



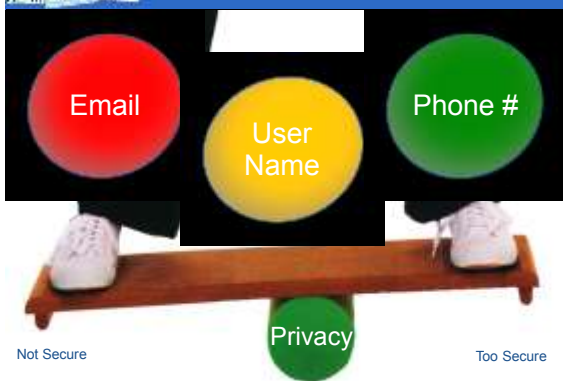
How Much of Your Personal Information Is Online?



Purpose and Scope

- To analyze how much of your personal information is online.
- To make you question how much data you put on the Internet.

Juggling Information



Who wants your details

- Spammers – targeted phishing
- Corporations
- Cyber criminals – Identity theft
- Investigators
- Hacktivists – DOX

NSA



What details do they want?

- Email
- Username
- Phone #'s
- IP address
- Friends
- GPS location
- Photo's
- Name
- Hometown



Connect an email to a site

- Does an email exist?



Connect an email to a site

- Does an email exist?

The image shows a website interface with a search bar and a sign-up form. The sign-up form includes fields for 'Web Site Name', 'Last Name', 'Web Email', 'Personal Email', 'Phone Number', 'City', 'State', and 'Zip'. The 'Web Site Name' field is filled with 'www.kingofjaglet.org'. A red circle highlights the 'Sign Up' button at the bottom of the form.

Where does your card go?

- Jigsaw.com – find business card info

The image shows a business card for Kevin Rose, Founder of Digg Inc. The card includes contact information: 'Join to view photo and email', 'Digg Inc.', '2415 3rd St', 'Ste 232', 'San Francisco, CA 94107-3182', 'United States'. A red circle highlights the contact information, and another red circle highlights the social media links 'Find the same contact on: Google, LinkedIn'. A sidebar on the right has an 'Update All' button and a 'Find the same contact on:' section.

Where can they dig up this info?

- Search Engines
- Social Networks
- Reverse Image Search (tineye.com)
- Previous Version Archive (archive.org)
- School & Alumni Sites
- Dating Sites
- Jigsaw.com

Photo MetaData

- www.stolencamerafinder.co.uk
 - Search by serial number
- Picasa metadata
 - Where is John McAfee

The image shows a photo of John McAfee with a metadata viewer overlay. The viewer displays EXIF data including 'Date Taken', 'Date Taken Original', 'Time Zone', 'Camera Model', 'Serial Number', 'Focal Length', 'Aperture', 'Shutter Speed', 'ISO Speed', 'White Balance', 'Flash', 'Firmware', 'Lens Model', 'Lens Serial Number', 'GPS Location', 'GPS Altitude', 'GPS Time Stamp', 'GPS Date Stamp', 'GPS Area Information', 'GPS Reference Time', 'GPS DOP', 'GPS Speed', 'GPS Track', 'GPS Track Mode', 'GPS Processing Method', 'GPS Version', 'GPS Image Data Length', 'GPS Image Data Offset', 'GPS Image Data Format', 'GPS Image Data Compression', 'GPS Image Data Hash', 'GPS Image Data Hash Algorithm', 'GPS Image Data Hash Length', 'GPS Image Data Hash Offset', 'GPS Image Data Hash Format', 'GPS Image Data Hash Compression', 'GPS Image Data Hash Hash Algorithm', 'GPS Image Data Hash Hash Length', 'GPS Image Data Hash Hash Offset', 'GPS Image Data Hash Hash Format', 'GPS Image Data Hash Hash Compression'.

Photo To Address

- Pictures with Geotagging can lead to an address

The diagram shows a photo of a person's face being processed to reveal geotagging data. The data is presented in a table format with columns for 'EXIF INFO' and 'EXIF GPS INFO'. The 'EXIF INFO' table includes fields for 'Camera Make', 'Camera Model', 'Aperture', 'Shutter Speed', 'ISO Speed', 'White Balance', 'Flash', 'Firmware', 'Lens Model', 'Lens Serial Number', 'GPS Location', 'GPS Altitude', 'GPS Time Stamp', 'GPS Date Stamp', 'GPS Area Information', 'GPS Reference Time', 'GPS DOP', 'GPS Speed', 'GPS Track', 'GPS Track Mode', 'GPS Processing Method', 'GPS Version', 'GPS Image Data Length', 'GPS Image Data Offset', 'GPS Image Data Format', 'GPS Image Data Compression', 'GPS Image Data Hash', 'GPS Image Data Hash Algorithm', 'GPS Image Data Hash Length', 'GPS Image Data Hash Offset', 'GPS Image Data Hash Format', 'GPS Image Data Hash Compression'. The 'EXIF GPS INFO' table includes fields for 'Latitude', 'Longitude', 'Altitude', 'Geotagging Method', 'Geotagging Version', 'Geotagging Status', 'Geotagging Error', 'Geotagging Warning', 'Geotagging Message', 'Geotagging Icon', 'Geotagging Color', 'Geotagging Size', 'Geotagging Format', 'Geotagging Compression', 'Geotagging Hash', 'Geotagging Hash Algorithm', 'Geotagging Hash Length', 'Geotagging Hash Offset', 'Geotagging Hash Format', 'Geotagging Hash Compression'. A red arrow points from the photo to the data table, and another red arrow points from the data table to a map showing the location.

Original Image Photo Viewing

- camerasummary.com

The image shows a screenshot of the CameraSummary website. The website displays the title 'CameraSummary' and a message: 'Your image has been processed and the results are below'. Below the message are two images: 'Before' and 'After'. The 'Before' image shows a person's face with a black box covering the eyes. The 'After' image shows the same person's face with the black box removed, revealing the eyes. A red circle highlights the 'After' image.

Pipl.com

- Search name, email, username & phone



Namechk.com

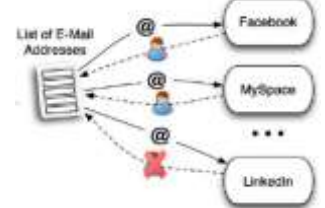


Knowem.com



Map Emails to Profiles

- Map profile to an email (normally private)
- Correlate different social networks against same email and/or username
- Enrich emails with private user info for phishing attacks
- Hidden profiles
 - Swingers
 - Creepers
 - Cheaters
- Map passwords



Scripted (70 + sites)



Identity Hunt Script

Url	Full name	Website	City	St	Age/G	Photo
about.me/kevinrose	Kevin Rose	twitter.com/kevinrose				
www.facebook.com/kevinrose	Kevin Rose	facebook.com/kevinrose				male
github.com/kevinrose	Kevin Rose	www.digg.com	San Francisco	CA		
www.youtube.com/user/kevinrose	Kevin Rose	about.me/kevinrose				
www.okcupid.com/profile/kevinrose	Kevin R.		Chicago	IL	32 F	
hulu.com/profiles/kevinrose	Kevin R.		San Francisco	CA		
pinterest.com/kevinrose	Kevin Rose					media-farm1.1
www.flickr.com/people/kevinrose	Kevin Rose	kevinrose.com				
mylife.com/kevinrose	Kevin Rose		Huntsville	AL		
twitter.com/kevinrose	Kevin Rose	about.me/kevinrose				
dailymotion.com/kevinrose	kevin rose					male
ifound.com/home/kevinrose/post/		twitter.com/kevinrose				
badoo.com/kevinrose					33	
flxster.com/user/kevinrose	Kevin Rose					
linkedin.com/in/kevinrose	Kevin Rose					
kevinrose.tumblr.com	Kevin Rose					
kevinrose.typepad.com	Kevin Rose					
vimeo.com/kevinrose	Kevin Rose					
https://profiles.google.com/	Kevin Rose					

Identity Hunt Script

Url	Full name	Website
www.myspace.com/17224187		
mapmywalk.com/profile/kevinrose		
twitter.com/kevinrose		
dailybooth.com/kevinrose		
delicious.com/kevinrose		
myworld.ebay.com/kevinrose		
justin.tv/kevinrose		
www.kongregate.com/accounts/kevinrose		
www.last.fm/user/kevinrose		
stumbleupon.com/stumbler/kevinrose		
topsy.com/twitter/kevinrose		
twitpic.com/photos/kevinrose		
ustream.tv/user/kevinrose		
reddit.com/user/kevinrose		
squidoo.com/lensmasters/kevinrose		

Maltego

- Visually search and correlate



Privacy Settings

Sharing on Facebook

These settings control who can see what you share

Setting	Current	Options
Profile status, photos, and posts	Everyone	Everyone, Friends of Friends, Friends Only
Be and become suggestions	Everyone	Everyone, Friends of Friends, Friends Only
Family and relationships	Friends Only	Everyone, Friends of Friends, Friends Only
Photos and videos you've tagged in	Recommended	Everyone, Friends of Friends, Friends Only
Religious and political views	Recommended	Everyone, Friends of Friends, Friends Only
Birthdays	Recommended	Everyone, Friends of Friends, Friends Only
Personalized to be shared on your posts	Recommended	Everyone, Friends of Friends, Friends Only
How you're tagged in photos	Custom	Everyone, Friends of Friends, Friends Only

Average Facebook user has:
245 friends and 156,569 friends of friends

Monitter.com (Live Twitter feed search)

- Tweets containing
 - Home alone
 - Home number
 - Leaving vacation
 - Birthday



Social Search Engines

- computercrimeinfo.com
- www.facebook-search.com
- search.twitter.com/search.atom?geocode=39.802941%2C-89.655697%2C1mi&rp=100
- youopenbook.org
- openfacebooksearch.com
- www.mylife.com

Prevention

- Avoid using work email for non work sites
- Avoid using same password anywhere
 - P@ssw0rd#8 vs. NascarP@ssw0rd#8
- Make user ID uniq and difficult to guess
- Know your footprint to know your exposure
- Use a separate junkmail email address
 - Gmail, etc lets you check both
- BCC instead of CC
- Code contact forms instead of "mailto:"



URL for this slide show



bit.ly/1rcsgKs

