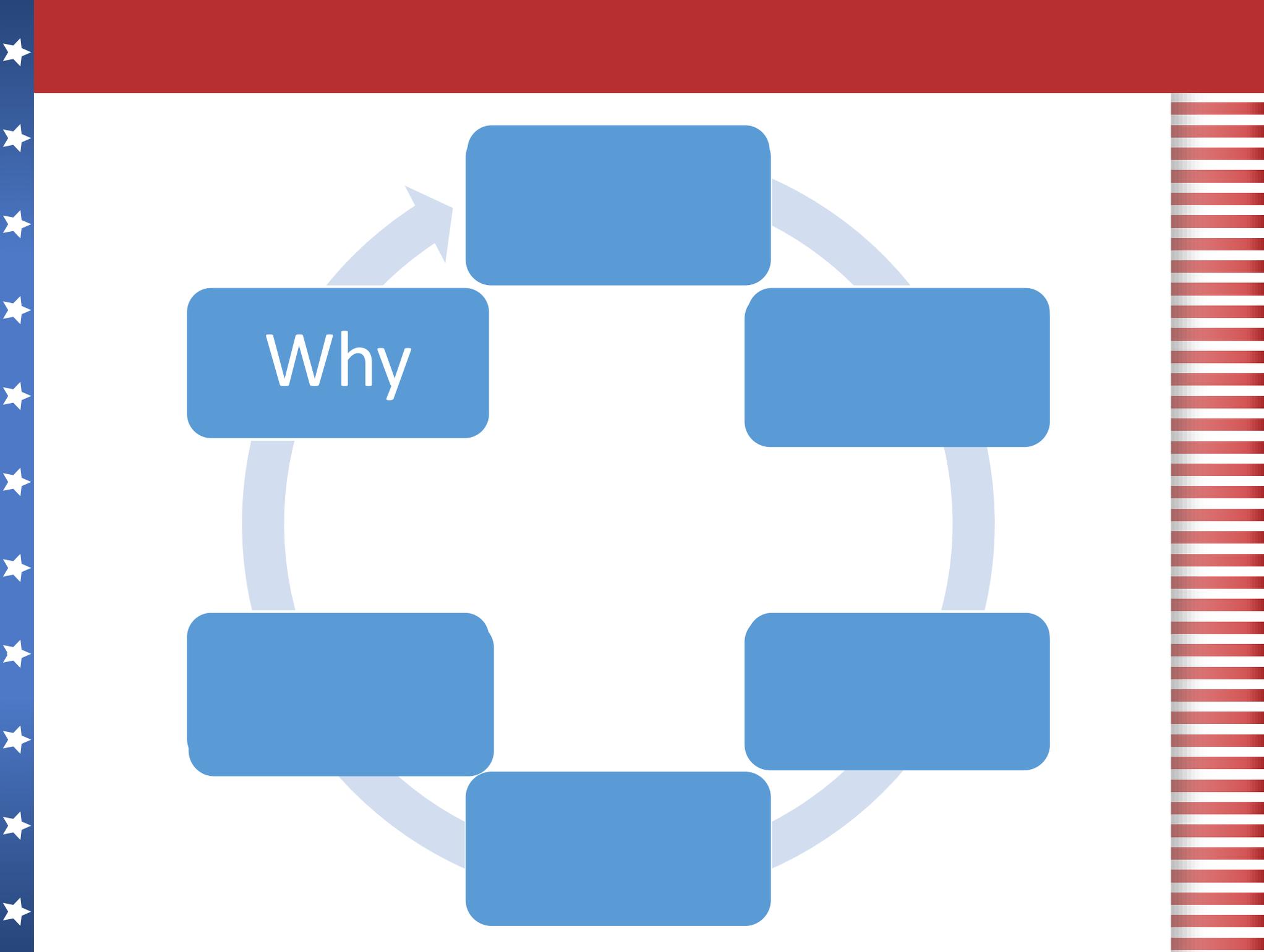




7th Annual
**CYBER SECURITY
CONFERENCE**

West Virginia Office of Technology,
Information Security Controls & Compliance



★ Not the Who



★ Not the What

Threats

Malware

Identity
Theft

Data
Breach

Phishing

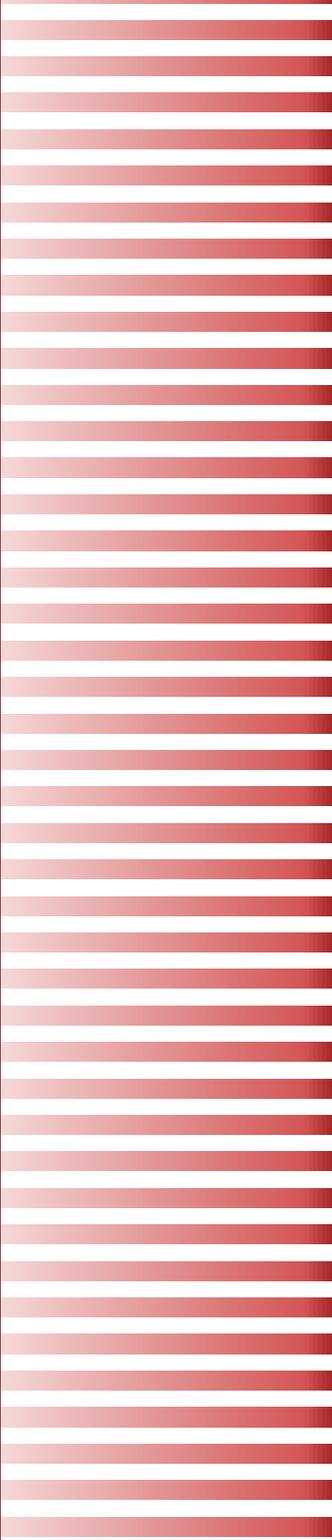
★ But the Why

You

Your Family

Your Friends

Your Fellow
West Virginians



Black Market Rate

★ Black Market Rate

DOB

=

\$11

★ Black Market Rate

Credit
Card
Number



\$4-\$28

★ Black Market Rate

US
Fullz

=

\$25

★ Black Market Rate

SSN

=

\$1

★ Black Market Rate

Partial
EHR

=

\$50

★ Identity Theft

Recovery
Time



Days -
Months

★ The Takeaway

You are a

“It’s not personal, Sonny. It’s strictly business.”

WRONG – it’s most DEFINITELY personal

matter

GONE PHISHING



Language of the Internet

Internet-born words

Buzzworthy

Selfie

IoT

BYOD

Twerk

Phone

Smartphone

Tablet

Phablet

Hashtag

Memes

Spam

Internet-born words



Phishing

IT Security Challenge

1 minute & 20 seconds

Source: Verizon Breach Report
2015

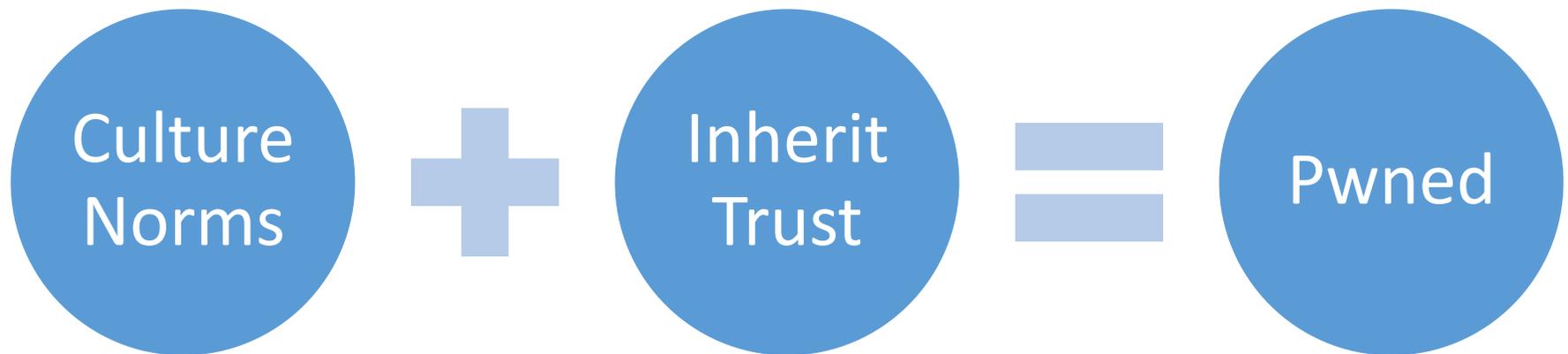
Phishing by the numbers

23% Open

11% Click

Source: Verizon Breach Report
2015

The highly successful formula of social engineering



The bad guys are crafty

Relevant

Anthem

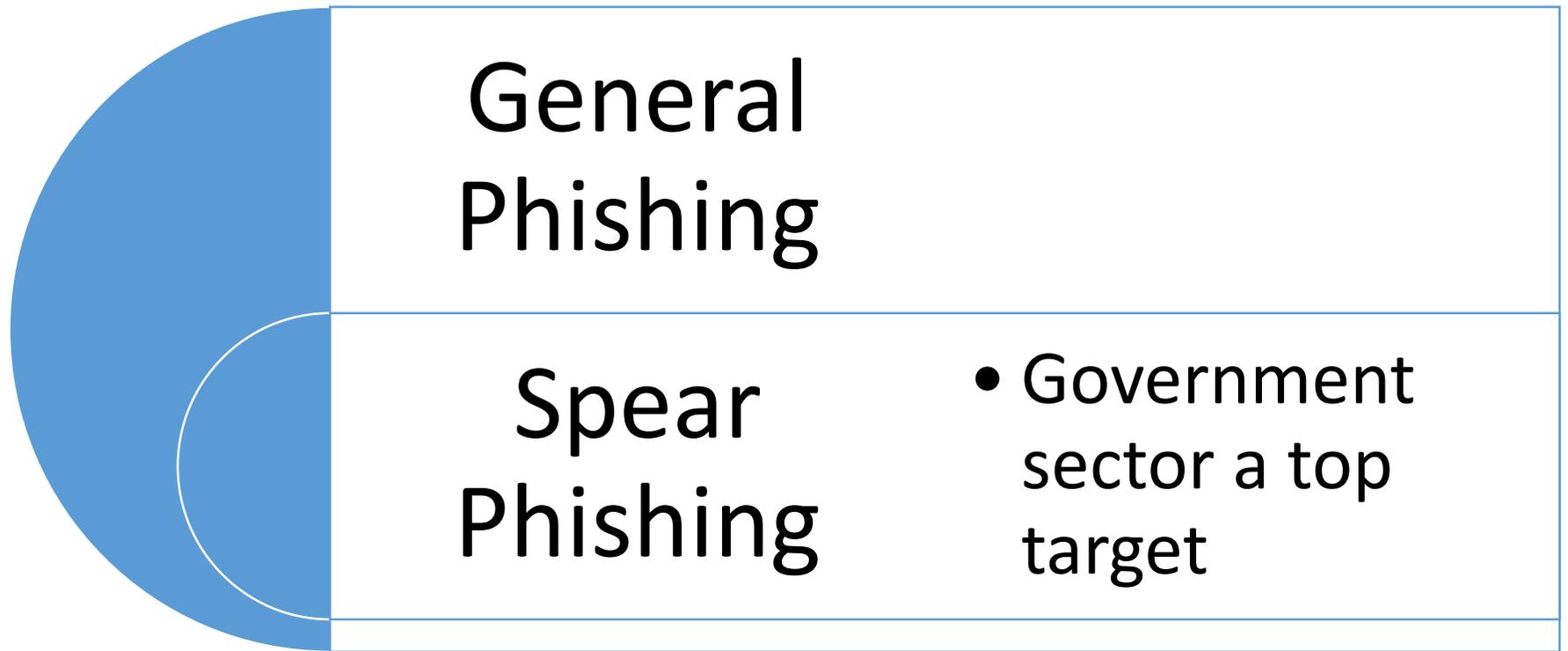
Payroll

Shock Value

ALS Ice Bucket Challenge

Hollywood

Types of Phishing



So what? What's the worst that can happen?

Steal Account
Info

Steal Sensitive
Info

Identity Theft

Access
Webcam

Destroy your
data
(encryption)

Phishing Questions & Indicators

Is it relevant?

Is it expected?

Is it addressed properly?

Grammar &
Spelling

Link
Mismatch



Subject: Important message from Target to our guests



FILE

MESSAGE



From: "Target.com" <TargetNews@target.bfi0.com>
To: "User, Specific A." <User.A@specific.gov>
Subject: Important message from Target to our guests



Dear Target Guest,

As you may have heard or read, Target learned in mid-December that criminals forced their way into our systems and took guest information, including debit and credit card data. I am truly sorry this incident occurred and sincerely regret any inconvenience it may cause you. Because we value you as a guest and your trust is important to us, Target is offering one year of free credit monitoring to all Target guests who shopped in U.S. stores, through Experian's® ProtectMyID® product which includes identity theft insurance where available. To receive your unique activation code for this service, please go to creditmonitoring.target.com and register before April 23, 2014. Here are some tips that will help protect you:

- Never share information with anyone over the phone, email or text, even if they claim to be someone you know or do business with. Instead, ask for a call-back number.
- Delete texts immediately from numbers or names you don't recognize.
- Be wary of emails that ask for money or send you to suspicious websites. Don't click links within emails you don't recognize.

Thank you for your patience and loyalty to Target. You can find additional information and FAQs about this incident at our Target.com website. If you have further questions, you may call us at 866-852-8680.

Gregg Steinhafel

Chairman, President and CEO



FILE

MESSAGE



From: "Betty B. Blue" <Betty.B.Blue@wv.gov>

To:

Subject: Mailbox Support Centre

Attachment:  Mailbox Support.pdf

Please kindly read message from HelpDesk.

The HelpDesk



Subject: You were mentioned



FILE

MESSAGE



From: "Facebook" mailto:update+4nkus0nsjdue@fb_updates.com
To: "User, Specific A." <User.A@specific.gov>
Subject: You were mentioned

facebook



[Amanda Turner Crum](#) mentioned you in a comment.

Amanda wrote: "I can't believe you did this!"

Comment on the provided link by hitting the button below:

See Comment



This message was sent to User.A@specific.gov. If you don't want to receive these emails from Facebook in the future, please click: unsubscribe.

Facebook, Inc. Attention: Department 315 PO Box 10005 Palo Alto CA 24303

www.facebook.fbupdates.com



FILE

MESSAGE



From: "Josh Spence"
To: "User, Specific A." <User.A@specific.gov>
Subject: Join my network on LinkedIN

 **Better together** You can do more when you connect. [Find out more.](#)

LinkedIn



Josh Spence has indicated you are a Co-Worker at State of WV:

I'd like to add you to my professional network on LinkedIn.

-Josh Spence

Accept



[View invitation from Josh Spence](#)





Subject: Revision to Your Amazon Account



FILE

MESSAGE



From: "Edward Doyle" <amazaccounts@amazonaccounts.ru>

To:

Subject: Revision to Your Amazon Account

Hello,

The password for your Amazon.com Account was recently changed.



If you made this change, you don't need to do anything more.

If you didn't change your password, your account might have been hijacked. To get back into your account, you'll need to reset your password. [Reset password](#)

Important: You will be asked to provide specific information about your account, this is to prove you are the legitimate account holder.

Sincerely,
The Amazon.com Account team

This email can't receive replies. For more information, visit the Amazon.com Accounts Help Center.

If isn't your Amazon.com account, click here to disconnect your email address from this account.

© 2014
Amazon.com

<http://psb.gr/wp-content/upgrade/index.php>

The Takeaways

Spot phishing indicators

Report suspected phishing attempts

Avoid the shortcut

BREAK

