Research on the Machines

Help the FTC Protect Privacy and Security
Humans

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Machines
Speech Schematics

Privacy & Security Protections Now

We Need Your Help!

Issues of the Day
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
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

LORRIE CRANOR
FTC CHIEF TECHNOLOGIST
Mobile phone account hijacking and new account fraud

<table>
<thead>
<tr>
<th></th>
<th>Number of incidents reported</th>
<th>% of identity theft reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2013</td>
<td>1,083</td>
<td>3.2%</td>
</tr>
<tr>
<td>January 2016</td>
<td>2,658</td>
<td>6.3%</td>
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Reported to FTC Consumer Sentinel Network
@DERAY'S TWITTER HACK REMINDS US EVEN TWO-FACTOR ISN'T ENOUGH

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.
Defenseless Data

FTC

FTC Act

PII

FAA

NHTSA

DOE

FCC

FCR

FACTA

ECOA

COPPA

HIPPA
Outreach

Sept. 9, 2015 – San Francisco

Nov. 5, 2015 - Austin

Feb. 9, 2016 - Seattle

June 15, 2016 - Chicago

2017 – Stay Tuned
2016 Fall Technology Series

Ransomware
September 7

Drones
October 13

Smart TV
December 7

ftc.gov/tech
Putting Disclosures to the Test

September 15, 2016

ftc.gov/tech
January 12, 2017

ftc.gov/tech
Research Wish List:
What is the FTC looking for?
We want…
• 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