

SECURITY 2011



19. ročník konference o bezpečnosti v ICT

Jak neskončit v sociální síti

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Co je to sociální síť

Sociální síť, zvaná též společenská síť, komunitní síť či komunita, anglicky social network, je propojená skupina lidí, kteří se navzájem ovlivňují.

Z názvů „sociální síť“, „společenská síť“, „komunitní síť“ a „komunita“ je nejfrekventovanější výraz sociální síť, z etymologického hlediska je ale nejsprávnější výraz společenská síť.

Zdroj: wikipedia



K čemu a komu vlastně slouží?

Lidé se v sociálních sítích registrují obvykle za účelem:

- komunikace a budování a hledání vztahů
- sdílení informací
- organizování a koordinaci společných akcí

To, zda bude možností, které sociální sítě nabízejí, využito nebo zneužito, záleží jen na tom, kdo je používá a jaké jsou jeho úmysly.



Kdo vytváří obsah?

Obsah vytváří:

- Uživatelé - samotné profily uživatelů (osobní údaje a další informace)
- Firmy - prezentace firem, údaje o produktech, službách a akcích

Zatímco informace vkládané firmami dost často najdeme i na jejich webu, tak informace, které vkládají domácnosti se nikde jinde v této podobě nenacházejí. Tj. nejsou veřejně dostupné a na jednom místě. V naprosté většině se jedná o obsah s nulovou informační hodnotou.



Kolik je uživatelů sociálních sítí?

Skutečný počet uživatelů je mnohem nižší, než se obecně uvádí, protože:

- uživatel si profil vytvořil, ale nepoužívá ho
- jeden uživatel má více profilů, často vytvořených za účelem podvodného jednání

Na mnoha sociálních sítí je i polovina profilů falešných nebo neaktivních.



Kdo profil zakládá?

Profil může být založen:

- oprávněnou osobou - o svobodné vůli jsem se rozhodl, že budu mít svůj profil v sociální síti a zveřejnil jsem tam informace, které jsem chtěl zveřejnit.
- někým úplně jiným - někdo si přivlastnil mojí identitu a zveřejnil informace bez mého vědomí nebo přes můj nesouhlas a já s tím v podstatě nemohu nic dělat.



Jak ověřit správnost informací?

At' už je profil založen kýmkoliv, musíme se ptát, jsou uvedené informace pravdivé?

Řešení:

- Opatřit profil elektronickým podpisem?
- Zavést pozvánky?
- Ověřovat údaje z důvěryhodných zdrojů?



Postoj zaměstnavatele

Přístup na sociální síť se může odehrávat:

- v pracovní době z prostředí zaměstnavatele
- v mimopracovní době z domova



Přístup z firemního zařízení

Dle zákona č. 262/2006 Sb., zákoník práce, Část třináctá – Společná ustanovení, Hlava VIII: Ochrana majetkových zájmů zaměstnavatele a ochrana osobních práv zaměstnance a § 316 odstavce 1:

“Zaměstnanci nesmějí bez souhlasu zaměstnavatele užívat pro svou osobní potřebu výrobní a pracovní prostředky zaměstnavatele včetně výpočetní techniky ani jeho telekomunikační zařízení.”



Přístup ze soukromého zařízení

Zaměstnanec může na sociální sítě přistupovat ze svého soukromého zařízení mimo pracovní dobu a **má právo vyjadřovat své názory, jakož i svobodně vyhledávat, přijímat a rozšiřovat ideje a informace**, což je uvedeno v Listině základních práv a svobod.



Jaké zavést opatření?

- webfiltering (URL filtering - whitelist, blacklist, content filtering)
- DLP (keywords)
- bezpečnostní politika, etický kodex
- Osvěta
- monitoring - osoba nebo útvar, mající na starost PR



Povolit přístup či nepovolit?

- Někdy lidé přicházejí o práci kvůli tomu, jak se na Facebooku chovají, jinde zase že tam vůbec jsou připojeni. Některé firmy v tom vidí potenciál a zapojení zaměstnanců v sociálních sítích dokonce podporují.
- Dle Dr. Brenta Cokera z univerzity v Melbourne krátké pauzy v práci, které stráví zaměstnanec surfováním po internetu zvyšují produktivitu.



Facebook

- Počet uživatelů: >500 mil.
- **Uživatelé:** náctiletí, žáci, studenti, samotné profily, komunikace (chat, mail), sdílení informací (fotky), budování vztahů (pro zábavu)
- **Firmy:** nástroj jak je oslovit a nabídnout produkty a služby **uživatelům** a získat informace o uchazeči na danou pozici.



Blbky z Facebooku



Blbky_z_facebooku.flv



LinkedIn

- Počet uživatelů: >90 mil.
- **Uživatelé:** profesionálové z oblasti IT, managementu, marketingu, financí, HR apod. Samotné profily (osobní údaje a další informace) nabízí možnost jak se prezentovat (pro profesionální účely)
- **Firmy:** nástroj jak oslovit a nabídnout produkty a služby **firmám** a získat informace o uchazeči na danou pozici.



Hvězdy z LinkedIn

- Koprová Jitka
(<http://cz.linkedin.com/pub/jitka-koprov%C3%A1/22/13a/385>)
- jaro/léto 2010 založen profil
- bohaté zkušeností s vývojem bankovních informačních systémů
- několik set connection
- následně profil zrušen



Internet dating sites

- Počet uživatelů: X mil.
- **Uživatelé:** lidé různého věku, pohlaví, národnosti, vyznání
- **Firmy:** provozovatel webu a mafie

Po pornu jsou internet dating sites dalším největším segmentem trhu, na kterém jsou uživatelé ochotni utratit své prostředky. Mnoho z těchto serverů má až několik miliónu registrovaných uživatelů. Tito uživatelé za poskytované služby utrácí až několik 100 mil. EUR/USD ročně.



Internet dating sites - služby

- Vytvoření profilu
- Přístup k profilům ostatních
- Komunikace s ostatními uživateli (posílání zpráv, hodnocení, chat, video)
- Speciální služby



Internet Dating Sites

S jakými ženami se můžeme na těchto sítích setkat?



Internet Dating Sites - příklady



16. února 2011

SECURITY 2011



Internet Dating Sites - příklady



16. února 2011

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Internet Dating Sites - příklady





Internet Dating Sites - příklady





Internet Dating Sites

Co mají tyto ženy společného?



Internet Dating Sites - realita

- Počet založených profilů je výrazně vyšší, než počet skutečně aktivních (jsou zde profily, na které se i více jak rok nikdo nepřihlásil, robot ano)
- Mnoho profilů je falešných – profily neexistujících osob za účelem získání prvních uživatelů (tzv. bait profiles) jsou vytvořené samotnými zakladateli daného webu nebo podsvětím, což je čím dál častější (fake profiles).
- Nerovnoměrné zastoupení mužů a žen - zdání rovnováhy mezi počtem mužů a žen je dosaženo pomocí falešných profilů.
- Jedna fyzická osoba má více virtuálních profilů – tímto způsobem se může prezentovat v různém světle a má větší šanci, že někoho zaujme.
- Profil je aktivní, ale daná osoba se seznámit vůbec nechce a chce se jen předvádět nebo se bavit.
- Naprostá většina uživatelů se snaží vystupovat anonymně a pokud je použito pravé jméno, tak jen křestní, nikdy ne příjmení
- Uživatelé o sobě neuvádí pravdivé údaje a záměrně zamlčují určité skutečnosti.



Internet Dating Sites – romance scam

Romance scamming probíhá ve čtyřech fázích:

- **Zaháčkování oběti (Approaching the victim)**
- **Opečovávání oběti (Grooming the victim)**
- **Žádost o peníze (Asking for money)**
- **Dojení oběti (Milking the victim for money as long as possible)**



Internet Dating Sites – romance scam

Hello dearest,

how are you I hope that all is well and fine with you including your health and work over there in your country. My name is Miss maria kassala, and I am 23 years old, single and never been married, **I am from sudan**, but now living in a church mission here in dakar Senegal, where I contradict as asylum because of political civil war that took place in my country in sudan. Right now am in the refugee camp, i am suffering and in pains here in the camp and I really need an assistance from the rights, encouraging, faithfull and useful person in life that will helped me get out of this situation. My late father, Dr. Ellison kassala who was Chief Executive Officer (ELLIS INDUSTRIAL TECHNOLOGY COMPANY PLC), in port, sudan . During the war, a greedy business partner of my late father who claim to be a rebel attacked our house one early morning and **killed my mother and father in cold blood**. I am the only survival in my family now and I managed to make my way to this country of Senegal through the UN army, where I am living now in the missionary, led by Reverend Father, But i am not living with reverend. **I live in women's hostel**. I use to writh with a reverend sister's compuer here whenever she was less busy in her office. My favourite language is English but our language is arabec but I speak English very fluently because both my father and mother studied anywhere in the world. I like reading novels, swimming. I would like to know more about you, your love, and your hobbies and what you are doing now, **I want to meet understanding, faithful, sincere, truthfully, kindly and friendly, and indeed, a man of vision and truth**. I will tell you more about myself in my next mail. Here is an attachment of my picture. Hoping to read your hopefull reply. I remain yours, Faithfully maria kassala.



Internet Dating Sites – romance scam

First mail

Hi and how are you Jeremy?!

I'm pleased to meet you, and hope that in the future will find out that blessed too :) I am sociable and easy-going woman, young and attractive. I applied to the dating site to meet friends and to find my beloved one. I can say that I am new here, but even during this short time I was on the site I met many strange people with strange suggestions. So, at once want to clarify that I am serious girl with serious intentions. I want to meet a man who is ready for relations and perhaps family in the future. I am here for not games, virtual sex, exchanging of nude photos with strangers, or anything like this. I want to talk to normal and serious man. I am sorry for being so open at the beginning, but I just want you to know that I am serious lady and that I am here for one purpose - to meet a good man whom with I will spend the rest of my life.

My name is Diana, as you know (or don't know :-)) I am nice, charismatic, open woman with kind heart, good sense of humor, nice soul and in addition to all this pretty appearance :-)) I have good character. I am not the type of woman who likes to shout or quarrel. I am not hysterical and am not a shopaholic ☺ Just want to let you know this :-)) I am calm and domestic woman who likes home cosines, who likes when the atmosphere at home is nice and pleasant. I am not princess and not perfect of course, but I have all the necessary qualities to be a good wife.

I want you to know that I have little daughter. She is four and will soon turn five. I wasn't married officially before. My story was probably very typical and many girls appeared in such situation. After school I feel in love with a boy and considered him to be my one and only. He told me that he loved me and would marry me. I don't know what was inside his heart and whether he really loved me. We were dating for a couple of years, then we decided that we wanted to have a baby. I got pregnant. He said that as soon, as I give birth to our kid we would have big wedding. And when the day came... when my little Stacy was born, he said that he wasn't ready for such responsibility and left. No, he didn't leave the country and didn't even leave the town. He just left me with a little baby on my hands. In such case I became a single mother. You know, I don't suffer, and I am even grateful to him. Because now I have my wonderful Stacy. This little girl became sense of my life.

I am 26 and will turn 27 on January, 14 this coming new year 2010. I work as a secretary in a building construction firm. Nothing special, just a usual work, the same from day to day. But I don't complain. I live alone, i.e. just me and my Stacy. The town is called Chop. It's little city in the west of Ukraine. I'll tell you more in my next mails, 'cause now I need to get back to work. I am sorry that can't talk longer. I hope that you'll tell me more about you too. And if you want to know something particular, feel free to ask me questions. I don't mind to answer them. I don't have anything to hide. Take care.
Diana

Second mail

Again Hi Jeremy!))) How are you today?

Glad to hear from you! Your letter is like a sun beam that brightened my day))) I am glad that we can continue our conversation and would like to know you better and closer. When the right day comes, we will meet. I am very serious and I am here for building relations with decent man and not for any other purposes. I am seeking for kind and tender man. I want him to have good attitude to Stacy. I don't expect you to become father for my daughter, but I hope that you will have good relations with her. She's very nice child, and I will always teach her to respect you.

By my character I am nice person. I am supportive and will always extend a hand of help when someone needs this. Maybe even too often because sometimes people used me. But nevertheless I try not to lose my trust in people, to stay optimistic and hope only for the better. I know that I will meet a man who will become my best friend and loving partner of life. I will always long to make him happy!!!

I don't have much time to spend just on my own because when you have kids it's not easy always. But in spite of this I try to find time for reading, meeting my friends and spending sometime with them. I try not to lose connection with the world))) My parents help me a lot and sometimes take Stacy to them. She adores her grandparents and gladly stay at their place. And in such case I can devote the time for myself.

I like horses and sometimes go riding. It helps me to relax. I adore watching movies and know almost all the news))) At the same time I like watching old films and listen to the music of the past, of 80 and 90.

I am intelligent, stylish woman with good sense of humor. I attend a gym twice a week and look after myself. I like to look and feel myself feminine. Besides, I understand very well that a man wants to have right such woman by his side. I am great cook, and the main is that I like cooking. I dream to realize myself as wife and mother. I am mother already, so now I would like to become wife)))

My dear, I hope that I let you know a bit more about myself. Hope that we'll be getting more and more close. One more thing I'd like to add is that I have some problems with English, but I am going to study it as soon, as I have possibility, so it will not be a problem or an obstacle in the future. Meanwhile I need the help of the translation in the company. But I promise that I will surely study the language.

I need to go now, but I'll be waiting for your mail and hope to hear from you soon.

Diana



Internet Dating Sites – romance scam

Third mail

Hi JJ! It's my Diana write you again! I am glad to hear from you! How are you?

I hope that everything's going good for you and the day is bright! I woke up in the morning with a smile on my face))) It's pleasant to talk to you, and I am glad that we met each other. I have nice character, and I am always happy to meet new people, to become closer with them. In spite of that I was hurt in my life I still try not to lose hope for the better and to trust people. I know that one day I will start my life with a man whom with I'll be the happiest woman in the whole world!

In the morning I brought Stacy to hospital because she was coughing. then I brought her to the kinder-garden. Tomorrow my parents will take her because she is not healthy, and she can't be in the kinder-garden. I just had to bring her there today because I am not able to get a day-off. In the afternoon we had important customers, and as I a secretary, I had to be at work to prepare all the papers. The customer didn't sign the contract, and my boss was pretty angry because of this. And, as always, I was a "whipping boy" (((He was shouting, throwing the papers at the wall. The company has not best times now because no one buys these construction supplies. And there's no wonder. My boss wants to economize on everything, and first of all he economizes on the quality of the goods he offers. Once someone burns, he won't buy our goods again. So, we never have standing customers. He will tell others that here it is of not good quality, etc.. And my boss probably doesn't understand this. But he wants to have a lot of customers and gets angry when after tasting our goods people refuse to buy it. Well, enough about work ((

Yesterday I watched the movie "Changeling" with Angelina Jolie. She is one of my favorite actresses. I also like Drew Barrimore. I like Ben Stiller, he is nice actor. Actually, there are many films, actors and actresses I like. I adore music, movies, cartoons)) Yeah, I like cartoons. Some time ago we watched Shrek, and laughed not less than Stacy. Though I should say that it is not a cartoon for children, actually. The weather is pretty warm here. I will go to my parents tonight. Hope you don't mind that I'll tell them about you? I am sure my mom and dad will be happy to hear that I've met a nice man whom with we have nice communication and maybe will have future. Who knows what plan life has for us..? Maybe some day we'll look back and these days when we have write letters will seem funny, as we will be already together and will be very happy! I believe in miracles!!! I know that in dreams and in love there's nothing impossibilities. The main is to wish and to long with all our hearts!!!

I will be waiting for your letter, dear. Have nice and very pleasant day!

Dian

Fourth mail

FULL NAME OF THE COMPANY: Patison
OUR ADDRESS: 89500, Ukraine, Chop, Palatnaya St., 11
OUR E-MAIL ADDRESS: patison.company@mail.ru
TELEPHONE NUMBER: +380939822521

Dear Sir,

We are writing you on behalf of your lady Diana(dianakorostyleva@gmail.com) whom with you were corresponding. As you know, Diana doesn't speak or write English and doesn't have a computer at home, that's why she was using the services of our company. She has been paying to us for translation of the letters and access to the Internet, but for the moment Diana has some financial problems and can't pay any more. She didn't want just to disappear without any explanation because she is very interested in you and in your communication, that's why Diana asked us to write you and inform about the reason why she could not send you any more letters and photos.

Company Patison provides a number of services:

- Translation (Russian, Ukrainian, English) texts, letters, documents.
- Access to the Internet
- Printing/scanning of texts, photos, pictures, documents.
- Translation of chat
- Interpretation of the telephone conversations
- Live interpretation
- Assistance in organizing of tours and excursions within the bounds of Ukraine

We are working under creation of our web site. We plan to start the work of our web page in a month and a half. There you will be able to find more information regarding our services, prices and methods of payment. Meanwhile you may write us to our e-mail address patison.company@mail.ru and we will answer all of your questions. We also would like to inform you that Patison is a serious company. Our business is legitimate and approved by the authorities of Ukraine. We diligently wrestle against scam activity in our country, and have already two "anti scam" stars which will be presented at our web page.

As Diana is our customer, we wrote to you on her behalf and informed about the problem your lady has. It's a part of our job to inform you that there is a possibility to pay us directly and continue communication with lady Diana, in case you are interested in this. You may contact us by our e-mail address patison.company@mail.ru and we will send you the information about our prices and procedures for making the payment

Thank you very much for your attention. We hope that we will reach mutual understanding, and you will become our customer. Please, be so kind and inform us about your decision regarding continuation of your communication with your lady Diana in order we could inform her about this. Thank you in advance for your answer.
The administration of the translation company "Patison"



Internet Dating Sites – romance scam

Fifth mail

FULL NAME OF THE COMPANY: Patison
OUR ADDRESS: 89500, Ukraine, Chop, Palatnaya St., 11
OUR E-MAIL ADDRESS: patison.company@mail.ru
TELEPHONE NUMBER: +380939822521

Dear Sir,

Diana has been to our office today in the morning and asked about the news from you. She will come again in the evening. Please, let us know, what should we pass to Diana, whether you are going to continue correspondence with her or not. Thank you in advance for your answer.

We are always glad to help you. If you have any questions, suggestions or propositions, you are welcome to write us.

The administration of the translation company "Patison"

Sixth mail

Dear Sir,

Probably you haven't read Diana's letters attentively. She told you that she didn't speak English, and she also told you that her daughter was sick. Right now her child is in hospital, that's why she faces financial problems. We will tell everything to Diana, but we are not sure, if she'll still want to continue conversation with you after this. She only asked you, if you wanted to continue talking to her, and you responded in so ruse way.

The administration of the translation company "Patison"



Nejasná budoucnost sociálních sítí

Naprostá většina účtů v sociálních sítích bude do budoucna používána spíše sporadicky, pro dohledání kontaktů apod. Sít' pravděpodobně nezanikne, ale investoři dospějí k názoru, že její hodnota je značně přeceňována a celá tahle bublina splaskne.

SECURITY 2011

19. ročník konference o bezpečnosti v ICT

Děkujeme za pozornost.

Miroslav Čermák
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