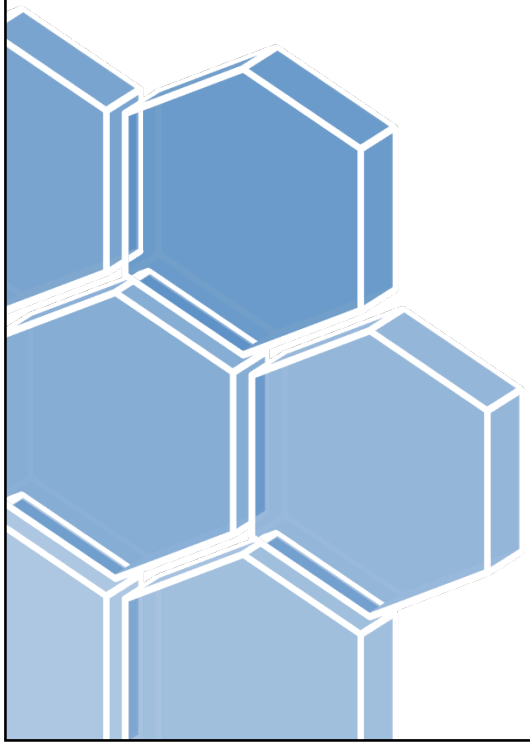
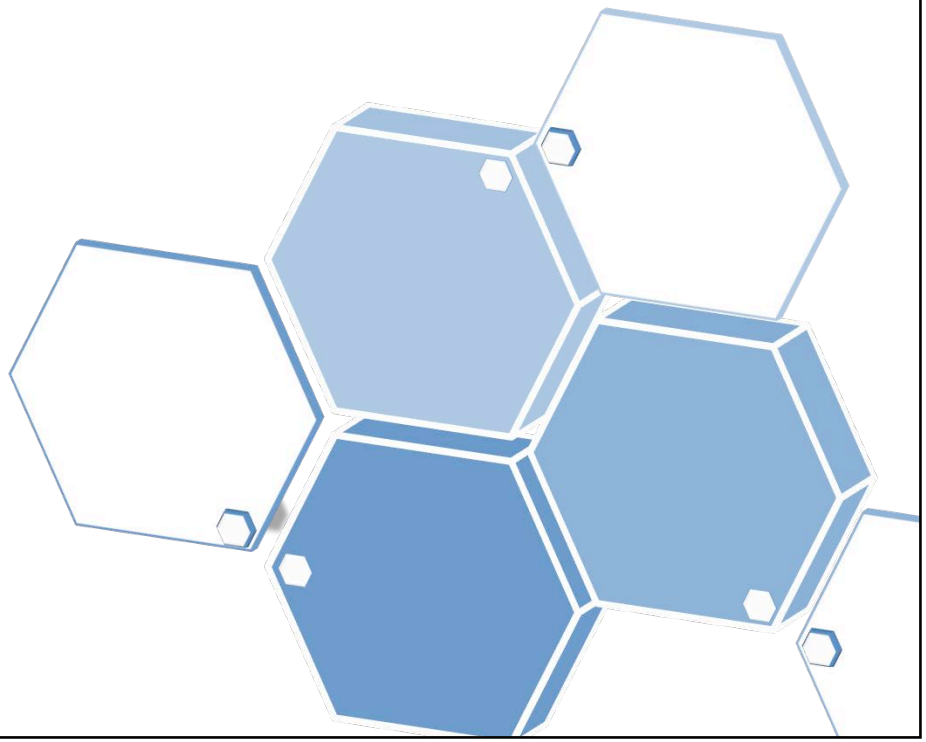
Research on the Machines

Help the FTC Protect Privacy and Security





Humans



User: **Terrell McSweeny**

Function: Commissioner, FTC

@TMcSweenyFTC



User: **Lorrie Cranor**

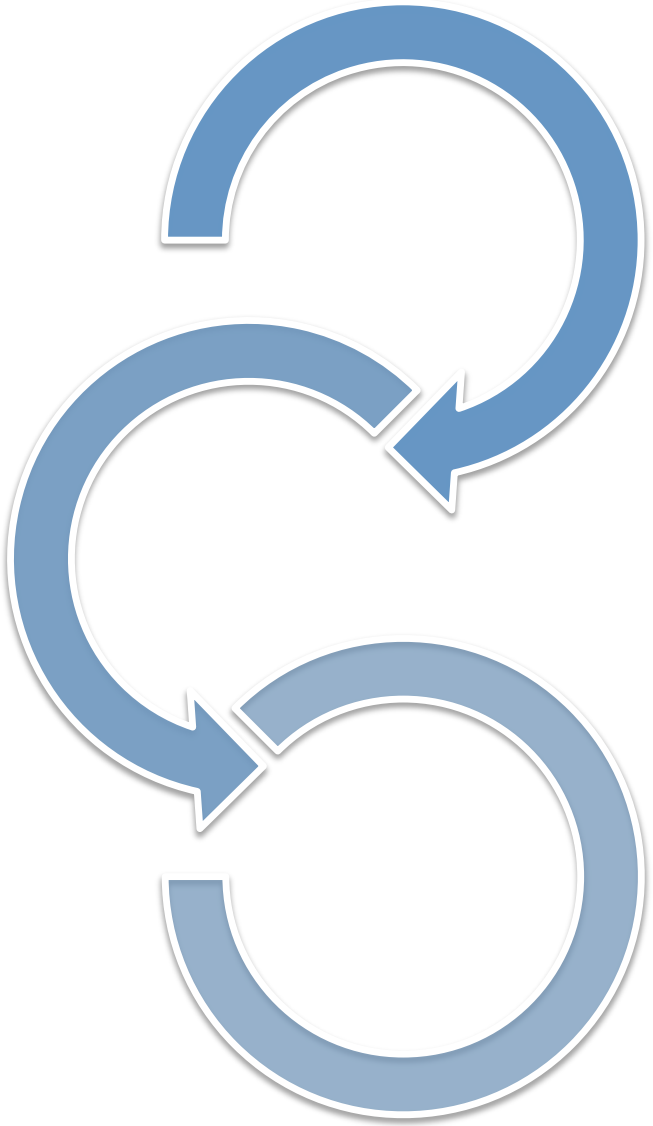
Function: Chief Technologist, FTC

@lorrietweet

Machines



Speech Schematics



Privacy &
Security
Protections Now

Issues of
the Day

We Need
Your Help!

How does the FTC respond to the Rise of the Machines?



When machines are everywhere?

What does the FTC do?



Unfair

Deceptive



What do “unfair” and “deceptive” mean?

- Unfair =
  - Substantial Injury to Consumers
  - Unavoidable
  - Not Outweighed Procompetitive By Benefits
- Deceptive =
  - Act Likely to Mislead Consumers
  - Unreasonable
  - Material

For Example …



Facebook promised to keep personal info safe, but allowed 3rd party access



Google promised Gmail contacts wouldn't be used elsewhere, but used them in its social-media site, Buzz



Snapchat promised images would disappear, but kept them

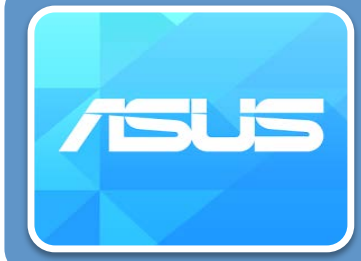
For Example …



Wyndham unfairly exposed consumers' payment-card info in three separate data breaches



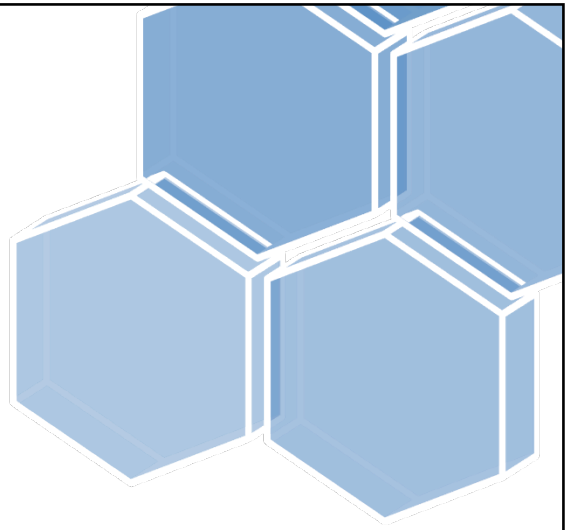
ORACLE promised its updates would protect consumers, but didn't protect older versions of Java SE.



ASUS promised its routers would protect local network against attacks, but failed to update them enough

How do we decide what cases to bring?

- Research
- Media
- Complaints



CONSUMER SENTINEL NETWORK

Current Issues



wired.com

WIRED

How Even the FTC's Lead Technologist Can Get Hacked

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TWEET

BRIAN BARRETT GEAR 06.09.16 7:00 AM

HOW EVEN THE FTC'S LEAD TECHNOLOGIST CAN GET HACKED



arstechnica.com

ars technica

MAIN MENU | MY STORIES: 25 | FORUMS | SUBSCRIBE | JOBS

LAW & DISORDER / CIVILIZATION & DISCONTENTS

FTC's chief technologist gets her mobile phone number hijacked by ID thief

If it can happen to her, chances are it can happen to lots of people.

by **Dan Goodin** - Jun 7, 2016 2:01pm EDT



GotCredit

LATEST FEATURE STORY



Mobile phone account hijacking and new account fraud

	Number of incidents reported	% of identity theft reports
January 2013	1,083	3.2%
January 2016	2,658	6.3%

Reported to FTC Consumer Sentinel Network

wired.com

WIRED

Hacks

SUBSCRIBE

EMILY DREYFUSS SECURITY 06.10.16 5:56 PM

@DERAY'S TWITTER HACK REMINDS US EVEN TWO-FACTOR ISN'T ENOUGH

SHARE

SHARE 295

TWEET

PIN 3

THIS HAS BEEN the week of Twitter hacks, from Mark Zuckerberg to a trove of millions of passwords dumped online to, most recently, Black Lives Matter activist DeRay McKesson.





LATEST NEWS



INTERNET OF THINGS
Protect Your Home With This Internet-Connected Security Gear
1 DAY



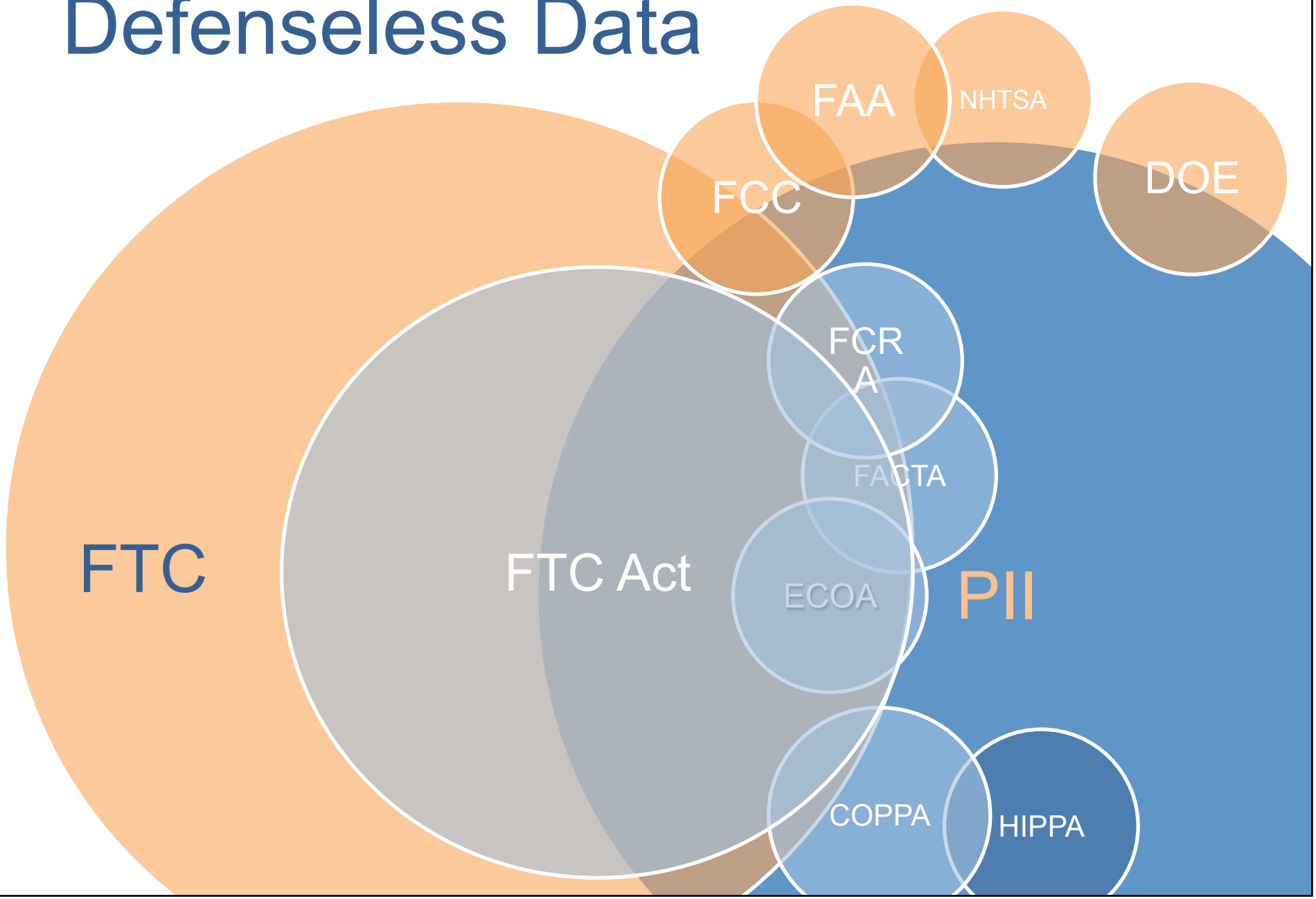
GEAR
This Gear Makes It Easy to Destroy Your Home (In a Good Way)
1 DAY



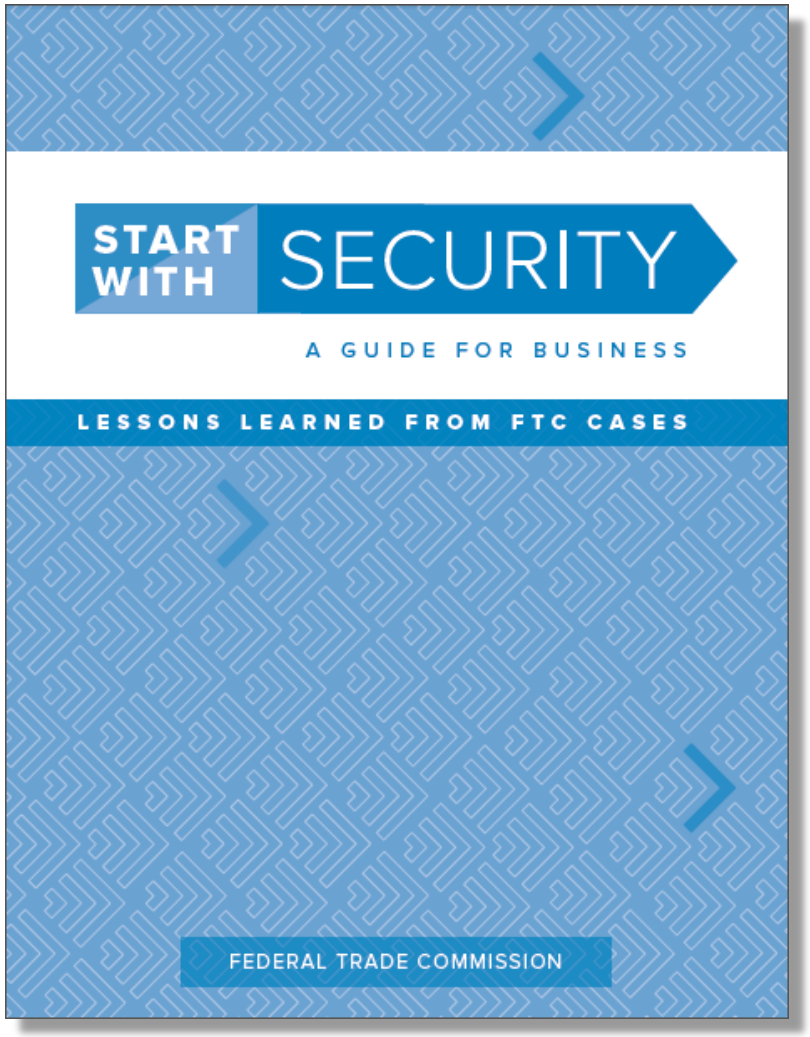
FETISH
CNC Mills Don't Have to Be Beautiful, But This Bamboo One Sure Is
1 DAY

MORE NEWS

Defenseless Data



Outreach



- Sept. 9, 2015 – San Francisco
- Nov. 5, 2015 - Austin
- Feb. 9, 2016 - Seattle
- June 15, 2016 - Chicago
- 2017 – Stay Tuned



Office of Technology Research & Investigation

2016 Fall Technology Series



Ransomware
September 7



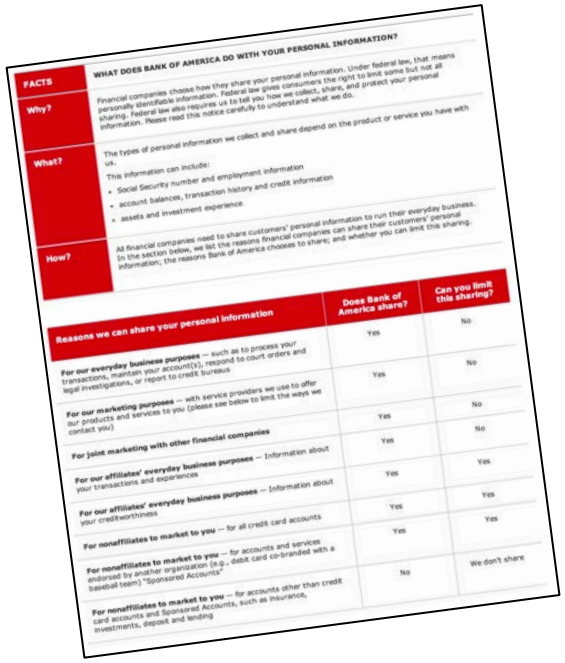
Drones
October 13



Smart TV
December 7

ftc.gov/tech

Putting Disclosures to the Test



FACTS — WHAT DOES BANK OF AMERICA DO WITH YOUR PERSONAL INFORMATION?

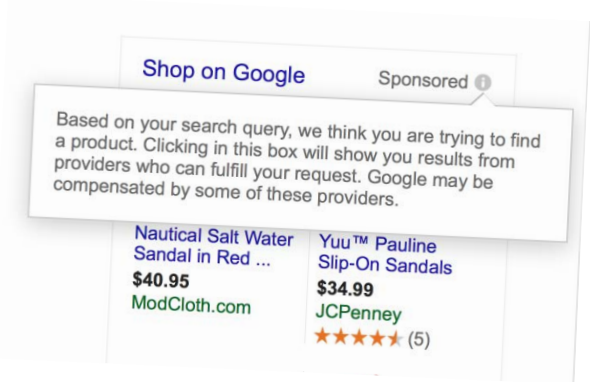
Why? Financial companies choose how they share your personal information. Under federal law, that means personally identifiable information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

What? The types of personal information we collect and share depend on the product or service you have with us. This information can include:
- Social Security number and employment information
- account balances, transaction history and credit information
- assets and investment experience

How? All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons Bank of America chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does Bank of America share?	Can you limit this sharing?
For our everyday business purposes — such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
For our marketing purposes — with service providers we use to offer our products and services to you (please see below to limit the ways we contact you)	Yes	No
For joint marketing with other financial companies	Yes	No
For our affiliates' everyday business purposes — Information about your transactions and experiences	Yes	Yes
For our affiliates' everyday business purposes — Information about your creditworthiness	Yes	Yes
For nonaffiliates to market to you — for all credit card accounts	Yes	Yes
For nonaffiliates to market to you — for accounts and services endorsed by another organization (e.g., debit card co-branded with a baseball team) "Sponsored Accounts"	No	We don't share
For nonaffiliates to market to you — for accounts other than credit card accounts and Sponsored Accounts, such as insurance, investments, deposit and lending		









Nutrition Facts

Serving Size 2 tbsp. (33g)
Servings Per Container 7

Amount Per Serving

Calories 20 — Calories from Fat 10

	% Daily Value*
Total Fat 1g	2%
Sodium 190mg	8%
Total Carbohydrate 2g	1%
Protein 1g	

Vitamin A 2% • Vitamin C 15%
Iron 10% • Vitamin B6 20%
Vitamin B12 4%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, sugars, and calcium.

*Percent Daily Values are based on a 2,000 calorie diet.

September 15, 2016

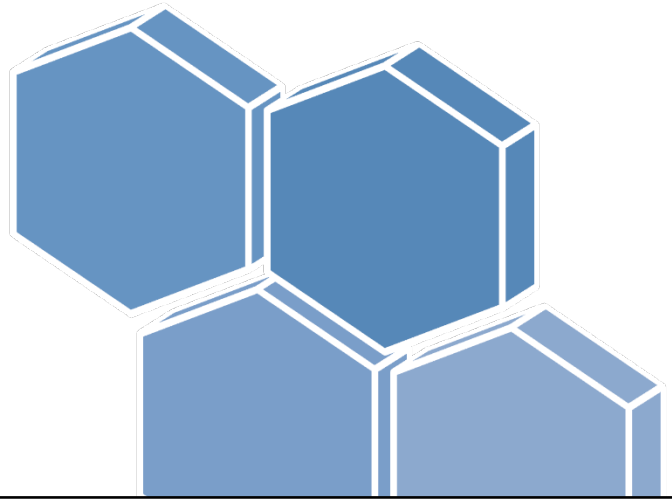
ftc.gov/tech



January 12, 2017

ftc.gov/tech

Research Wish List:
What is the FTC looking for?
We want…



… Research on Privacy & Security

- What are the best ways to assess the risks posed by breaches and vulnerabilities?
- What can be done to protect consumers from ransomware, malvertising, etc?
- How can we tie exposed data to a specific breach?
- Can we make certain attacks less profitable?
- How can we better spot fraud?

….Research on IoT Devices

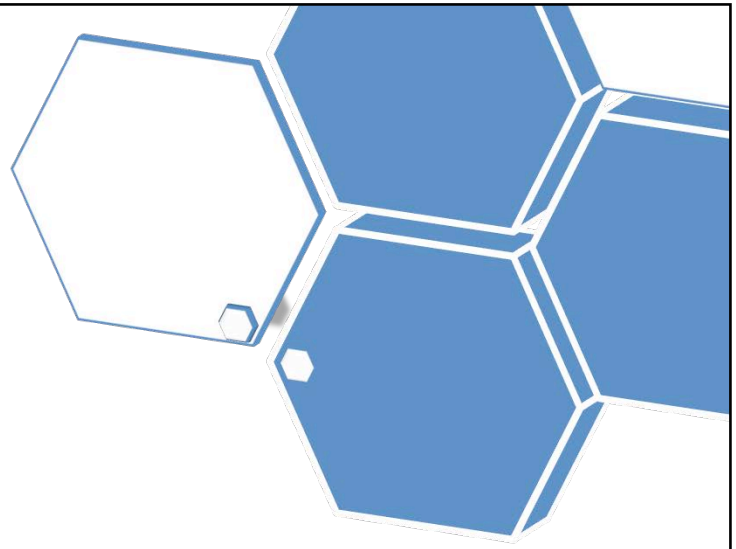
- How can IoT device manufacturers and platforms ensure better IoT security?
- What defensive measures can prevent one vulnerable IoT device from compromising other devices on the same network?

….Research on Emerging Trends

- How can sensor-based monitoring technologies protect the privacy of consumers, particularly children?
- How can engineers better isolate critical systems, such as a connected car's CAN bus?
- When and how do consumers encounter bots, and are they aware of that fact?
- Does virtual reality raise new fraud, deception, or other consumer protection concerns?

… Research on New Tools & Techniques

- Allow users to control their personal information across contexts
- Allow consumers to observe behavior and communication of their smart devices
- Analyze apps to determine practices associated with third-party libraries
- Detect discriminatory algorithms
- Identify tracking and cross-device tracking
- Identify vulnerable IoT devices



What happens to the findings you submit?

We Want You!



Send us your papers

research@ftc.gov

Tell us what you've discovered

Come to our workshops

ftc.gov/tech

Federal Trade Commission
(Version 2016.8)

C:\DefCon\hackerInput.exe
>…

#Any questions?

#Learn more at ftc.gov/tech
#Contact us @TechFTC