RESEARCH ON THE MACHINES

HELP THE FTC PROTECT PRIVACY AND SECURITY
Humans

User: Terrell McSweeny
Function: Commissioner, FTC

User: Lorrie Cranor
Function: Chief Technologist, FTC
Speech Schematics

Issues of the Day

Privacy & Security Protections Now

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

Snapchat promised images would disappear, but kept them

Wyndham unfairly exposed consumers’ payment-card info in three separate data breaches
For Example ...

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

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

- ORACLE promised its updates would protect consumers, but didn’t protect older versions of Java SE.
Defenseless Data

FTC

FTC Act

PII

FAA

NHTSA

DOE

FCC

FCRA

FACTA

ECOA

COPPA

HIPPA

FTC Act
Current Issues
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 value do consumers put on various aspects of privacy in different contexts?

• How can we assess the risk of harm from security and privacy breaches?

• How can we trace the illegal sale of identity info back to a particular breach?

• How can interventions make attacks less economically viable?

• What does the FTC need to know to protect consumers from ransomware, malvertising, etc?
... Research to Enhance Fraud Detection

• How are fraud and attacker ecosystems organized? Participants? Tools? Incentives?

• How can we detect fraudulent ads and online posts?

• What practices, communications, methods are signs of fraudulent activity?
• Allow users to control personal info
• Filter or block unwanted marketing calls and scams on all types of phone lines
• Prevent or detect callerID spoofing
New Tools for Investigation & Enforcement

- Analyze apps to determine practices associated with third-party libraries
- Detect discriminatory algorithms
- Identify when tracking is occurring and what info is being collected
- Identify cross-device tracking
- Identify vulnerable IoT devices
- Analyze law enforcement complaint databases, social network data, etc. to detect emerging scams
Research On Emerging Technologies & Trends

• Connected Devices and Cloud Services
  – What do consumers understand about “buying” cloud services?
  – What do consumers understand about security issues when devices are no longer supported and updated?
  – Do firms have adequate plans to inform consumers about the lifecycle of connected products?

• Virtual Reality
  – What are security and privacy impacts of VR?
  – Does VR raise new consumer protection concerns?

• Intelligent machines
  – ?????????
What happens to the findings you submit?
We Want You!

Send us your papers

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