

Relation of Business Models to Security (Failures)

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Attached Image - Message (HTML)

FILE MESSAGE ADD-INS

Ignore Delete Reply Reply All Forward Meeting IM More Move OneNote Actions Report As Spam Mark Unread Categorize Follow Up

Wed 27/04/2016 10:04 AM

scanner@mcgill.ca

Attached Image

To [redacted]

Message 0924_006.zip (3 KB)

Wed 4/27/2016 3:33 AM

no_answer@mcgill.ca
(SCL > 3): You account have a problem

To [redacted]

Do not click on this link.

Dear client, we are sorry, but mcgill.ca could not send your last message!

For more information please see [this page](#)

Reference: 771096434

Please note that this message was sent to the following e-mail address: [redacted]@mcgill.ca
Please do not reply to this message.

<https://www.mcgill.ca/it/channels/news/security-warning-phishing-malicious-attachments-260633>

 Reply  Reply All  Forward  IM



Thu 3/31/2016

Invalid SPF <invalid.spf@iwitl.com>

Test Message - Invalid SPF

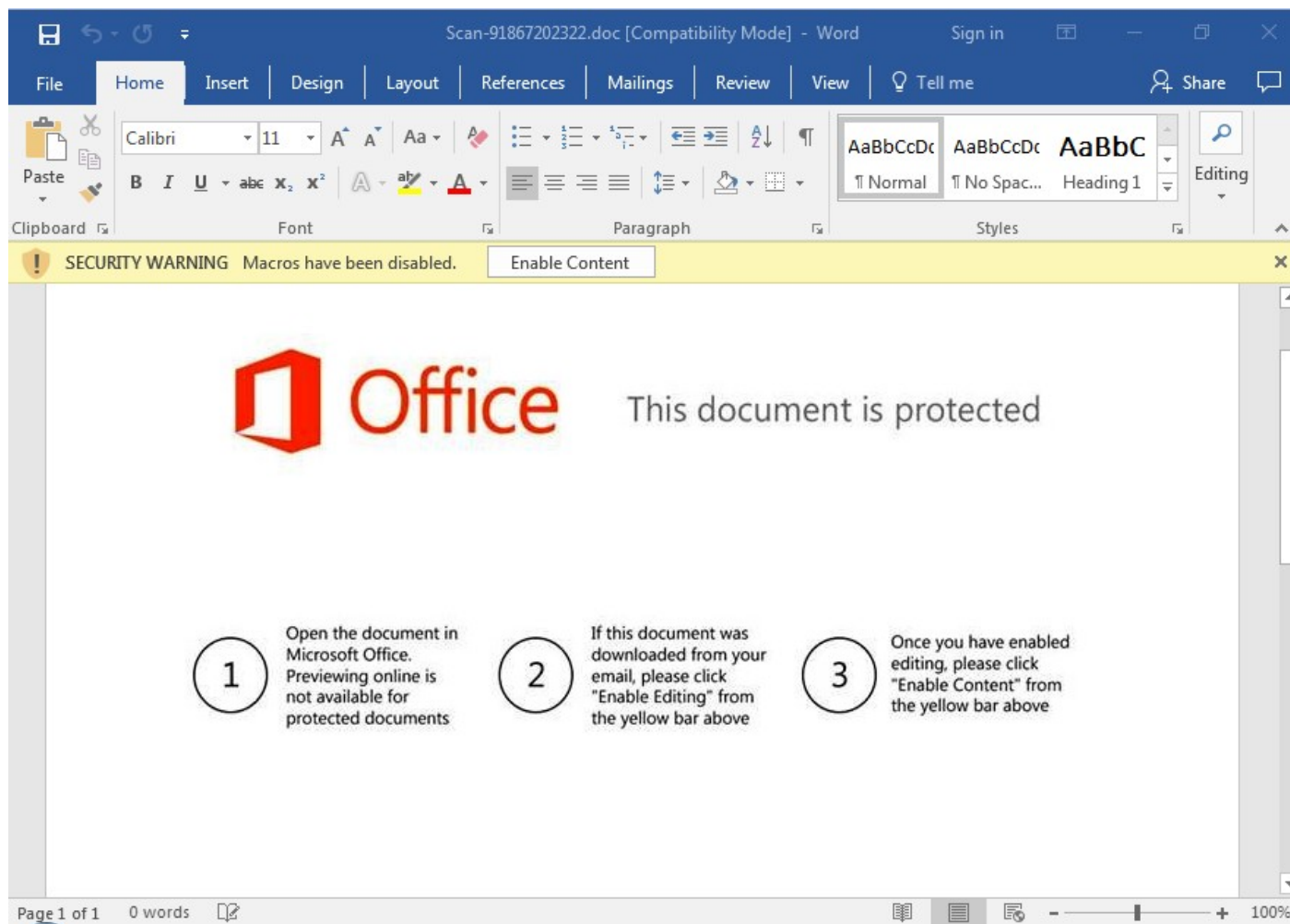
To  Joseph Palarchio

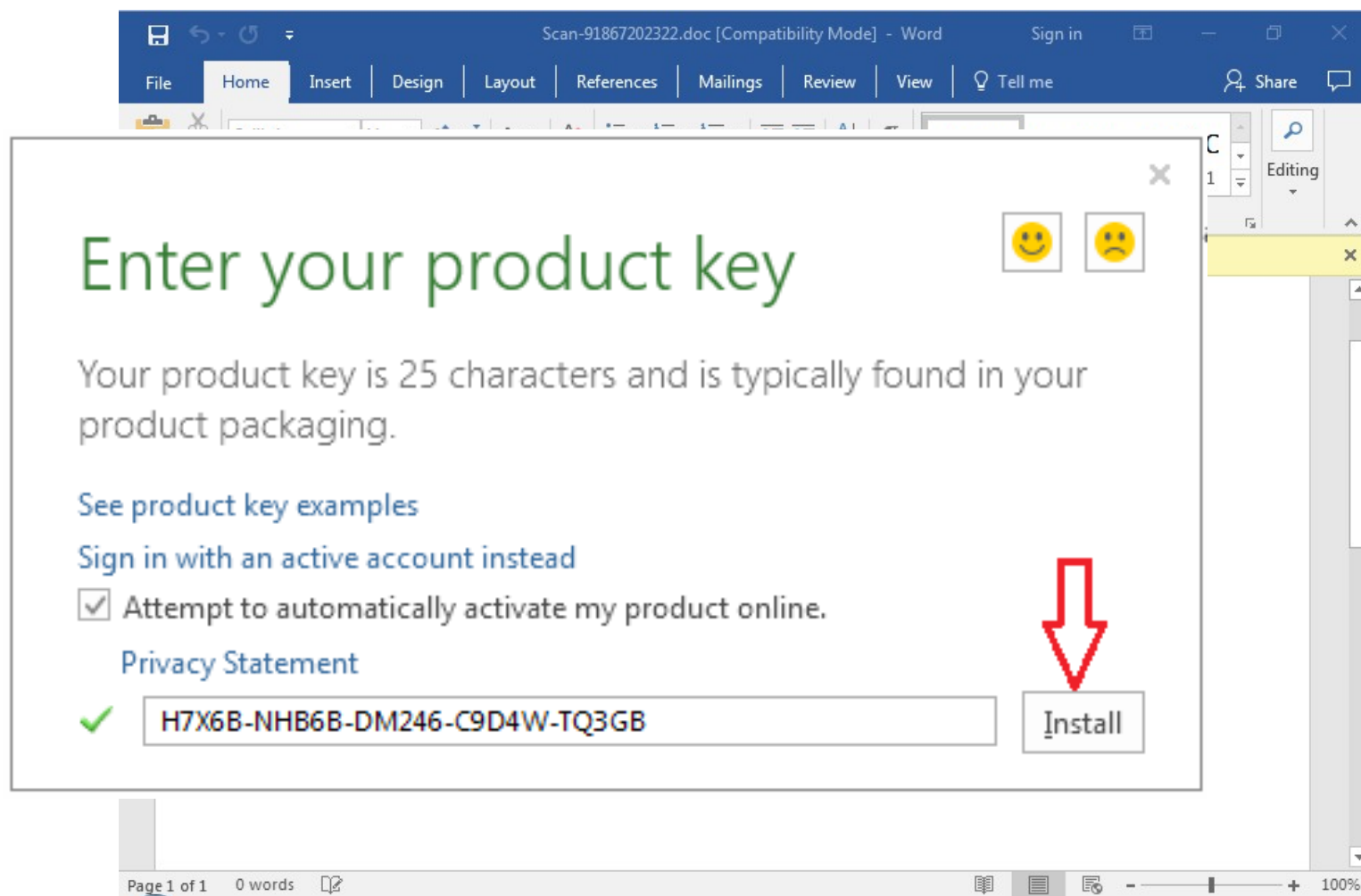
WARNING: The sender of this email could not be validated and may not match the person in the "From" field.

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

This is a test message.

<https://blogs.perficient.com/2016/04/04/office-365-providing-your-users-visual-cues-about-email-safety/>







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[Meine Bahn](#)

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Please answer a security question

Dear Mr/Ms Mr. Pape,

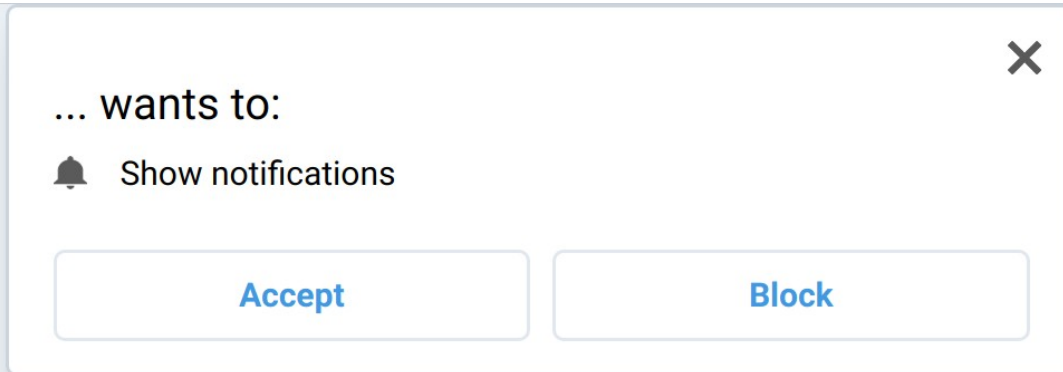
In order to better protect your data, we have revised the procedure for recovering forgotten passwords. Therefore, we would like to ask you to add the answer to one of the following security questions to your account. You can view and change your answer at any time by signing into your "My Bahn" account.

Question*

What is your mother's maiden name? ▼

Answer (at least 6 characters)*

Login password*



Click on **Allow** if you are not a robot.

http://captcha.no-robot-validation.com/notification_v4.html

Tough to Sell Security

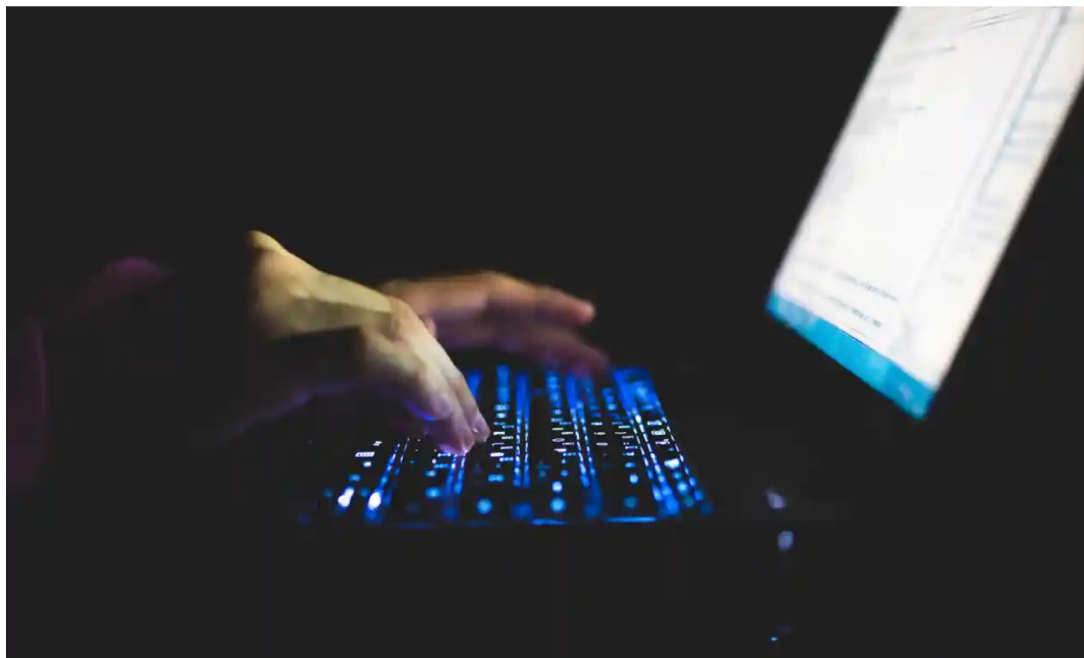
- Hard to measure
- Lemon Market [Akerlof 1970s]
- Low Interest
- Startups face other risks
 - ROSI pointless



Marketing (Covering Failures)

'Wizard' hacker charged after financial records of nearly every Bulgarian exposed

Cyber attack compromised records on incomes, tax, health insurance and loans of millions of people



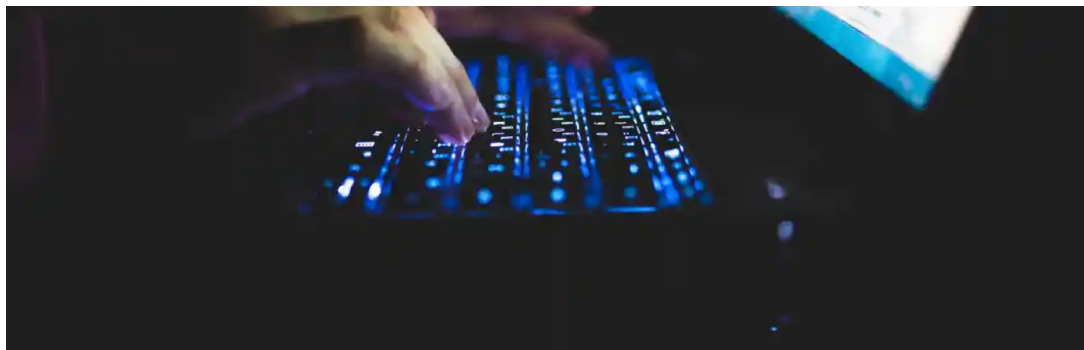
Marketing (Covering Failures)

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A 20-year-old cybersecurity worker has been arrested in Bulgaria and charged with hacking the personal and financial records of millions of taxpayers, as police continue to investigate the country's biggest ever data breach.



Marketing (Covering Failures)

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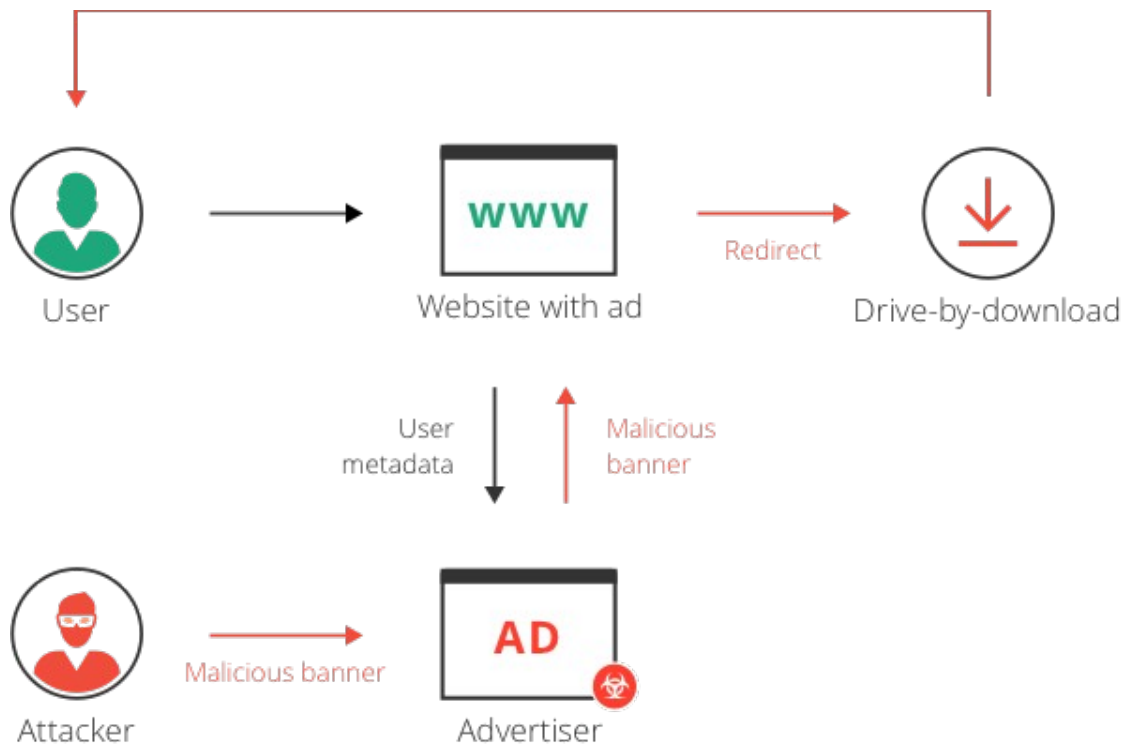
A 20-year-old cybersecurity worker has been arrested in Bulgaria and charged with hacking the personal and financial records of millions of taxpayers, as police continue to investigate the country's biggest ever data breach.



“The reason for the success of the attack does not seem to be the sophistication of the hacker, but rather poor security practices at the NRA,” said Bozhidar Bozhanov, chief executive at cybersecurity firm LogSentinel.

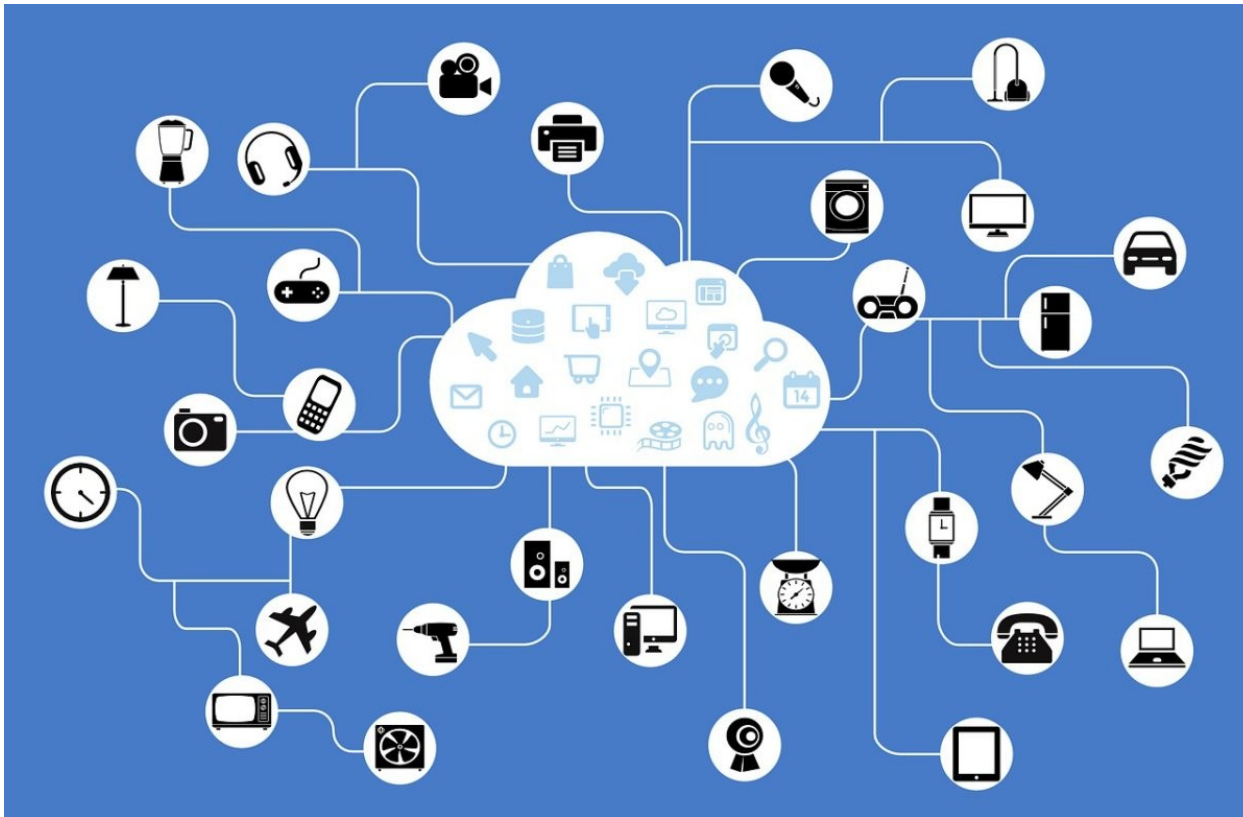


Outsourcing Efforts / Consequences (Malvertising)



<https://www.imperva.com/learn/application-security/malvertising/>

Outsourcing Efforts / Consequences (IoT / Malwertising)



<https://www.networkworld.com/article/3234749/7-ways-iot-is-reshaping-the-internet.html>

Outsourcing Efforts (Quality Control)

Report a Suspected Erroneous Detection (False Positive)

Use this "wizard" to tell us about a situation where you believe that a Symantec or Norton product is incorrectly reporting a False Positive. Your answers to these three or four questions will help us get your report to the correct internal team to quick

⚠ Please ensure you have read the following guidelines before making a submission

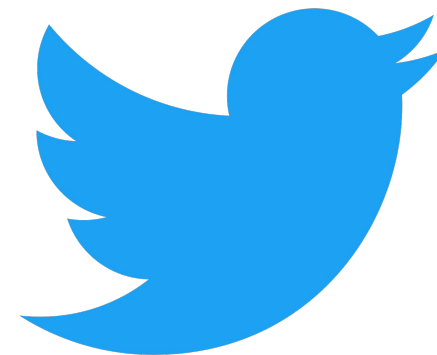
- Click [here](#) for SEP product guidelines.
- Click [here](#) for Norton product guidelines.
- Click [here](#) for Symantec Advanced Threat Protection product guidelines.
- Click [here](#) for **Blue Coat Webfilter/Intelligence Services/ProxySG** submissions.

When did the detection you are reporting occur?

- A1 - When downloading or uploading a file
- A2 - While using an application

https://submit.symantec.com/false_positive/

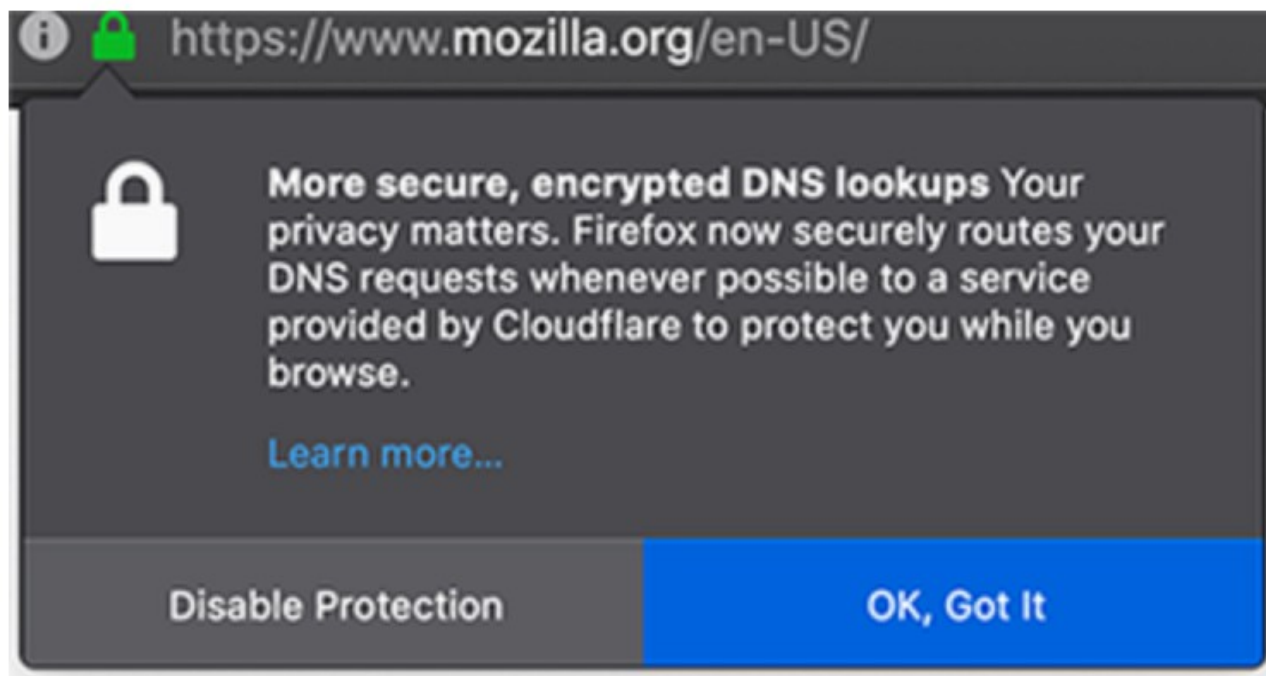
Obfuscation Between Security and Business Goals



We recently discovered that when you provided an email address or phone number for safety or security purposes (for example, two-factor authentication) this data may have inadvertently been used for advertising purposes, specifically in our [Tailored Audiences](#) and Partner Audiences advertising system.

<https://help.twitter.com/en/information-and-ads>

Obfuscation Between Security and Business Goals II



<https://www.zdnet.com/article/mozilla-cloudflare-doesnt-pay-us-for-any-doh-traffic/>

Downward Spiral

People get used to usability impacts of security

FAILURE

Companies blame security to hide/support business interests



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Figure 10: Reasons for Implementing ISMS

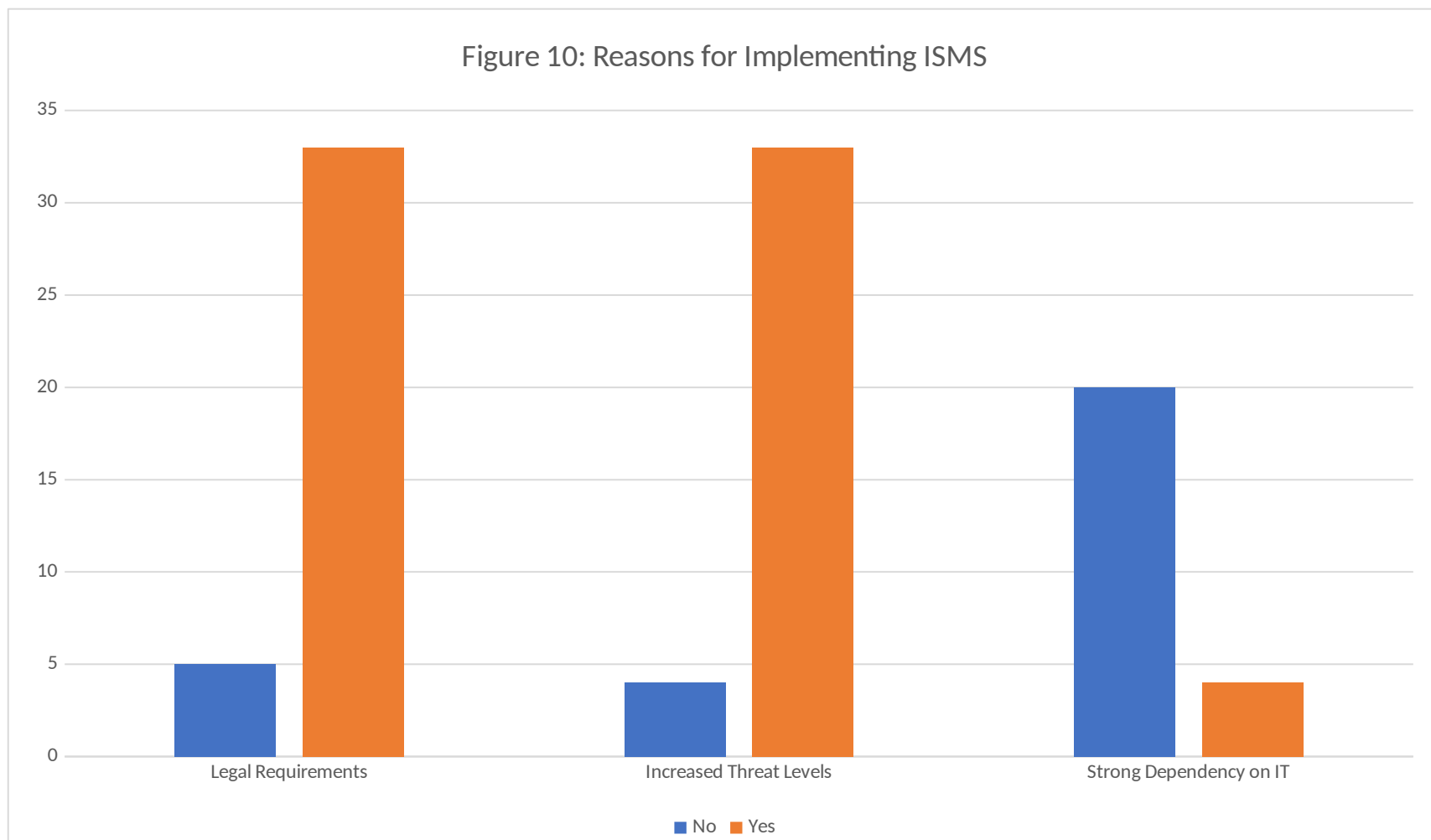


Figure 11: Expectations of Implementing ISMS

