



How Much of Your  
Personal Information Is  
Online?

Jeff Thompson, CEPT





# Purpose and Scope

- To analyze how much of your personal information is online.
- To make you question how much data you put on the Internet.





# Juggling Information

Email

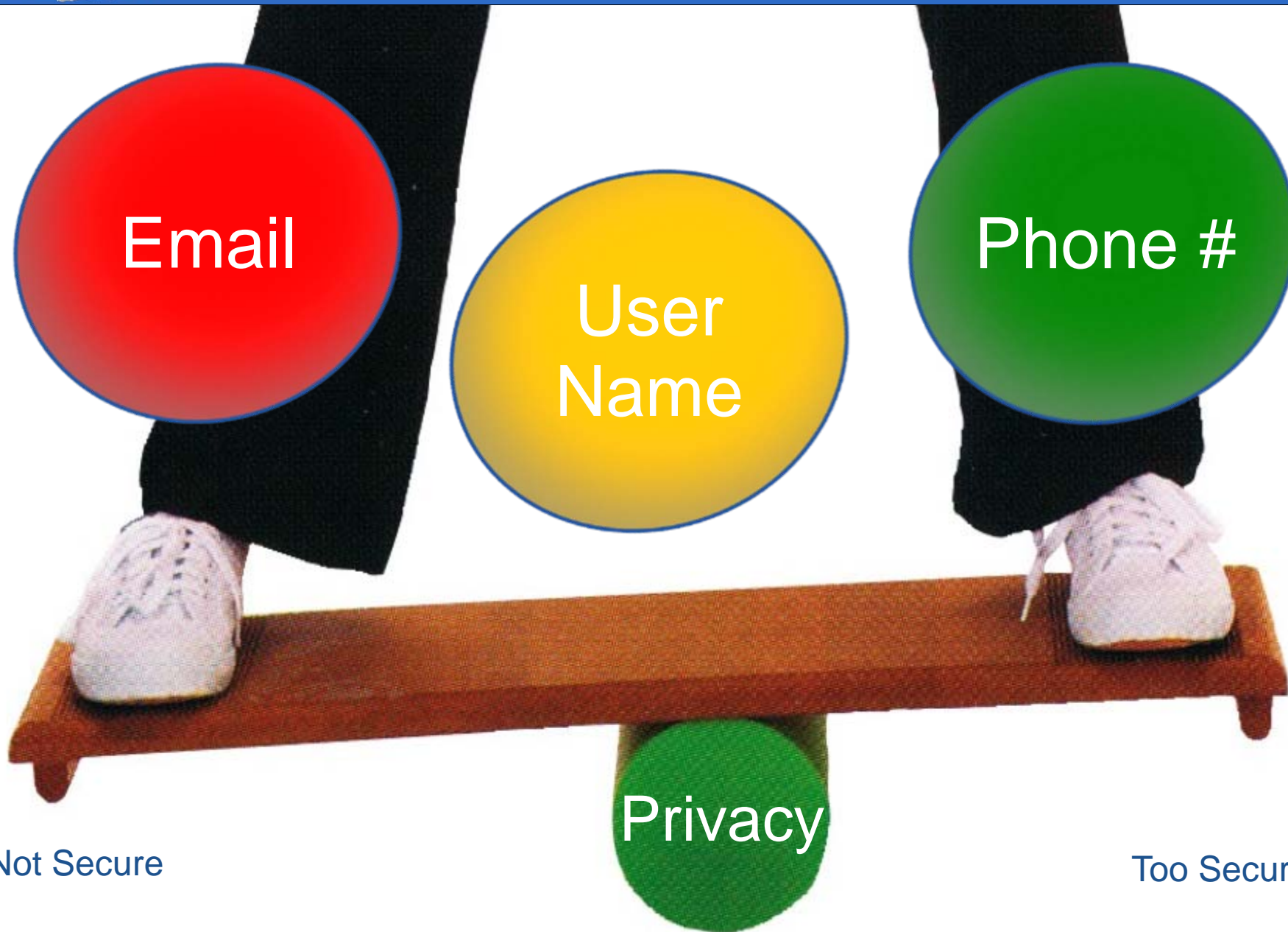
User  
Name

Phone #

Privacy

Not Secure

Too Secure





# Who wants your details

- Spammers – targeted phishing
  - Corporations
  - Cyber criminals – Identity theft
  - Investigators
  - Hacktivists – DOX
- 
- Facebook CIA video: [bit.ly/xPjEax](http://bit.ly/xPjEax)



# FACTZONE

with BROOKE ALVAREZ



# What details do they want?

- Email
- Username
- Phone #'s
- IP address
- Friends
- GPS location
- Photo's (public and private)
- Name
- Hometown







# Connect an email to a site

## ■ Does an email exist?

Join Twitter today.

craigTEST

✓ Name looks great.

craig@craigslist.org

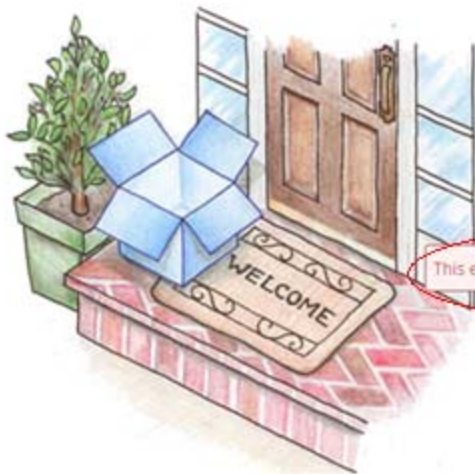
✗ This email is already registered. Want to login or recover your password?

.....

✓ Password is perfect!

craigTEST1

✓ Username is available. You can change it later.



Create an account

(or sign in)

test

dropbox

This e-mail is already taken

craig@craigslist.org

.....

Great!

I agree to Dropbox Terms

Create account





# Connect an email to a site

## Does an email exist?



Instantly watch as many TV episodes & movies as you want!  
For only \$7.99 a month.



Email or Phone  Password    
 Keep me logged in [Forgot your password?](#)

### Sign Up

It's free and always will be.

First Name:   
Last Name:   
Your Email:   
Re-enter Email:   
New Password:   
I am: Male   
Birthday: Jan  18  1995

Why do I need to provide my birthday?  
By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Sorry, it looks like craig@craigslist.org belongs to an existing account. Would you like to claim this email address?





# Where does your card go?

- Jigsaw.com – find business card info

**Kevin Rose**

Founder

[Join to view phone and email](#)

**Digg Inc**

2415 3rd St

Ste 232

San Francisco, CA 94107-3182

United States

*Last Updated 07/12/2012 by [BumpyJudge52](#)*

**Update this Contact (+5pts)**

[Update name](#)

[Update title](#)

[Not at the company anymore](#)

[Update All](#)

**Find the same contact on**

[Google, LinkedIn](#)



# Where can they dig up this info?

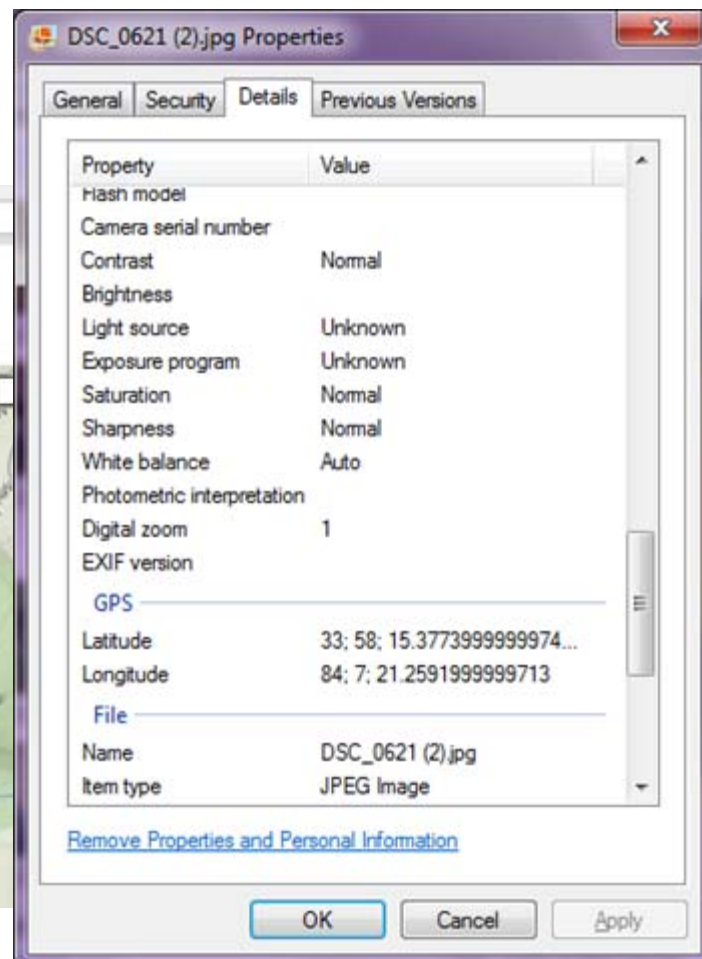
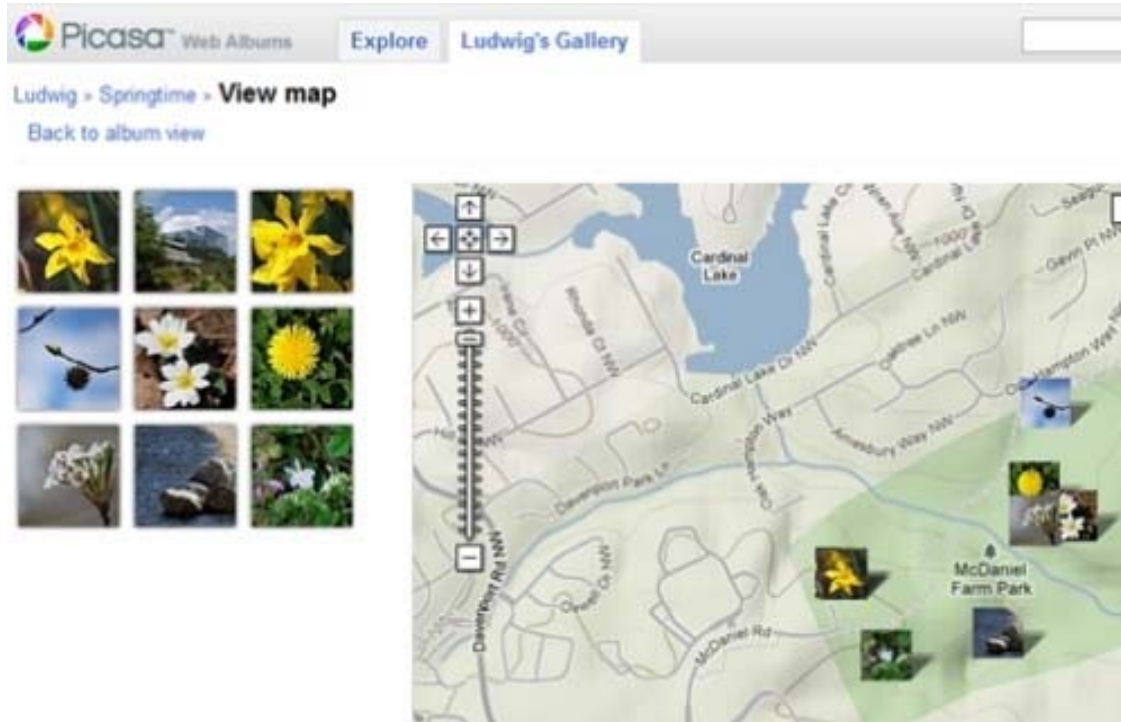
- Search Engines
- Social Networks
- Reverse Image Search
- Previous Version Archive ([archive.org](http://archive.org))
- School & Alumni Sites
- Dating Sites
- [Jigsaw.com](http://Jigsaw.com)



- Avoid using work email for non work sites
- Avoid using same password anywhere
  - P@ssw0rd#8 vs. NascarP@ssw0rd#8
- Make user ID uniq and difficult to guess
- Know your footprint to know your exposure
- Use a separate junkmail email address
  - Gmail, etc lets you check both
- BCC instead of CC
- Code contact forms instead of “mailto:”



- www.stolencamerafinder.co.uk
  - Search by serial number
- Picasa metadata



- Pictures with Geotagging can lead to an address

/test27.jpg



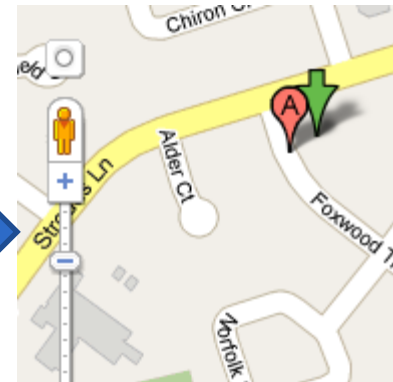
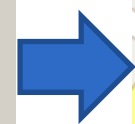
### EXIF IFD0

Camera Make {0x010F}	Apple
Camera Model {0x0110}	iPhone
X-Resolution {0x011A}	72/1 ==> 72
Y-Resolution {0x011B}	72/1 ==> 72
X/Y-Resolution Unit {0x0128}	inch (2)
Last Modified Date/Time {0x0132}	2009:04:08 01:00:13

### EXIF GPS IFD

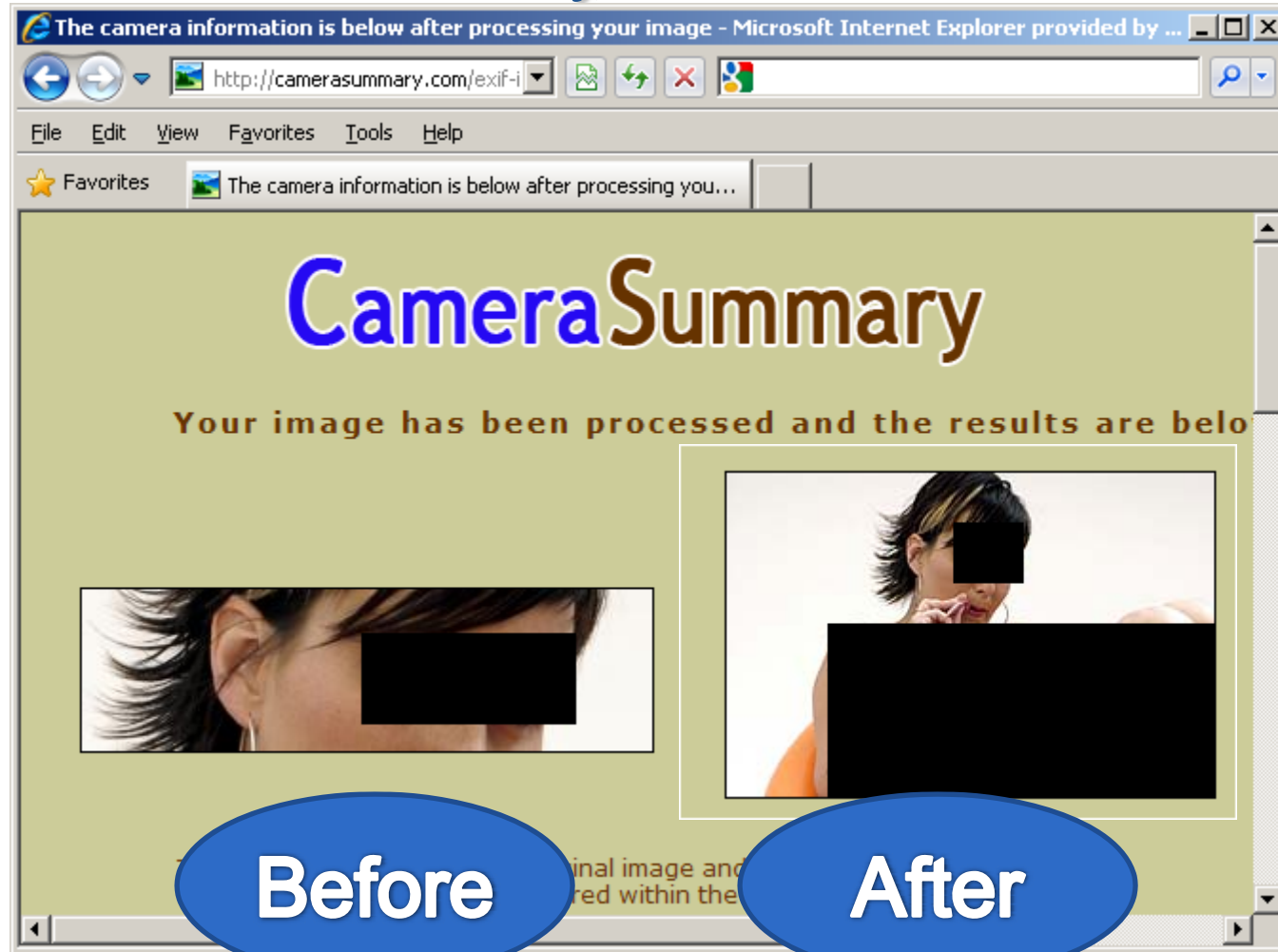
GPS Latitude Reference {0x01}	N
GPS Latitude {0x02}	43/1,497,0/1 [degrees, minutes, seconds] ==> 43.8171' == 43.8171°
GPS Longitude Reference {0x03}	W
GPS Longitude {0x04}	79/1,74,0/1 [degrees, minutes, seconds] ==> 79.14' == 79.14°

- Links to online mapping websites
- [Google™ Maps](#)
  - [Yahoo!® Maps](#)
  - [MSN® Maps & Directions](#)
  - [Mapquest®](#)
  - [Open KML data with Google™ Earth](#)
  - [Save KML data to file](#)
  - [Save KML data to file and open with Google™ Earth](#)





- [camerasummary.com](http://camerasummary.com)



Search name, email, username & phone



[Name](#) [Email](#) [Username](#) [Phone](#) BETA [Business](#)  
      [Clear](#)  
First Name      Last Name      City      State      Country

**William Gates, Redmond, Washington, United States**

**Contact Details**

[William Gates](#), 1 Microsoft Way, [Redmond, WA...](#)

[Map Address](#)

Sponsored Result - [www.spokeo.com](#)

[William Gates](#), Age 78, 15700 NE 39th St, [Redmond, WA...](#)

[Map Address](#)

Sponsored Result - [www.spokeo.com](#)

Sponsored Tip: [Locate Your William Gates Right Now...](#)

[BeenVerified.com](#)

**Background Reports**

[William Nevin Gates, Redmond, WA](#) & [Charlotte Gates](#) & [Yvonne Gates](#) & [Nevin Gates...](#) \$\$\$

Public Records & Background Checks - [Intelius](#) - Sponsored Result [www.intelius.com](#) - Deep Web

[Bill Gates, Redmond, WA](#) & [Elizabeth Gates](#) & [Lawrence Gates](#) & [Melinda Gates](#) & [James...](#) \$\$\$

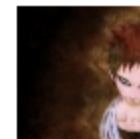
Public Records & Background Checks - [Intelius](#) - Sponsored Result [www.intelius.com](#) - Deep Web

Sponsored Tip: [Remove William Gates's private information from this page with MyPrivacy...](#)

[Reputation.com](#)

**Premium Address Reports**

[William H Gates, 10 Redmond, WA](#) \$\$\$





hiddenninja

chk

Show All (162)

Sort by Name

Export

Check to see if your available at dozens of Bookmarking websites, registering a username the most popular sites.

Available Domains: [hiddenninja.org](http://hiddenninja.org) [hiddenn.in](http://hiddenn.in)

feedback

Blogger	taken ✘	last.fm	taken ✘	foursquare	available ✔
Facebook	taken ✘	deviantART	taken ✘	Posterous	available ✔
YouTube	taken ✘	Digg	taken ✘	blip.tv	available ✔
eBay	taken ✘	epinions	available ✔	bebo	taken ✘
Wordpress	taken ✘	LiveJournal	taken ✘	Current	available ✔
MySpace	taken ✘	Fanpop	available ✔	Xanga	taken ✘
twitter	taken ✘	Twitpic	taken ✘	Netlog	taken ✘
Flickr	available ✔	StumbleUpon	available ✔	Viddler	available ✔
photobucket	taken ✘	Instructables	available ✔	iLike	available ✔



hiddenninja

SEARCH

Most Popular

Social Networks

# Most Popular Social Networks



Available



[Available](#)

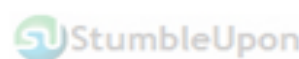


delicious

[Available](#)



Available



Available



Available



[Available](#)



[Available](#)



Available



Available



[Available](#)



Available



[Available](#)



Available



[Available](#)



[Available](#)



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Available



Available



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Available



Available

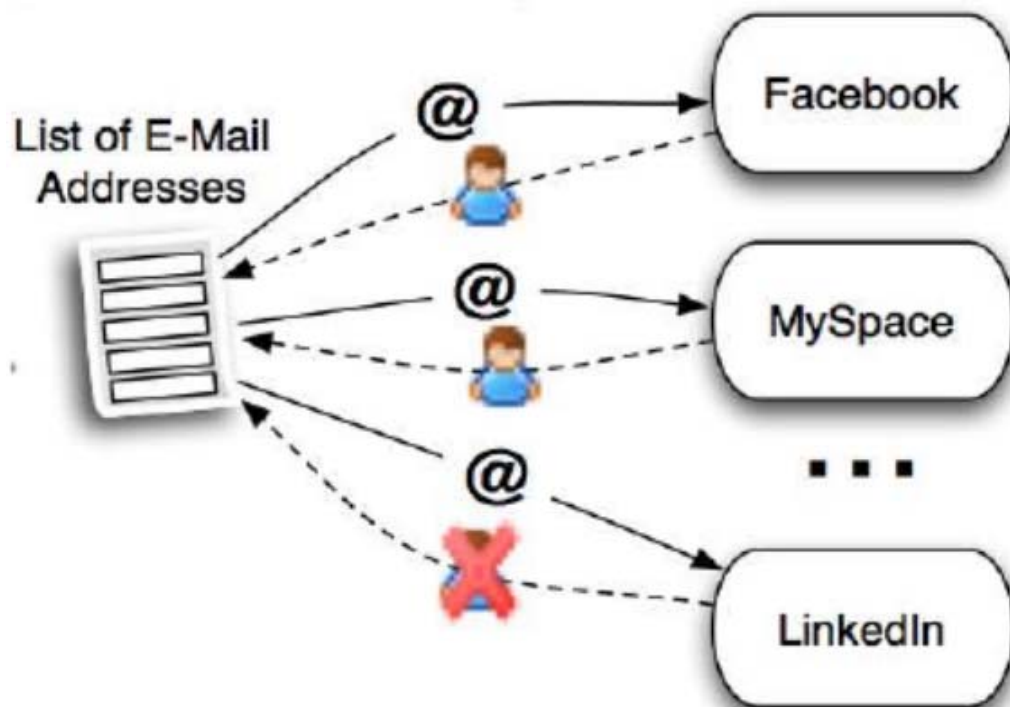


[Available](#)



Available

- Map profile to an email (normally private)
- Correlate different social networks against same email and/or username
- Enrich emails with private user info for phishing attacks
- Hidden profiles
  - Swingers
  - Creepers
  - Cheaters
- Map passwords







# Scripted





# Identity Hunt Script

- I scripted a mass email, username query

Email or User	Rating - Source	Url
Ind_who@yahoo.com	2 - myspace.com	www.myspace.com/wolfp
george@illinois.edu	2 - Jigsaw.com	www.jigsaw.com/FreeTextSearch.x
kan@yaho.com	5 - LinkedIn.com	www.linkedin.com/pub/kan
kevinrose	3 - Lifestream.aol.com	lifestream.aol.com/stream/kevinros
kevinrose	5 - Facebook data	www.facebook.com/kevinrose
kevinrose	6 - digg.com	digg.com/kevinrose
kevinrose	6 - ffffound.com	ffffound.com/home/kevinrose/post/
kevinrose	6 - flickr.com	www.flickr.com/photos/kevinrose
kevinrose	6 - imgur.com	imgur.com/user/kevinrose
kevinrose	6 - typepad.com	kevinrose.typepad.com
kevinrose	6 - youtube.com/	www.youtube.com/user/kevinrose
kevinrose	7 - about.me	about.me/kevinrose
kevinrose	7 - dailybooth.com	dailybooth.com/kevinrose
kevinrose	7 - dailymotion.com	dailymotion.com/kevinrose

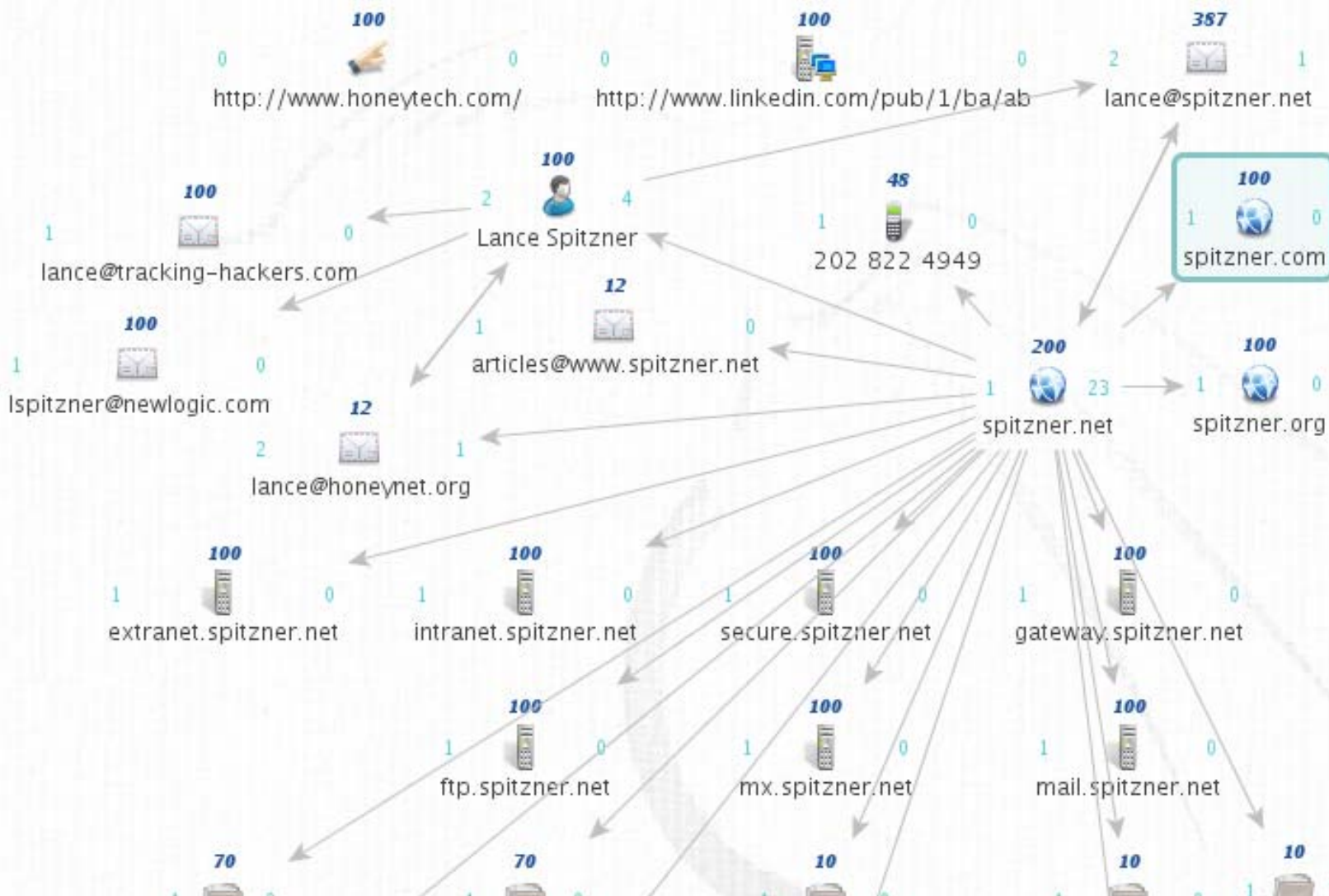


# Identity Hunt Script

- Scripted 60+ different site checks

kevinrose	7 - deviantart.com	kevinrose.deviantart.com
kevinrose	7 - squidoo.com	squidoo.com/lensmasters/kevinrose
kevinrose	7 - technorati.com	technorati.com/people/technorati/kev
kevinrose	7 - vimeo.com	vimeo.com/kevinrose
kevinrose	7 - Webshots.com	community.webshots.com/user/kevin
kevinrose	8 - flixster.com	flixster.com/user/kevinrose
kevinrose	8 - www.reddit.com	reddit.com/user/kevinrose
kevinrose	9 - disqus.com	disqus.com/kevinrose
kevinrose	9 - en.netlog.com	en.netlog.com/kevinrose
kevinrose	9 - stumbleupon.com	stumbleupon.com/stumbler/kevinrose
kevinrose	91 - wordpress.com	kevinrose.wordpress.com
MR-J [REDACTED]	6 - blackplanet.com	www.blackplanet.com/MR-J [REDACTED]
will [REDACTED]	7 - mobypicture.com	mobypicture.com/user/will [REDACTED]
will [REDACTED]	9 - tagged.com	tagged.com/will [REDACTED]
kob [REDACTED]	7 - current.com	current.com/users/kob [REDACTED]

## ■ Visually search and correlate





# Privacy Settings

## Sharing on Facebook

These settings control who can see what you share.

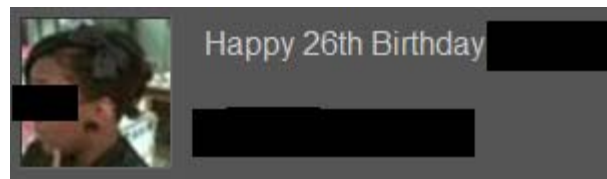
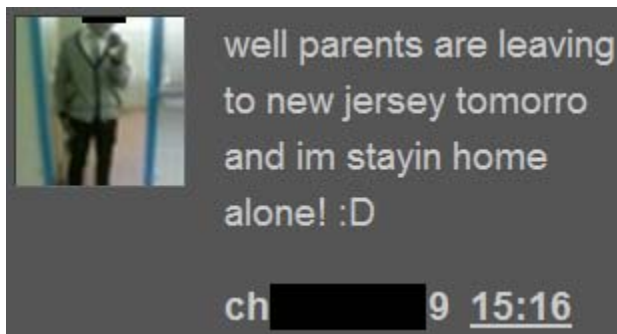
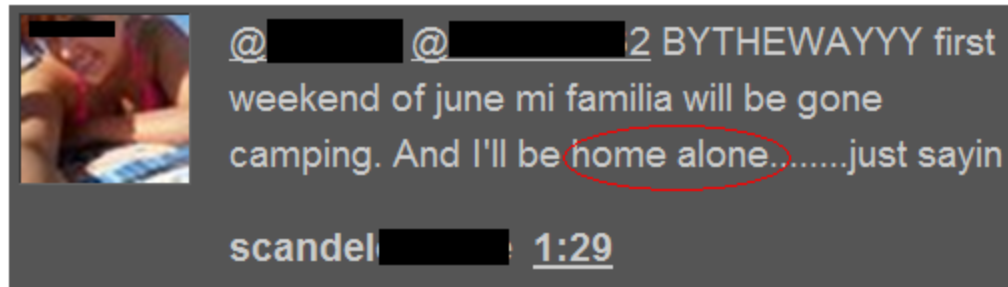
	Everyone	Friends of Friends	Friends Only
<b>Everyone</b>			
<b>Friends of Friends</b>			
<b>Friends Only</b>			
<b>Recommended</b>			
<b>Custom</b> ✓			
Your status, photos, and posts			•
Bio and favorite quotations			•
Family and relationships			•
Photos and videos you're tagged in			•
Religious and political views			•
Birthday			•
Permission to comment on your posts			•
Places you check in to [?]			•

Average Facebook user has:  
245 friends and 156,569 friends of friends





- Tweets containing
  - Home alone
  - Home number
  - Leaving vacation
  - Birthday





# Social Search Engines

- [www.facebook-search.com](http://www.facebook-search.com)
- [search.twitter.com/search.atom?geocode=39.802941%2C-89.655697%2C1mi&rpp=100](http://search.twitter.com/search.atom?geocode=39.802941%2C-89.655697%2C1mi&rpp=100)
- [computercrimeinfo.com/twittersearch.html](http://computercrimeinfo.com/twittersearch.html)
- [youropenbook.org](http://youropenbook.org)
- [openfacebooksearch.com](http://openfacebooksearch.com)





# Password reset questions

- Birth date
- Zip code
- Mother's maiden name
- First car
- I Recommend using a password instead
- Example: Sarah Palin yahoo account.
  - Used Yahoo for official state business
  - "Rubico" sentenced to 1 year in custody



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[bit.ly/yrysPz](http://bit.ly/yrysPz)

