
sifma
SOCIAL MEDIA
& DIGITAL
MARKETING
SEMINAR
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THE SCHWAB CONFERENCE CENTER
SAN FRANCISCO, CA

## Moderator

**Greg Ruppert**

Senior Vice President – Financial Crimes Risk Management

Charles Schwab & Co., Inc.

## Panelists

**Dan Nadir**
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**Federal Bureau of Investigation (FBI)**

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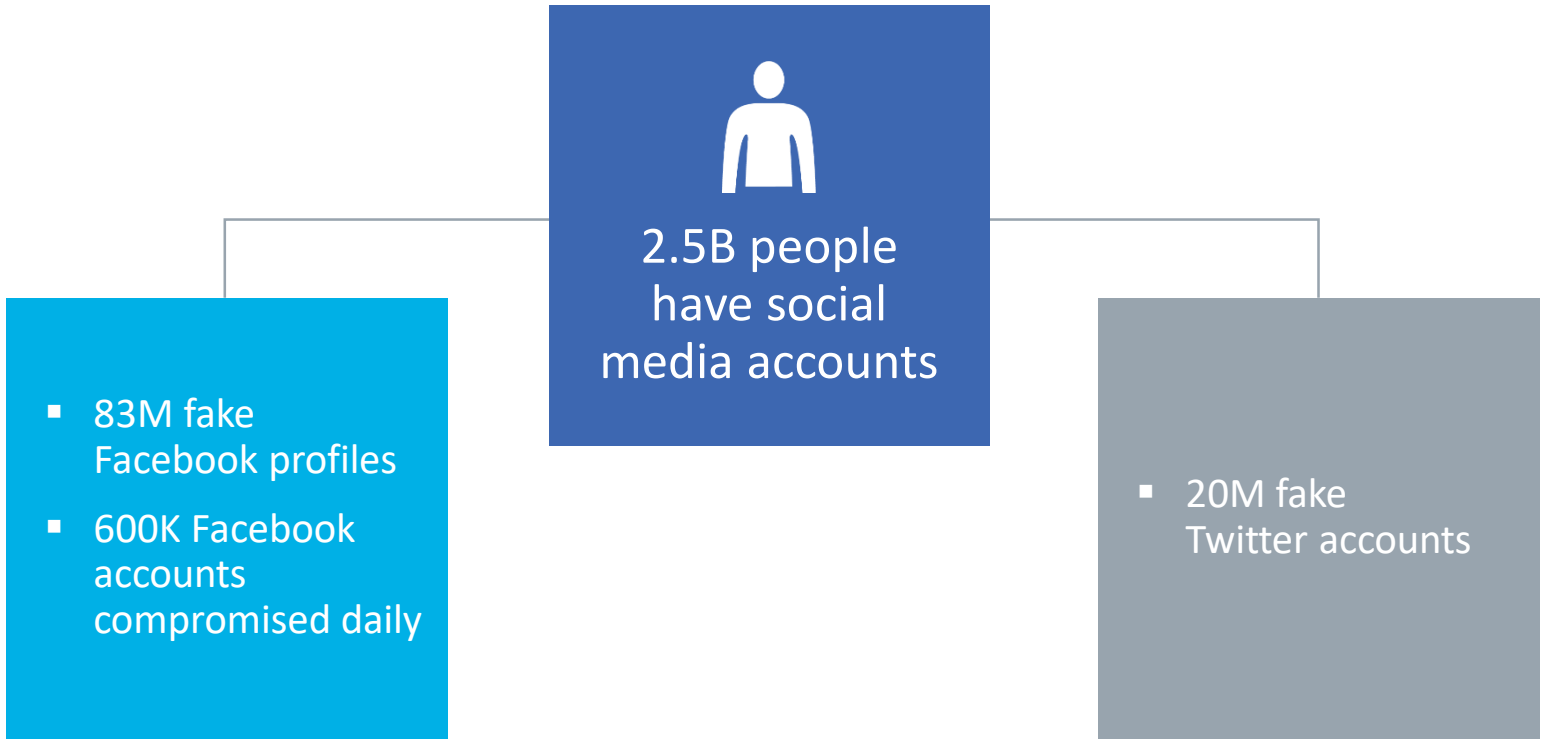
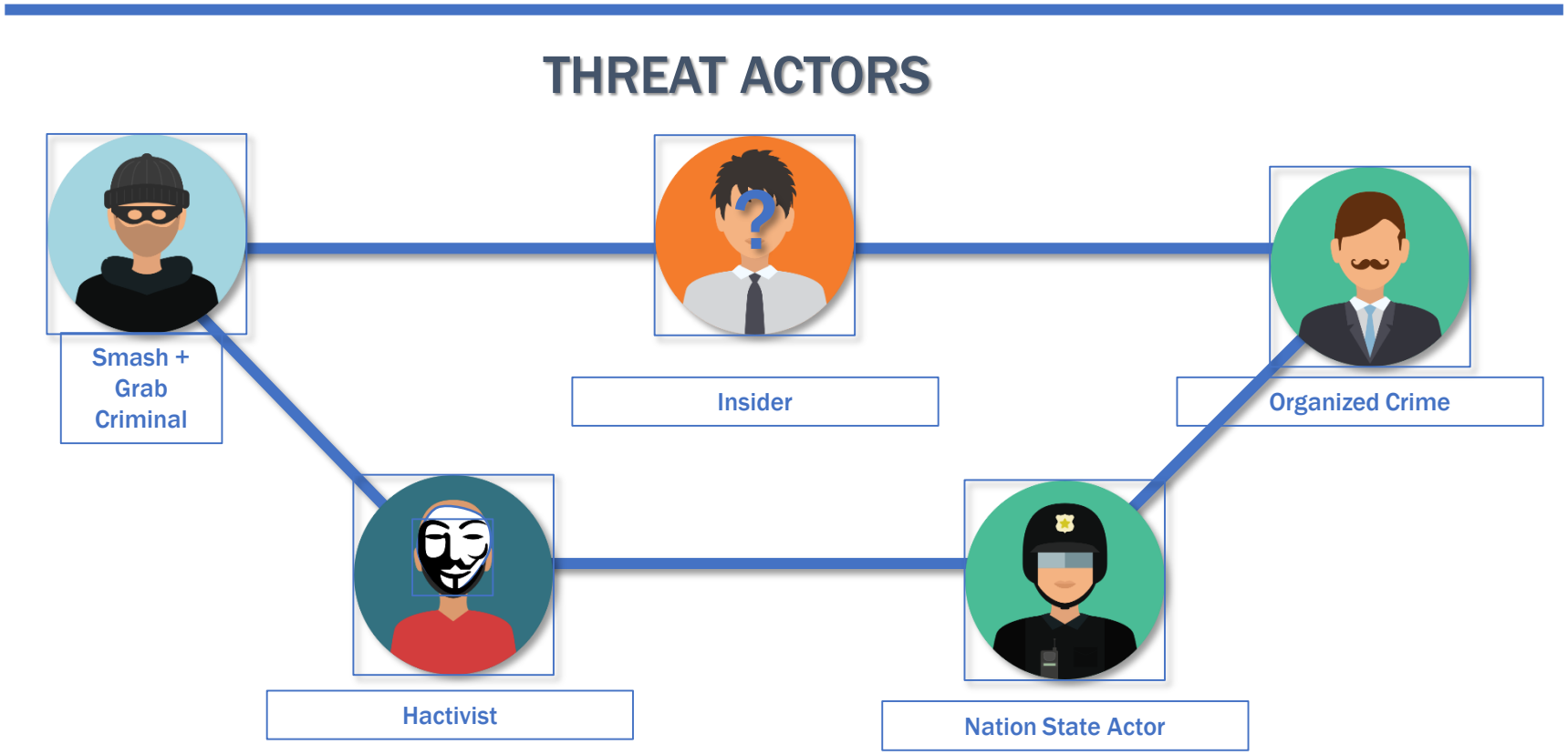
# Most-trusted networks or cyber weapons of choice?



# International Cyber Threatscapes



# Social engineering and your online presence: What's available?

Travel plans mean limited availability (including cell phone or email access)

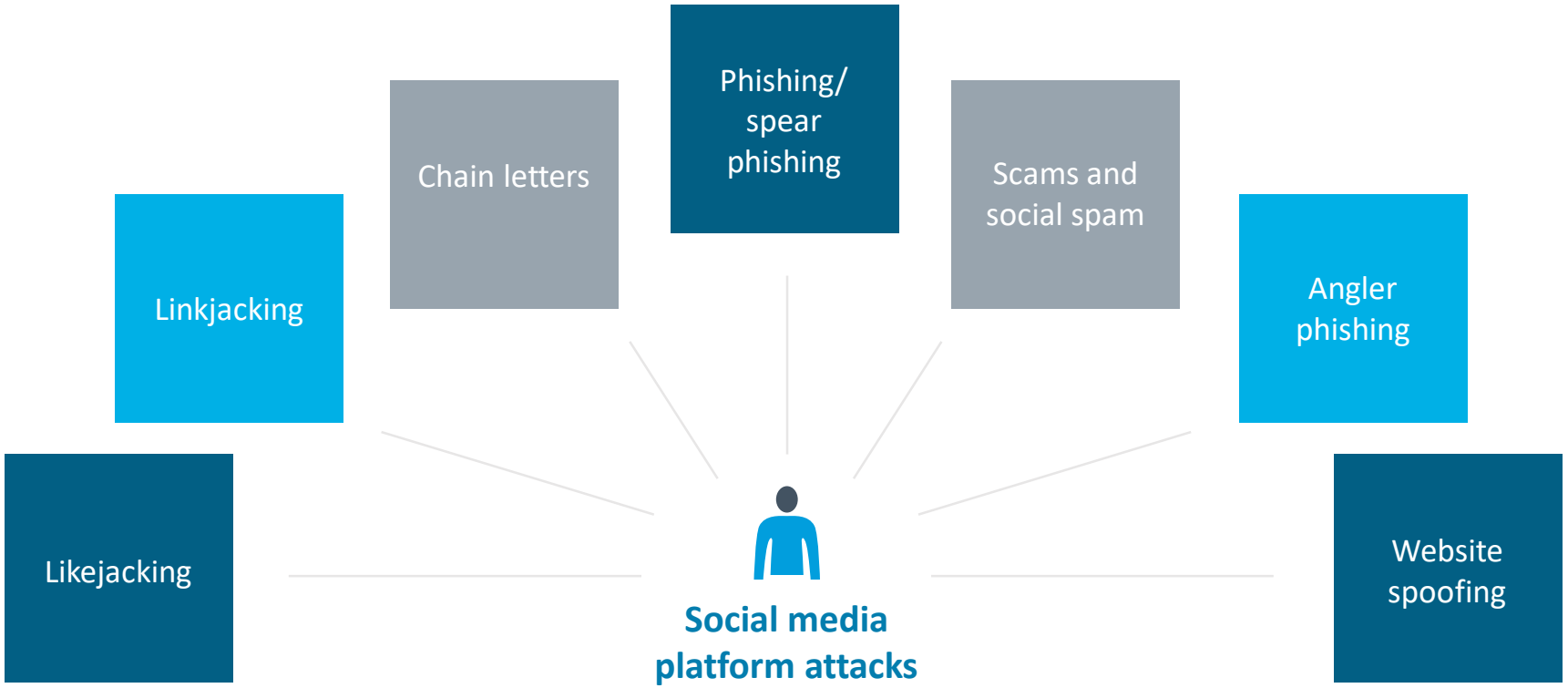
Opportunity for account access, account takeover and/or impersonations

Financial relationships and accounts are easy to uncover through email.

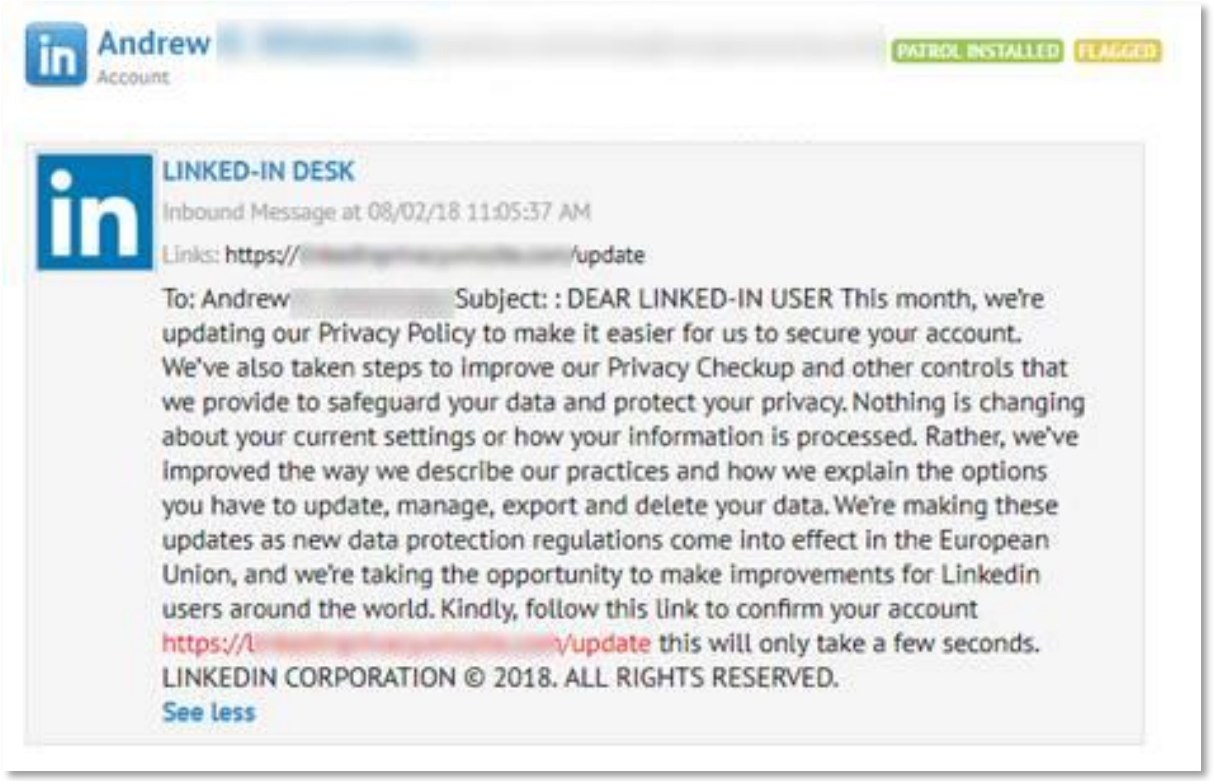
Tax information including your SSN easily retrievable in email

A lot of personal and financial information

# Digital threats of social media



# “Confirm your account” scams



# Blackmail Scams

Subject: dnadir : Happycat123
To: Happycat123 <dnadir@emailbox.com>

Happycat123 is your pass word. Lets get directly to the purpose. Nobody has paid me to investigate you. You don't know me and you're probably thinking why you are getting this email?

In fact, i setup a malware on the xxx videos (adult porn) web site and do you know what, you visited this website to experience fun (you know what i mean). When you were watching video clips, your web browser started out functioning as a RDP having a key logger which provided me accessibility to your display and cam. immediately after that, my software program gathered all your contacts from your Messenger, FB, and e-mail . and then i created a double video. 1st part shows the video you were viewing (you have a good taste ; )), and 2nd part displays the recording of your webcam, and it is you.

You got a pair of options. Lets analyze each one of these possibilities in particulars:

First solution is to disregard this email. in such a case, i am going to send your video to all your your contacts and also think about regarding the embarrassment that you receive. and consequently should you be in a committed relationship, just how it can affect?

**Number two solution should be to give me $866**. We will refer to it as a donation. in this situation, i most certainly will instantaneously remove your video. You will resume everyday life like this never happened and you surely will never hear back again from me.

You will make the payment via Bitcoin (if you don't know this, search 'how to buy bitcoin' in Google).

**BTC address: 14cxPepKjJ8XR5k4u7jskJiqMH2vGFV5WY**

if you have been thinking about going to the law, well, this email message cannot be traced back to me. I have covered my steps. i am not looking to ask you for money a huge amount, i would like to be paid for. e mail if i don't get the bitcoin, i will, no doubt send out your video to all of your contacts including friends and family, co-workers, and many others. Nonetheless, if i receive the payment, i will erase the recording immediately. If you want evidence, reply Yeah! and i will certainly send your video recording to your 13 friends. it is a nonnegotiable offer and so please don't waste mine time and yours by replying to this mail.

ars TECHNICA

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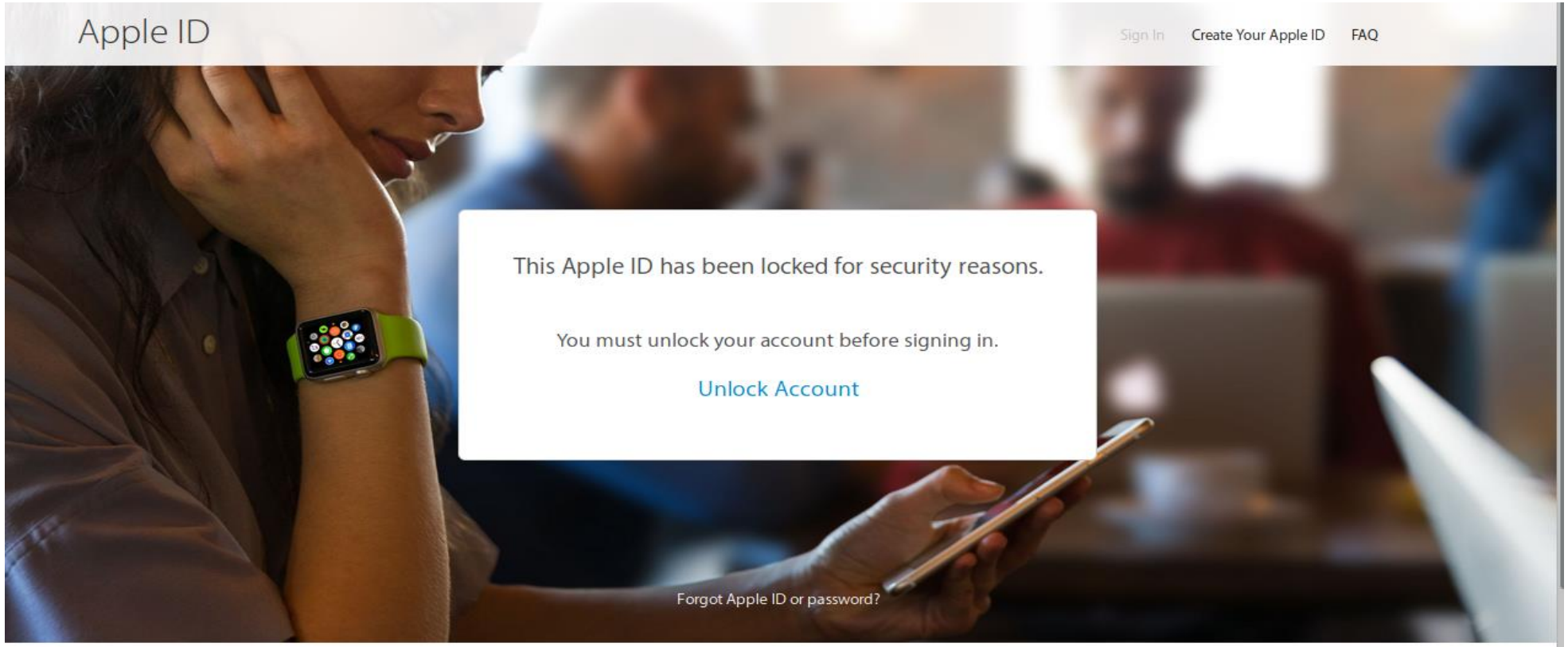
*GONE PHISHING —*

# Behold, the Facebook phishing scam that could dupe even vigilant users

HTML block almost perfectly reproduces Facebook single sign-on Window.

DAN GOODIN - 2/16/2019, 3:30 AM




# Your account for everything Apple.

A single Apple ID and password gives you access to all Apple services.
Learn more about Apple ID ›

# Digital threats: Like- or linkjacking


Must share to view

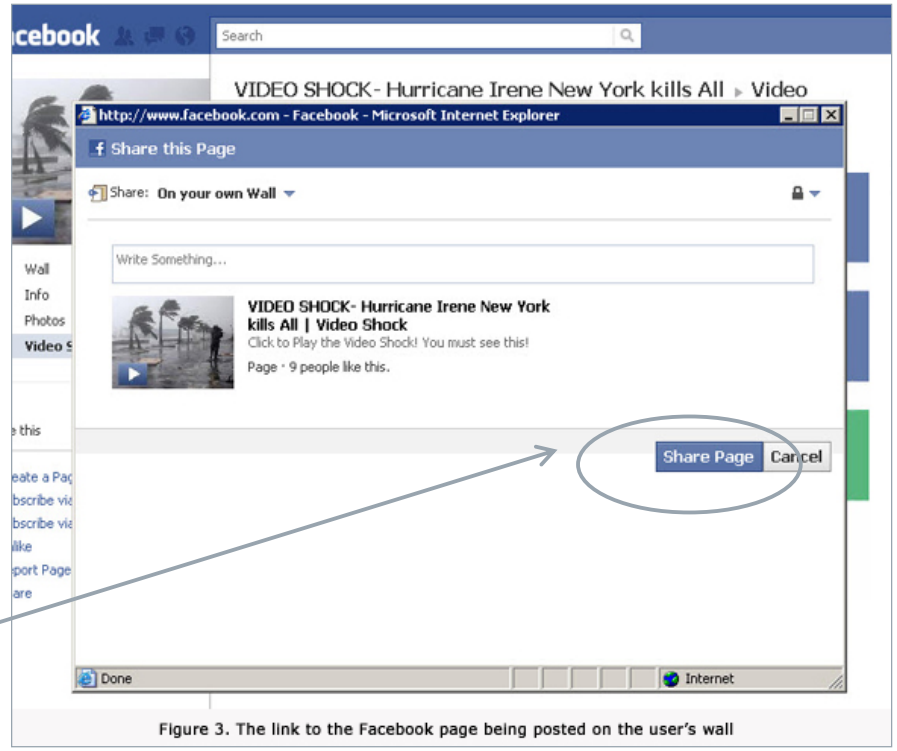
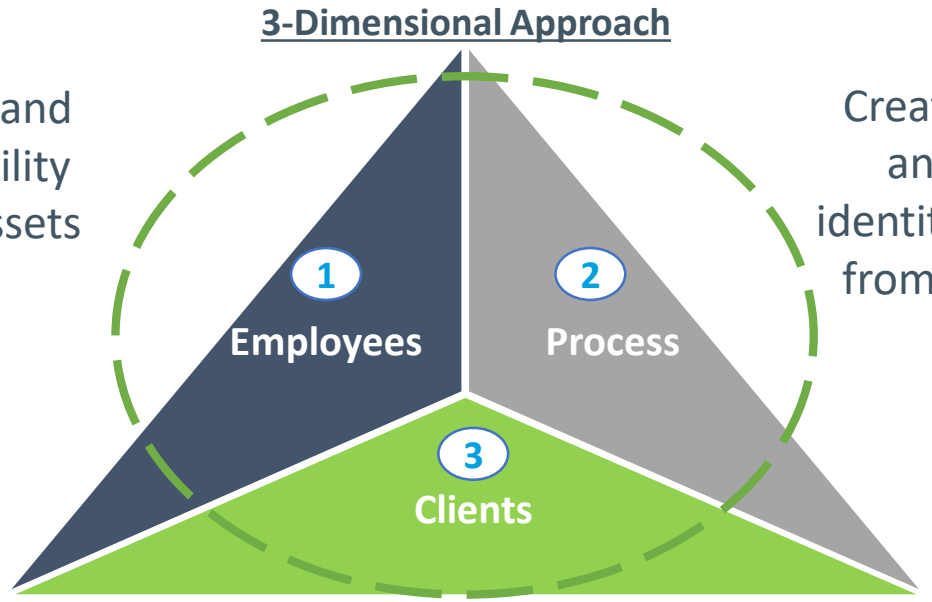



Figure 3. The link to the Facebook page being posted on the user's wall

# Enhance Employee and Client Behavior

Greater **awareness** and personal accountability to protect clients' assets




Create processes to quickly and efficiently validate identity and prevent criminals from obtaining information

Strengthening clients' **personal security habits** and practical knowledge

# Steps to protect your accounts

Top ten steps you can take to protect your accounts

| | | | |
|---|---|---|---|
| 1 | Freeze your credit | 6 | Verbally verify disbursements |
| 2 | Use two-step verification | 7 | Stay current on the latest scams |
| 3 | Secure your passwords | 8 | Set up account alerts |
| 4 | Use biometrics where available | 9 | Exercise vigilance with online presence |
| 5 | Do not click on links in email | 10 | Monitor account activity regularly |