



# How Big is Your Digital Footprint?

Can U Help?



**FISSEA**

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Defense-wide Information Assurance Program  
Office of the DoD Chief Information Officer  
Office of the Secretary of Defense



# Today's Discussion: DoD's Challenges

▶ **Treat as an Operational Domain**

▶ **Employ New Defense Operating Concepts**

▶ **Partner with Public & Private Sectors**

▶ **Build International Partnerships**

▶ **Leverage Talent & Innovation**

*It is Up to Us to Find Opportunities*



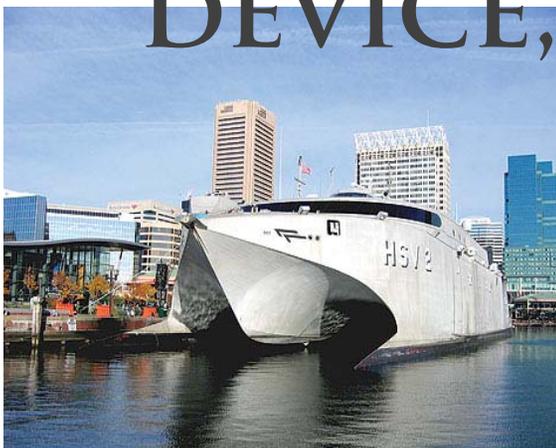
How  
Can  
You...



THE WARFIGHTER EXPECTS AND  
DESERVES ACCESS TO  
INFORMATION – FROM ANY  
DEVICE, ANYWHERE, ANYTIME

**Measure**

**What U  
Can't C?**



...and this is HOW & WHERE we fight



# bersecurity Must Not Stifle Innovation



*Think For A Change: The Cycle of Innovation*

Persecurity: What Keeps DoD Up @ Night?

## Digital Persona Protection

Under Threat/Continuous Monitoring

Commercial Mobile Devices

DIP/Supply Chain Management

# Digital Persona Protection

Members of the DoD are coming under attack in cyber  
DoD CIO is developing a directive assigning responsibilities  
& outlining procedures  
Incorporating the lessons learned from past incidents

Proposes 2 types of coverage (both consent-based):

**Reactive** - Protection of DoD-affiliated individuals for whom a  
credible threat has been identified & determined to be due to  
association w/ DoD

**Proactive** - Pre-emptive protection of selected senior DoD  
personnel

# DPP Risk & Mitigation Matrix

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- Credit M
- Gov
- Comme

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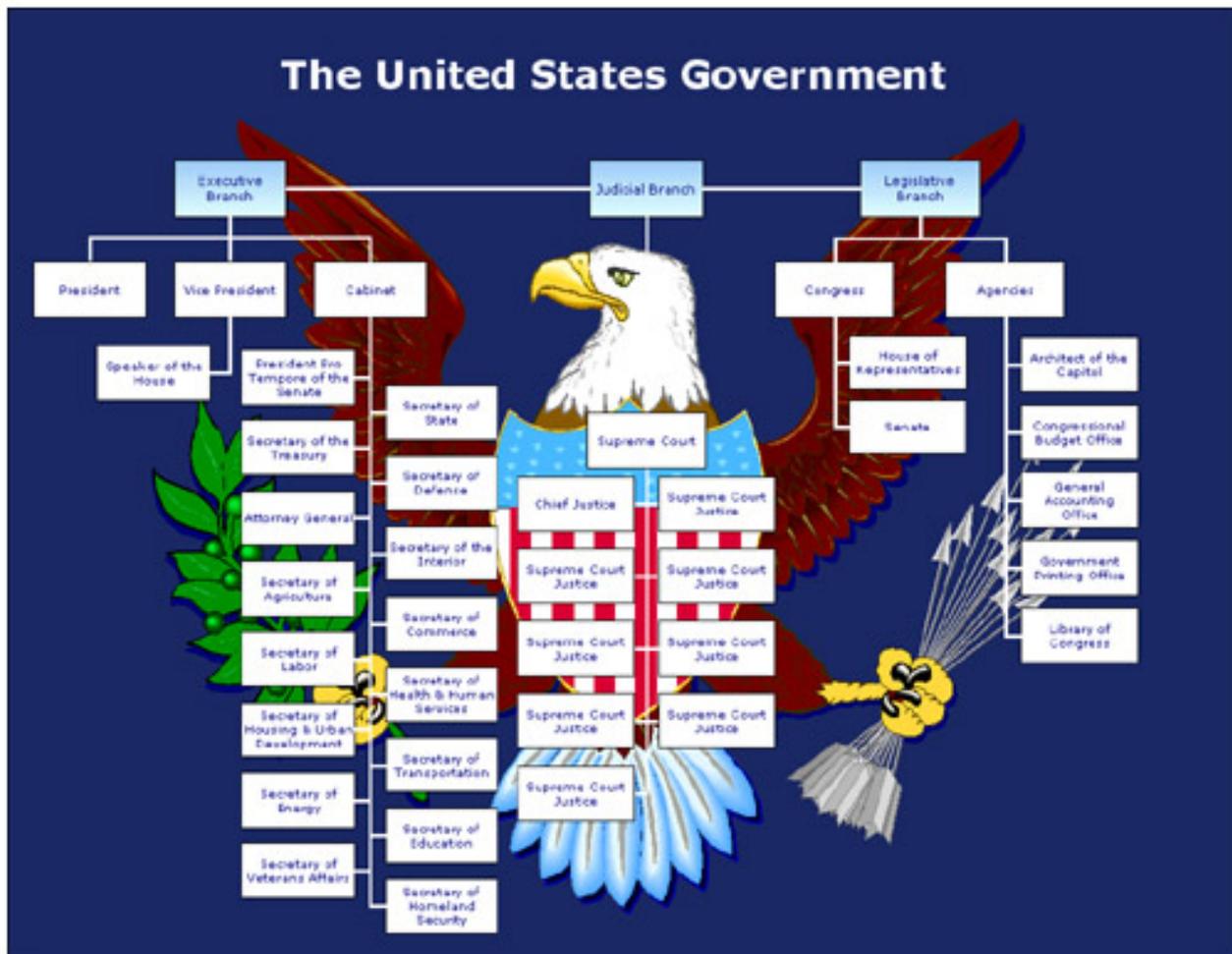
avoidable online risk

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# UR Digital Footprint = So What the Heck is PII?

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# UR Digital Footprint = So What the Heck is PII?

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# UR Digital Footprint = So What the Heck is PII?

where in the World is Your PII Stored? In the Cloud?



Digital Footprints



# UR Digital Footprint = PII + So Much More...

TODAY'S SPECIAL

BUY A STOLEN CREDIT CARD  
GET A SECOND HALF OFF

\$10 LOW LIMIT CREDIT CARD  
\$20 GOLD OR PLATINUM CARD  
\$100 HEALTH INSURANCE INFO  
\$150 COMMERCIAL EMAILS



Digital Footprints



# UR Digital Footprint = PII + So Much More...

15385-1 Rickard, James G

more specifically my ankles

Low Back  Buttock  Arm  
 Leg  Neck  Headache

**History of Present Illness:**  
What is your current pain score (0-10): 4  
Rate your pain at its worst (0-10): 6  
Rate your pain at its best (0-10): 1  
How long have you had pain: 4 months  
How did the pain start: Gradual Onset  
Have you had this pain before: No

**What best describes your pain:**  
 Sharp  Aching  Throbbing  
 Sore  Stabbing  Burning  
 Cramping  Shooting  Crushing  
 Dull  Tingling  Spitting

Further describe pain:

**Is your Pain affected by?**

| Activity        | Response  | Response  | Response  | Response         |
|-----------------|-----------|-----------|-----------|------------------|
| Sitting         | Better    | Worse     | No Change | No Change        |
| Standing        | No Change | No Change | No Change | No Change        |
| Walking         | No Change | No Change | No Change | No Change        |
| Cough or Sneeze | Worse     | No Change | No Change | No Change        |
| Twisting        | Better    | Worse     | No Change | No Change        |
| Lifting         | No Change | No Change | No Change | No Change        |
| After Exercise  | No Change | No Change | No Change | No Change        |
| Bend Forwards   | No Change | No Change | No Change | Muscle Relaxants |
| Bend Backwards  | No Change | No Change | No Change | Pain Medications |
| Nighttime       | No Change | No Change | No Change | No Change        |
| Looking Up      | No Change | No Change | No Change | No Change        |
| Looking Down    | No Change | No Change | No Change | No Change        |

**Past/Current treatments for pain (check all that apply)**  
 NSAIDs/Celebrex/Mobic  Epidural Injections  Cortisone (oral)  Facet Injections  
 Opioid Medications  Other Injections  Muscle Relaxants  Physical Therapy

**Patient Form Properties**  
Incident: New Incident 04/17/2009  
Provider: Stark, Ned (NS)  
Office: EMR Team (NO)  
Created By User: User, Admin (AD)

**Attachments**

**Drawing Tools**  
Stroke Color: [Red]  
Line Width: [Slider]

0 Form Sections records | Welcome, Admin User



# UR Digital Footprint = Much More...

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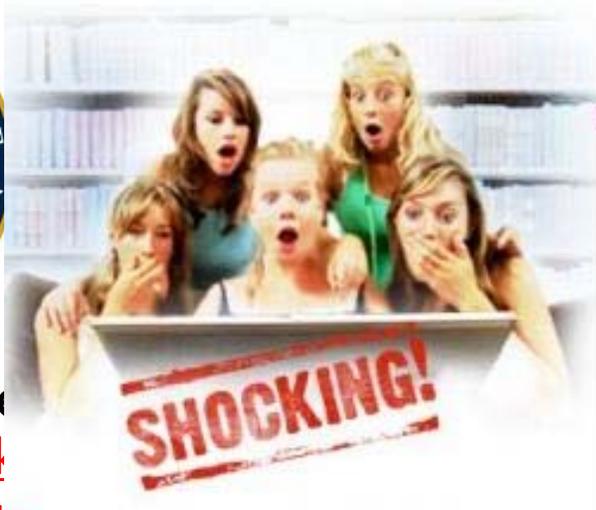
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## Find People With Spokeo

Spokeo is a search engine specialized in organizing people-related information from phone books, social networks, marketing lists, business sites, and other public sources. Most of this data is publicly available on the Web. For

example, you can find people's name, phone, and address on Whitepages.com, and you can get home values from Zillow.com. That said, only Spokeo's algorithm can piece together the scattered data into coherent people profiles, giving you the most comprehensive intelligence about anyone you want to find.

It can indeed be shocking to see how much information can be dug up about you in 15 seconds - your home address, your marital status, religion, hobbies, names of friends and family members, personal photos, a satellite image of your home, even your estimated income and credit score.

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# UR Digital Footprint = PII + So Much More...

**Item:** Voters Records

**Special Risk:** They sell data

**Level of Risk:** Your index

Name, address, SSN

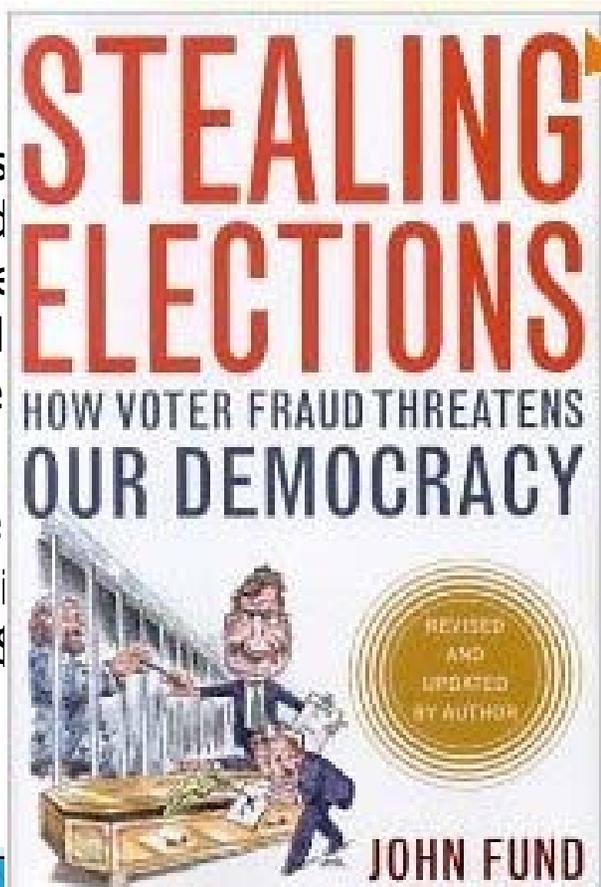
**Level:** High (ties directly

**Connections:**

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Other PII

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UR Digital Footprint =  
PII + So Much More...

# United States CENSUS 2010

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# UR Digital Footprint = PII + So Much More...

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# UR Digital Footprint = PII + So Much More...

*Server Hacked*

*By*



*TIGER-M@TE*

*#Bangladeshi Hacker*



Greetz : [aBu.HaLiL501](#) ; [w7sh.syria](#) ; [Sy-Hacker](#) ; [NmR.Hacker](#) ; [Wa7sh Hacker](#) ; [h311 c0d3](#)



# UR Digital Footprint = PII + So Much More...

The CrISTAL Project

Critical Infrastructures Security Testing & Analysis LAB

## SCADA (in)Security: Hacking Critical Infrastructures

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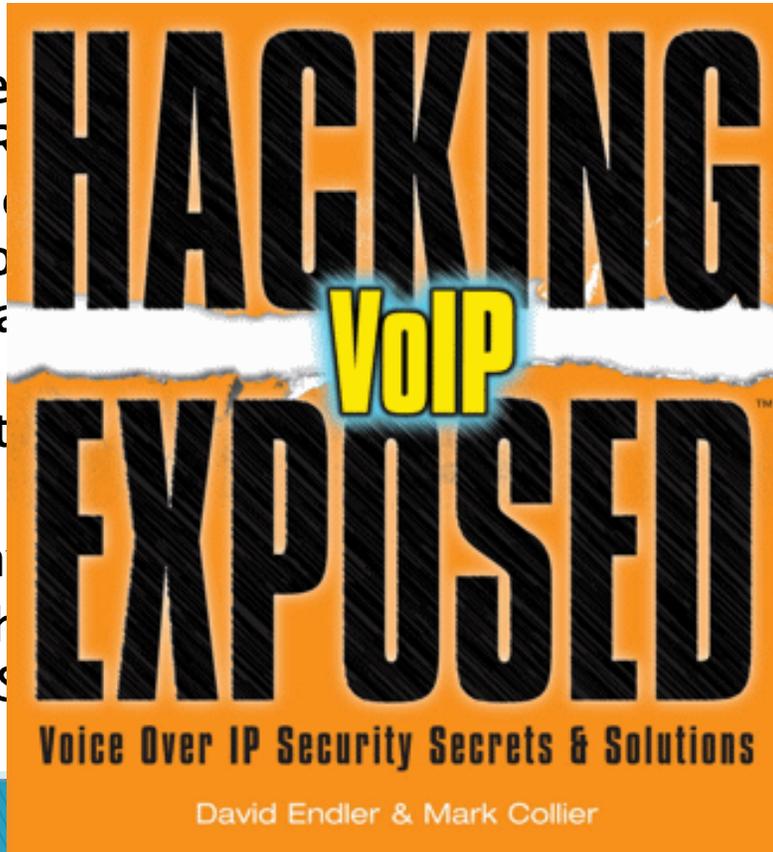
<http://cristal.recursiva.org/>

**HITB SEC CONF 2007 - MALAYSIA**  
3RD - 6TH SEPTEMBER 2007 - KUALA LUMPUR  
**DEEP KNOWLEDGE SECURITY CONFERENCE**



# UR Digital Footprint = PII + So Much More...

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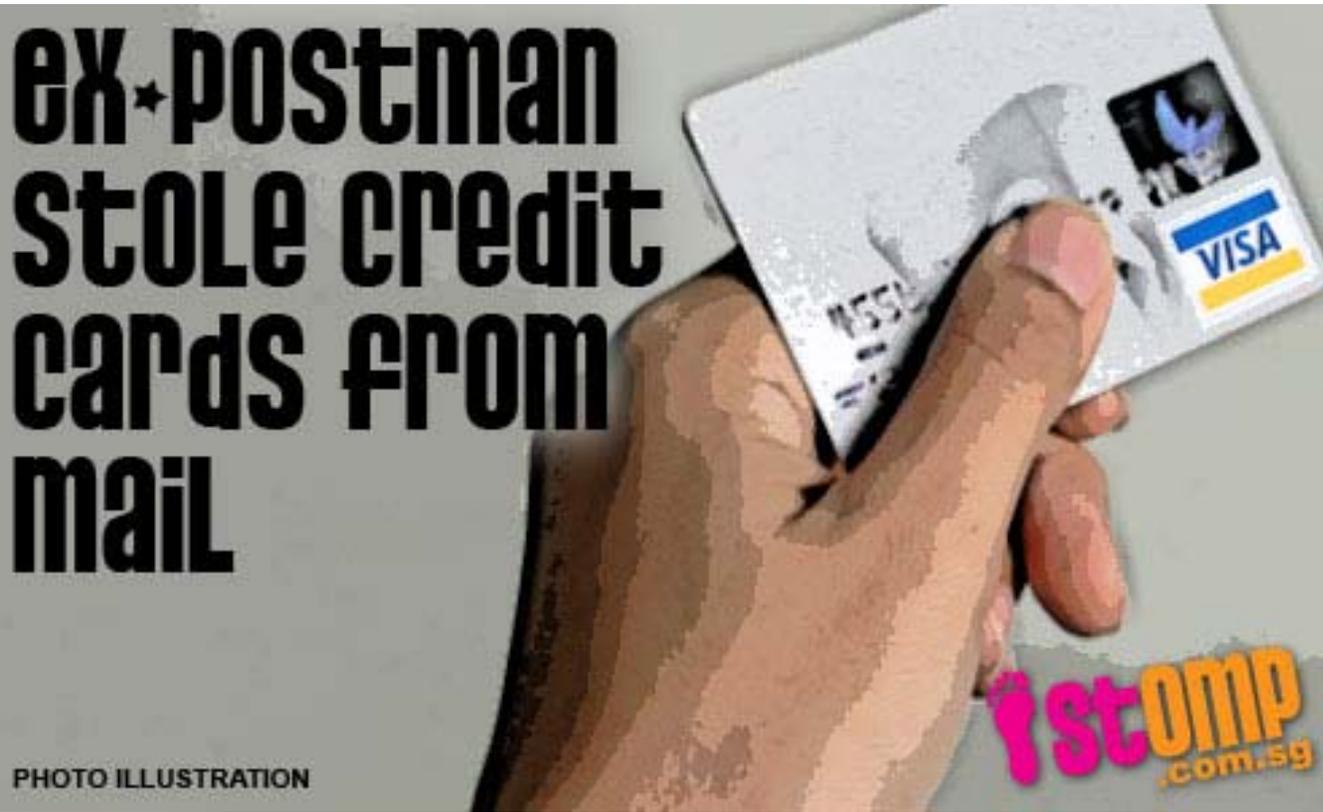


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# UR Digital Footprint = PII + So Much More...

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PHOTO ILLUSTRATION



# UR Digital Footprint =

**Centralized Lease Data Repository:**  
Shared resource for all departments

More...



“Core Org/DROs”  
for PII  
law  
addresses,

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**Item:** Inform  
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# UR Digital Footprint = PII + So Much More...

**em:** Fake social network sites (SNS) and ISP accounts in your name

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# Deploying DPP to the DoD + ...

## DoD IT User Base

- 1.4 million active duty
- 750,000 civilian personnel
- 1.1 million National Guard Reserve
- 5.5+ million family members and military retirees
- 146 + countries
- 6,000 + locations
- 600,000 + buildings and structures

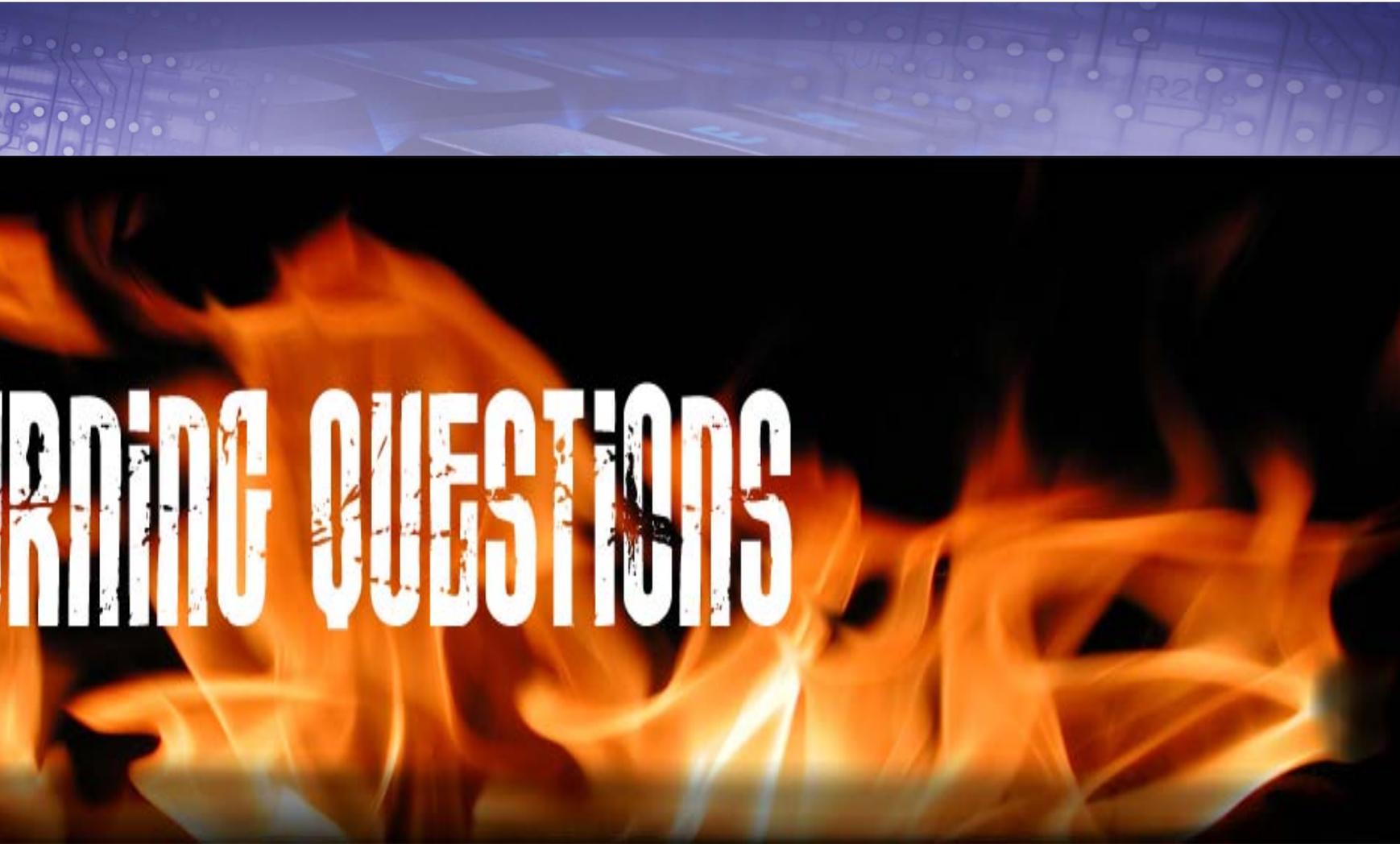
## IT Systems

- 100 Operational systems (mission critical)
- 100 Data Centers
- 100 Servers
- 100 computers and IT
- 100s of networks
- 100s of email servers, proxy servers, etc.
- 100s of Mobile Devices
- 100,000 Blackberries
- 100,000 iOS Systems (Pilots)
- ~ 3000 Android Systems (Pilots)



- >\$10 Billion for Cyber Security
- >\$3 Billion for Cyber Security

*Size, Scope, Diversity and Complexity*



# LEARNING QUESTIONS

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