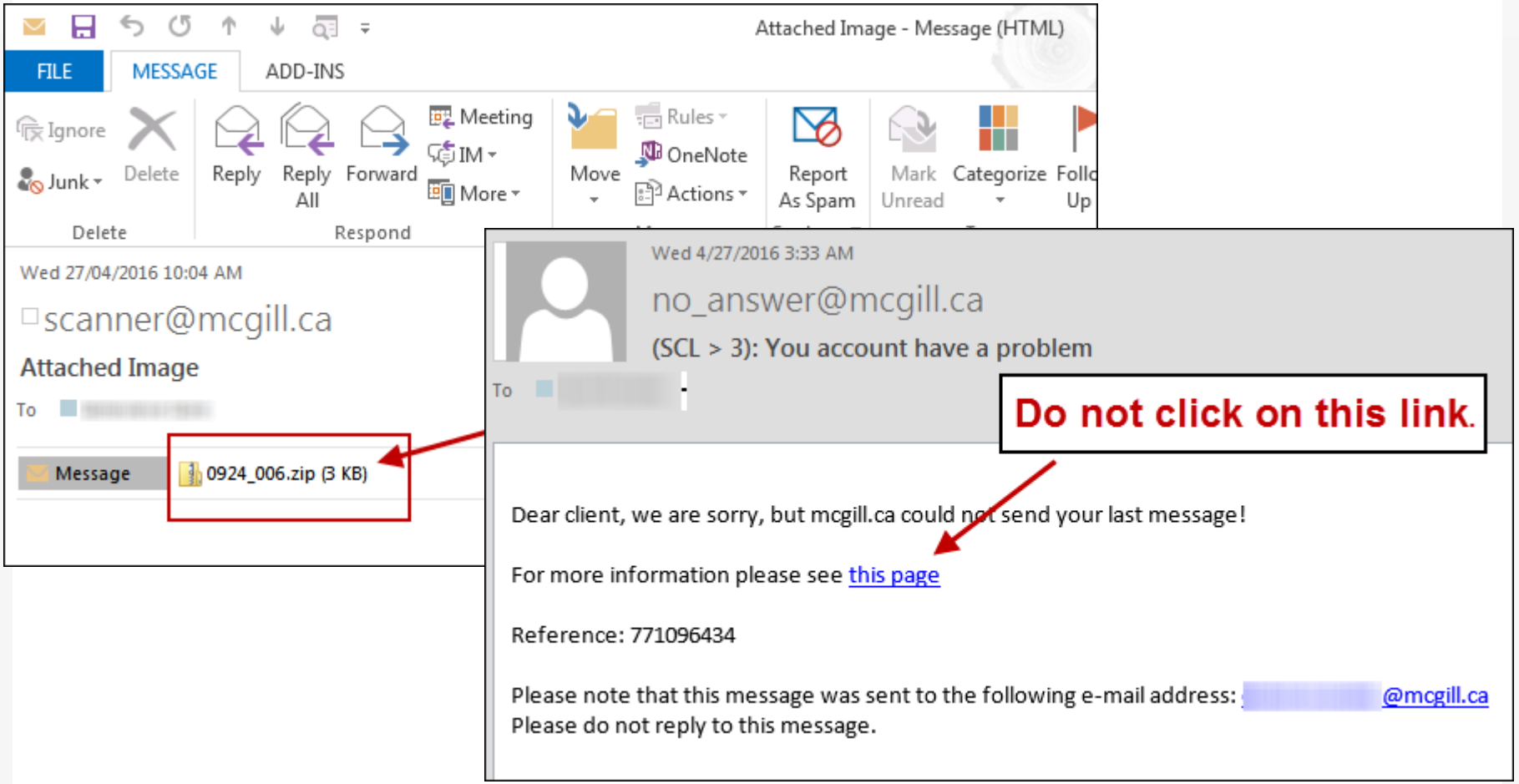
Relation of Business Models to Security (Failures)

Sebastian Pape

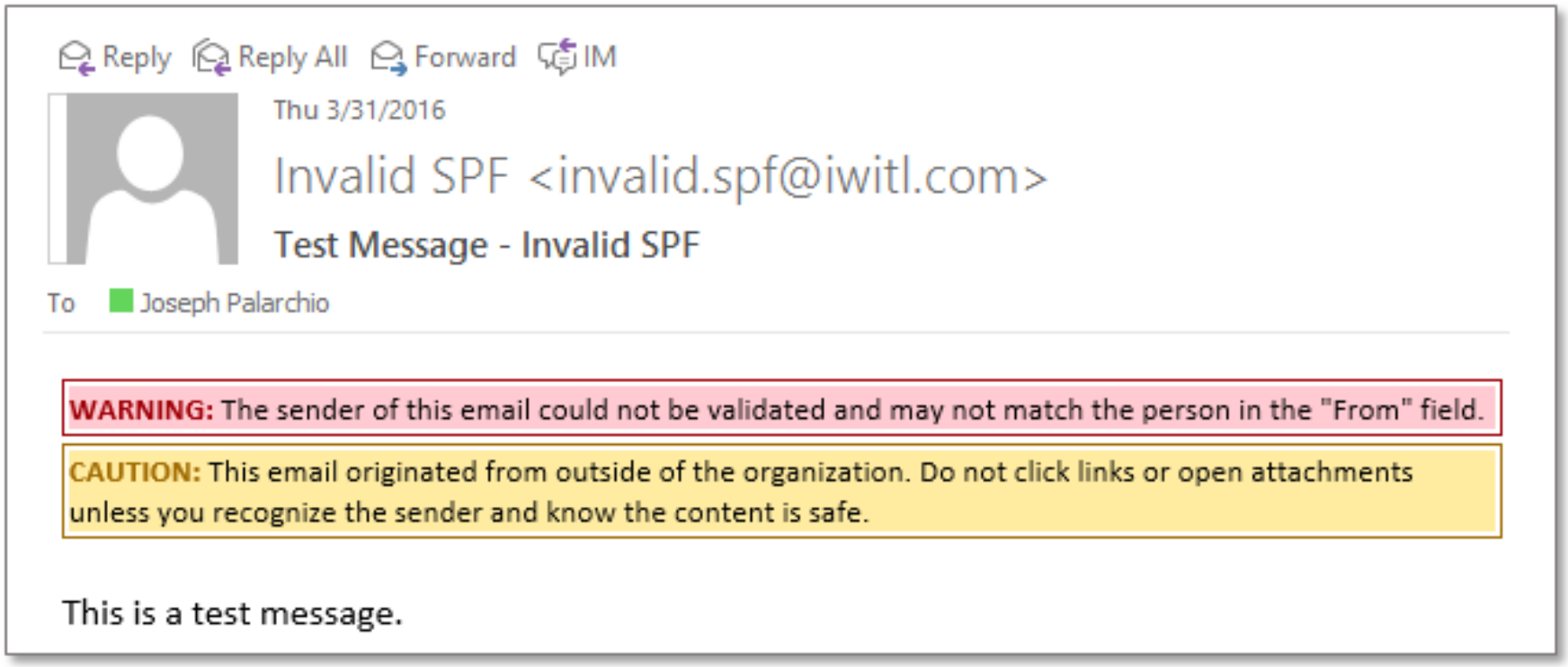
Chair of Mobile Business & Multilateral Security
Goethe University Frankfurt

Bad Usability



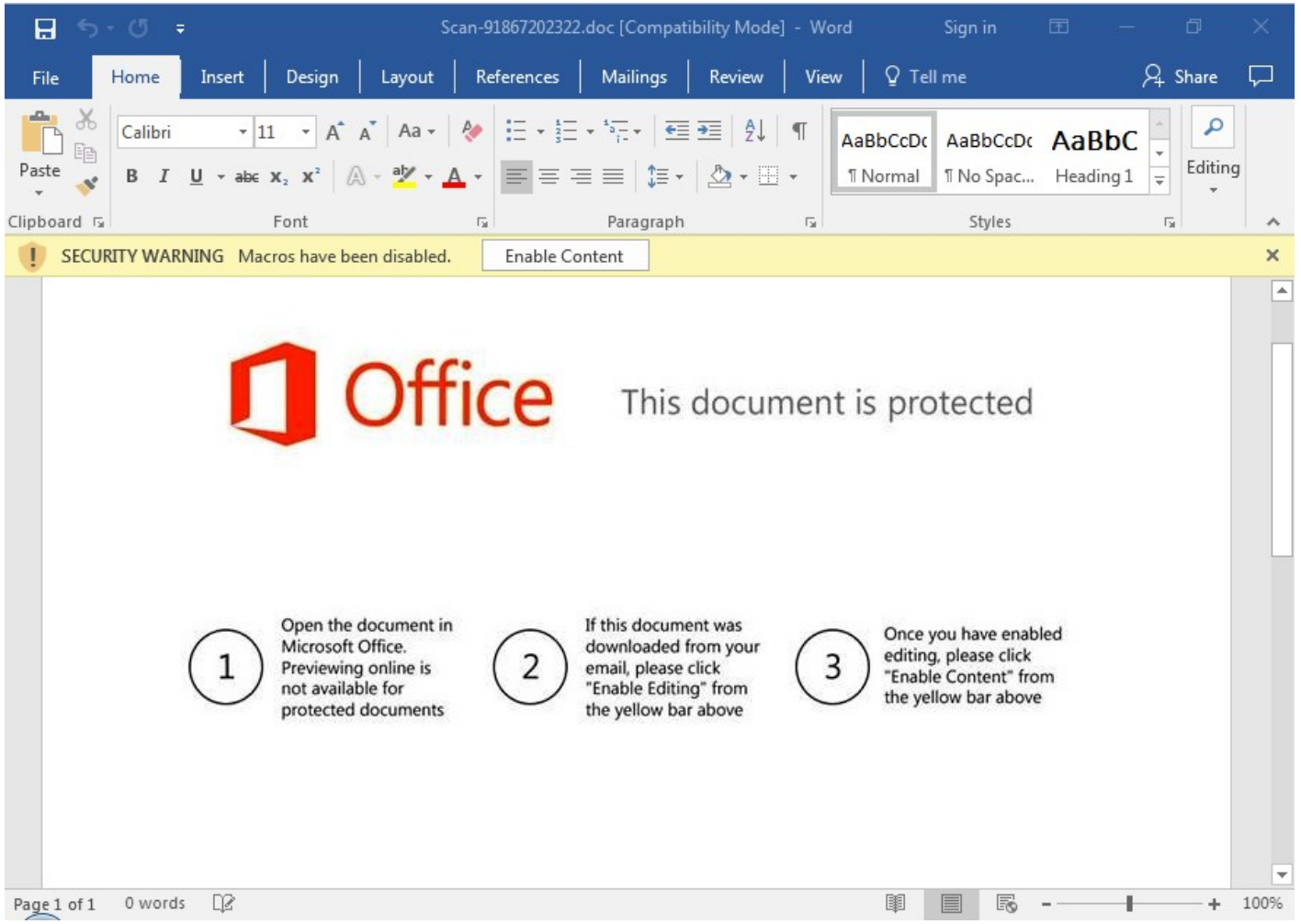
https://www.mcgill.ca/it/channels/news/security-warning-phishing-malicious-attachments-260633

Bad Usability II

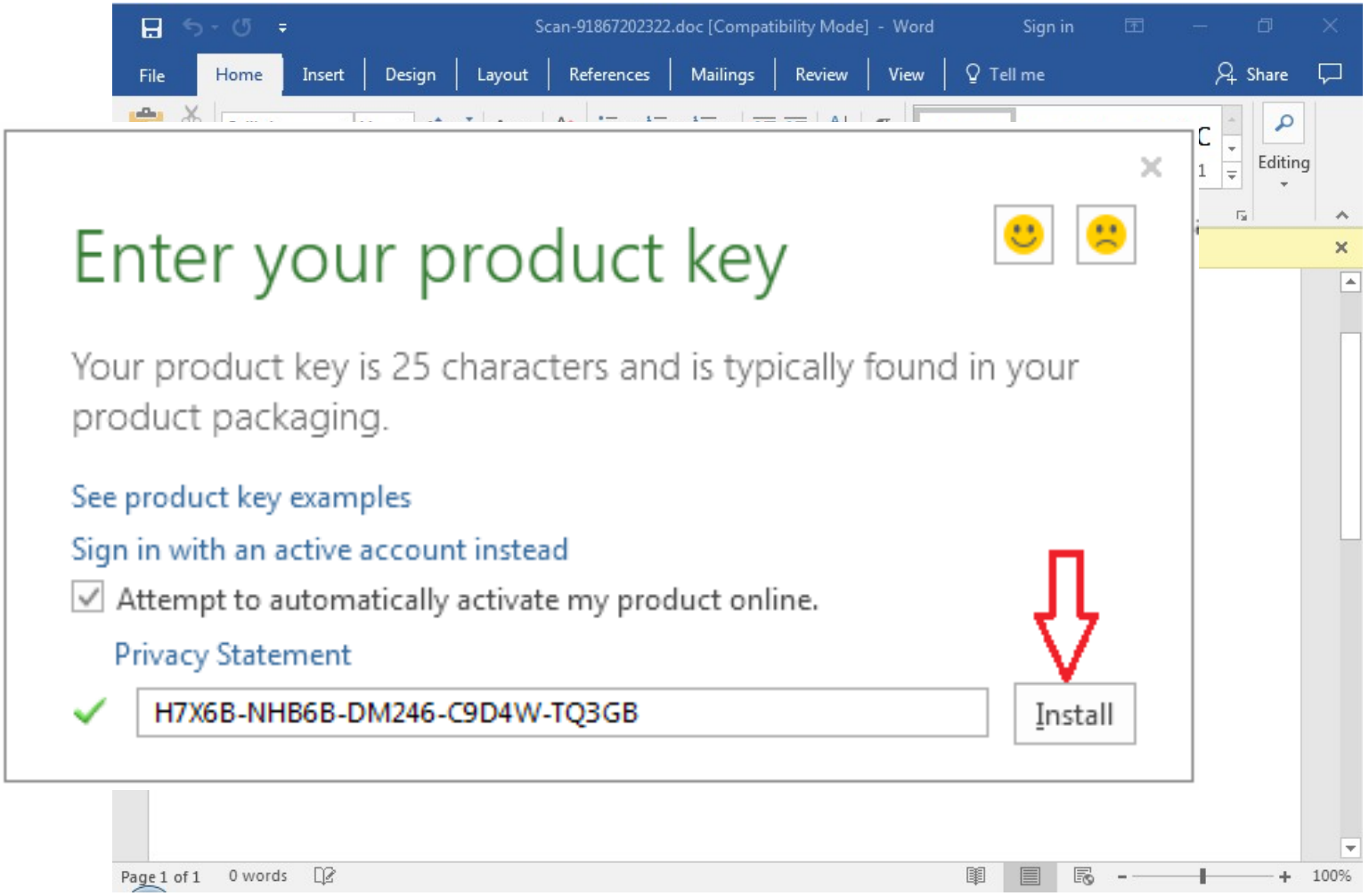


https://blogs.perficient.com/2016/04/04/office-365-providing-your-users-visual-cues-about-email-safety/

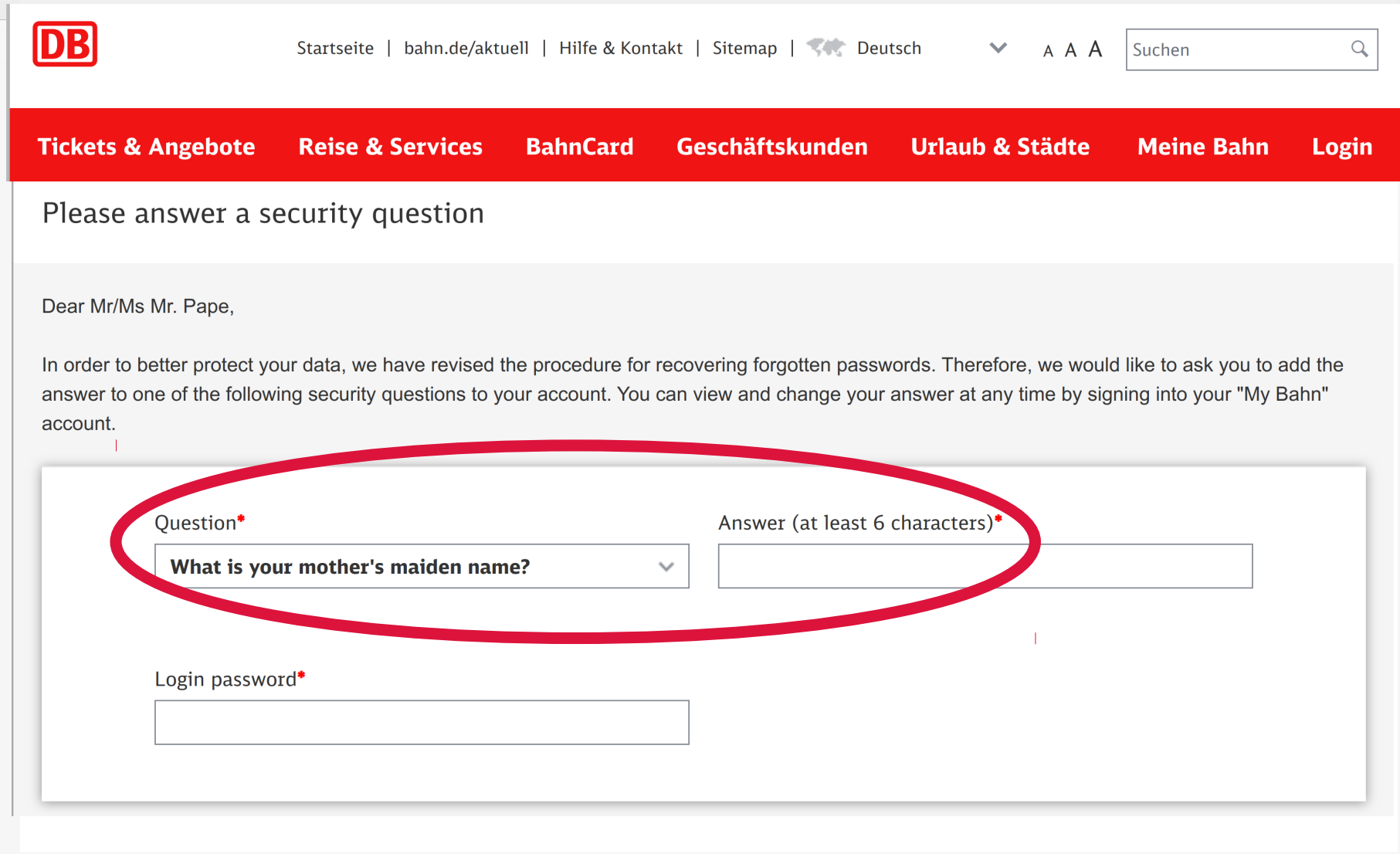
Bad Usability IIIa



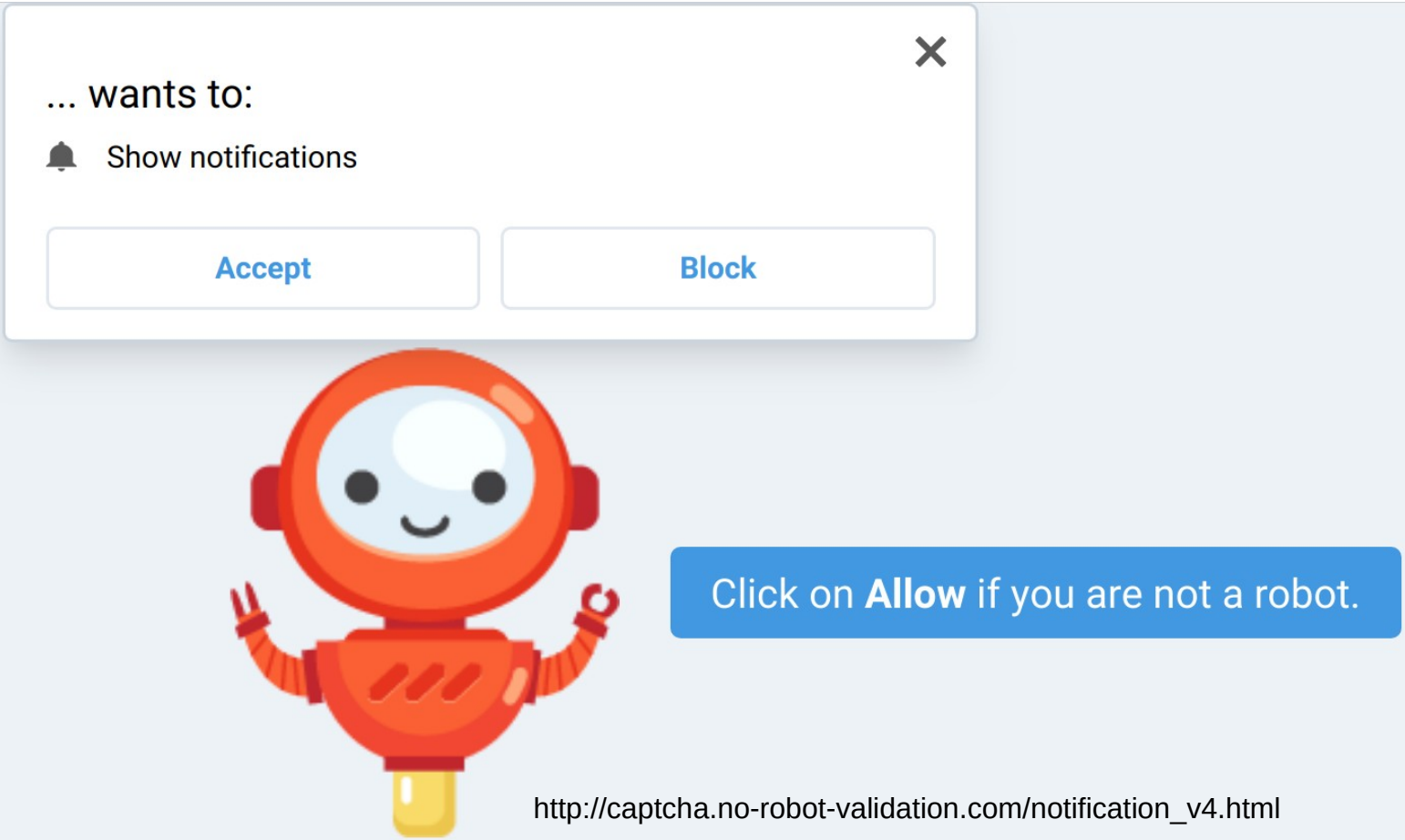
Bad Usability IIIb



Bad Usability IV



Dark Patterns



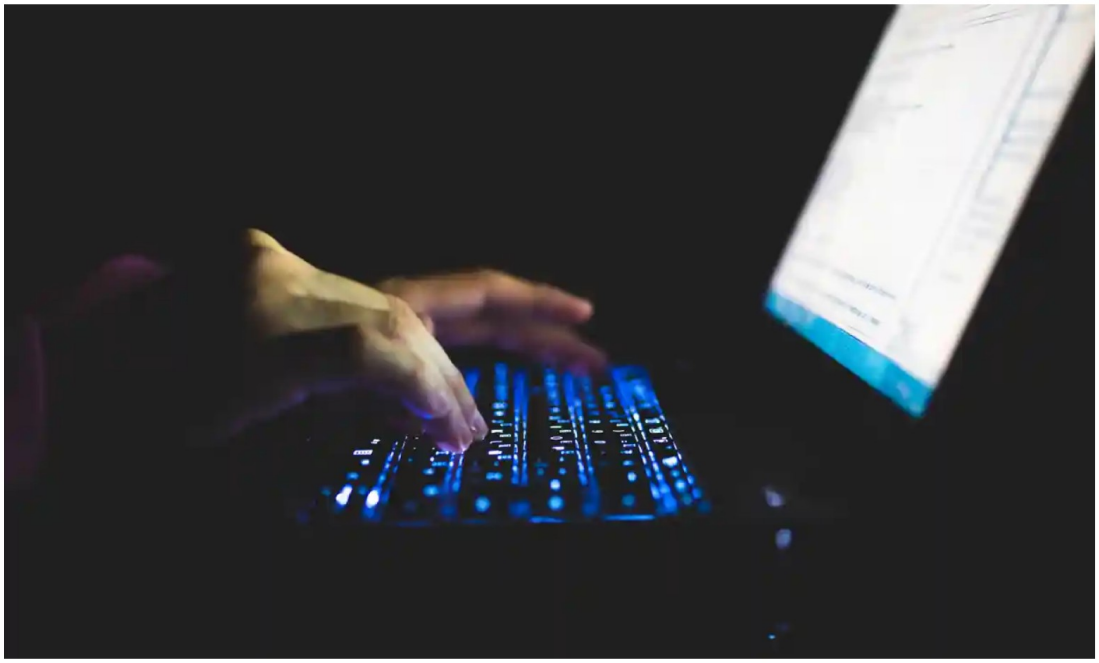
Tough to Sell Security

- 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



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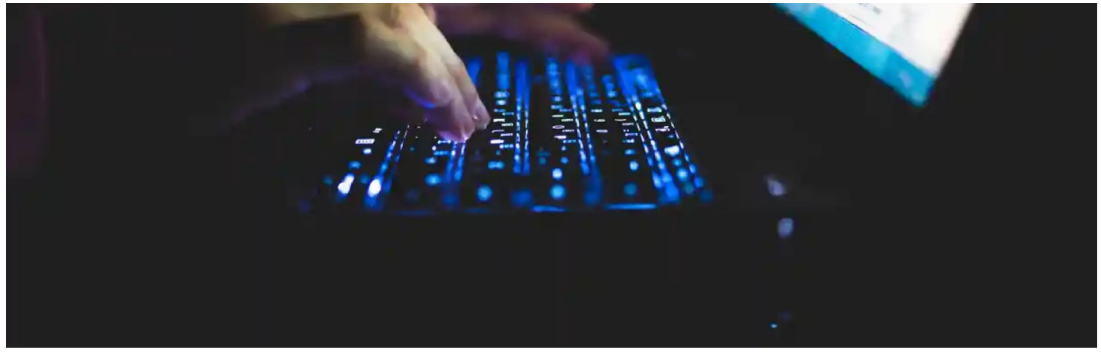

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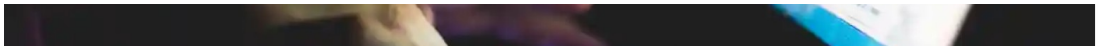
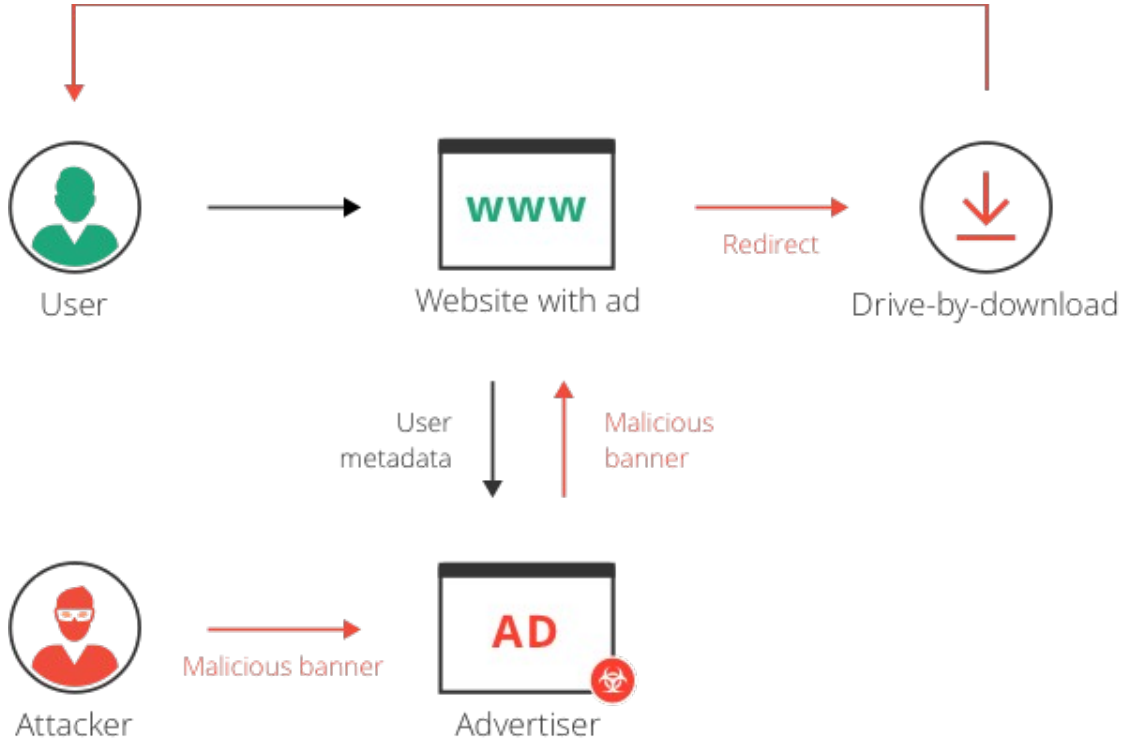


"The reason for the success of the attack does not seem to be the sophistication of the hacker, but rather poor security practices at the NRA," said Bozhidar Bozhanov, chief executive at cybersecurity firm LogSentinel.

Outsourcing Efforts / Consequences (Malwertising)



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

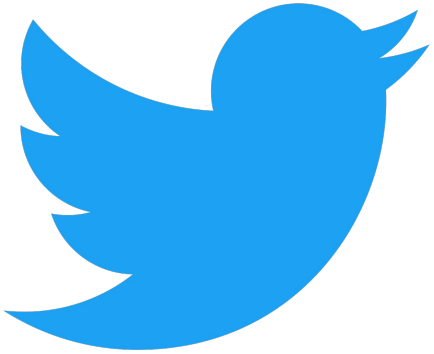
- Click here for SEP product guidelines.
- Click here for Norton product guidelines.
- Click here for Symantec Advanced Threat Protection product guidelines.
- Click here for **Blue Coat Webfilter/Intelligence Services/ProxySG** submissions.

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/

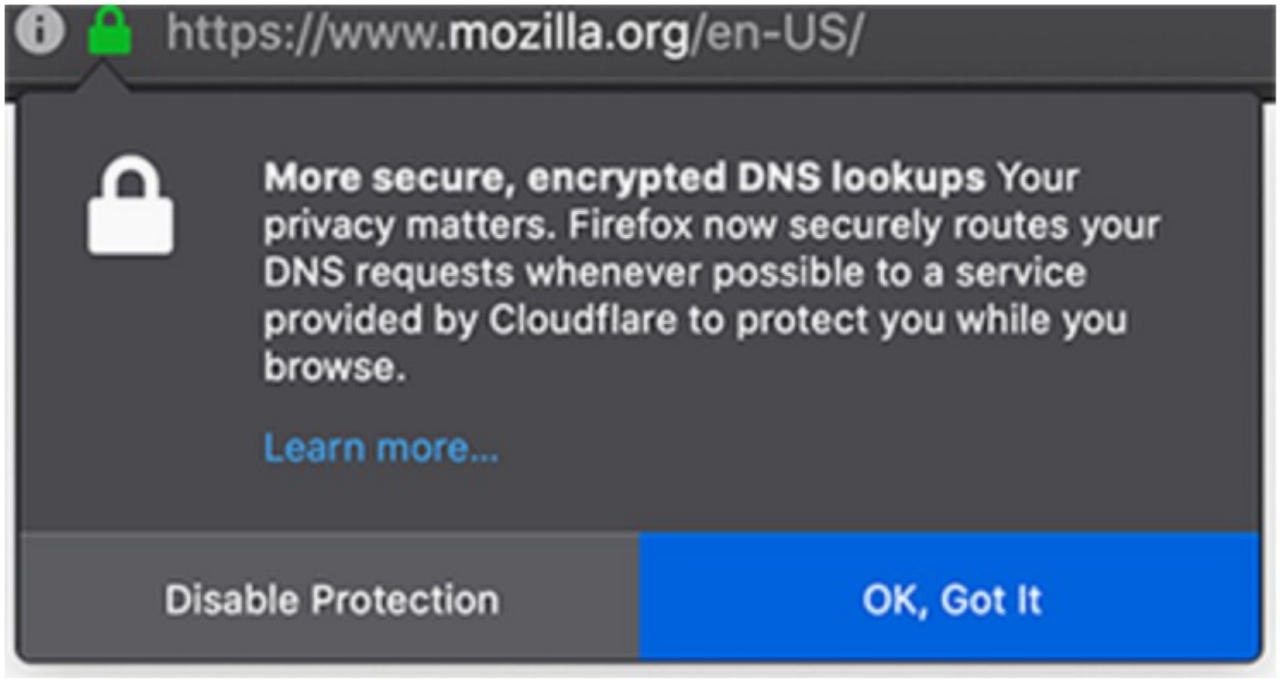
Obfuscation Between Security and Business Goals



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

Companies blame security to hide/support business interests

Chair of Mobile Business & Multilateral Security

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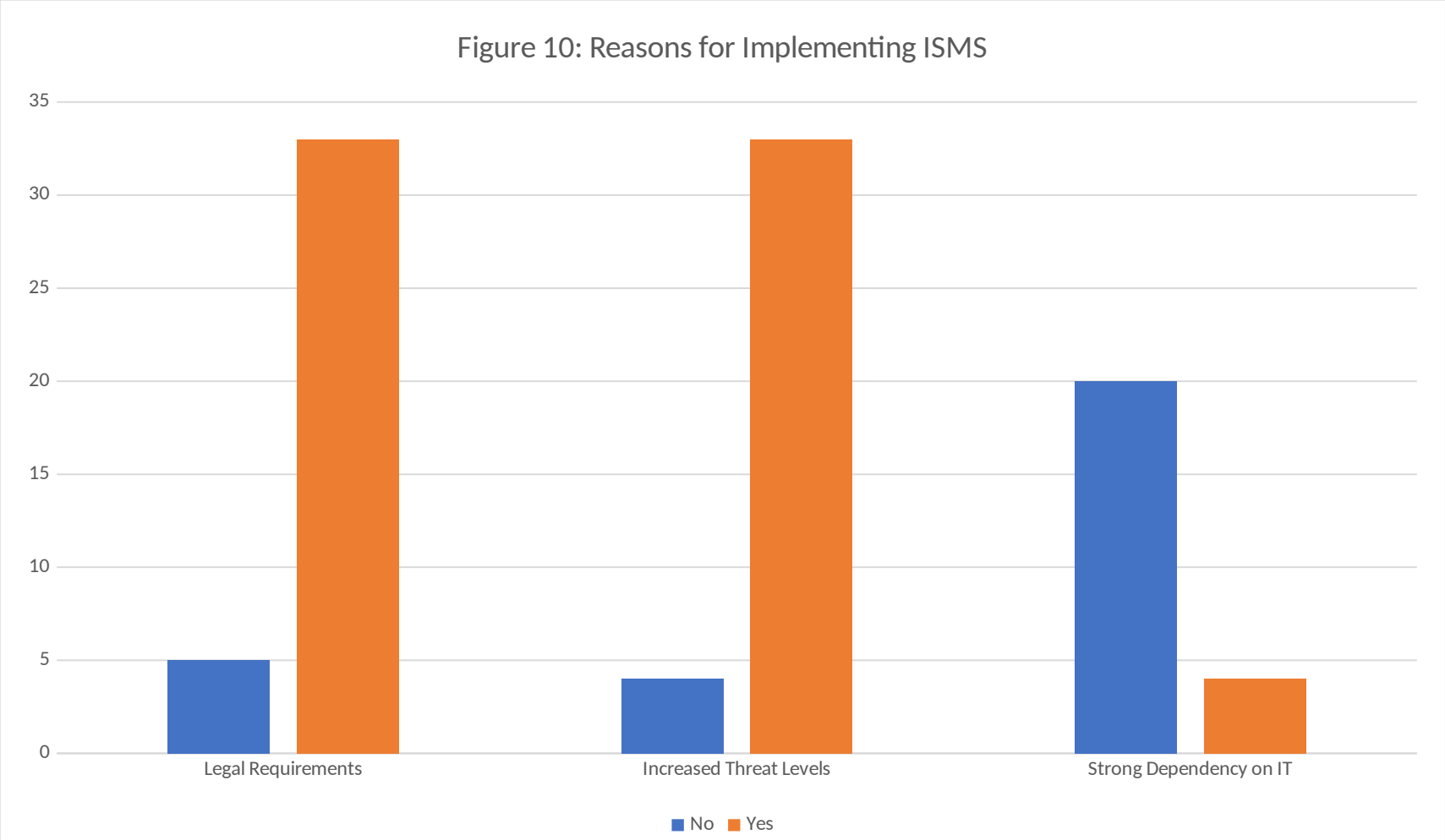
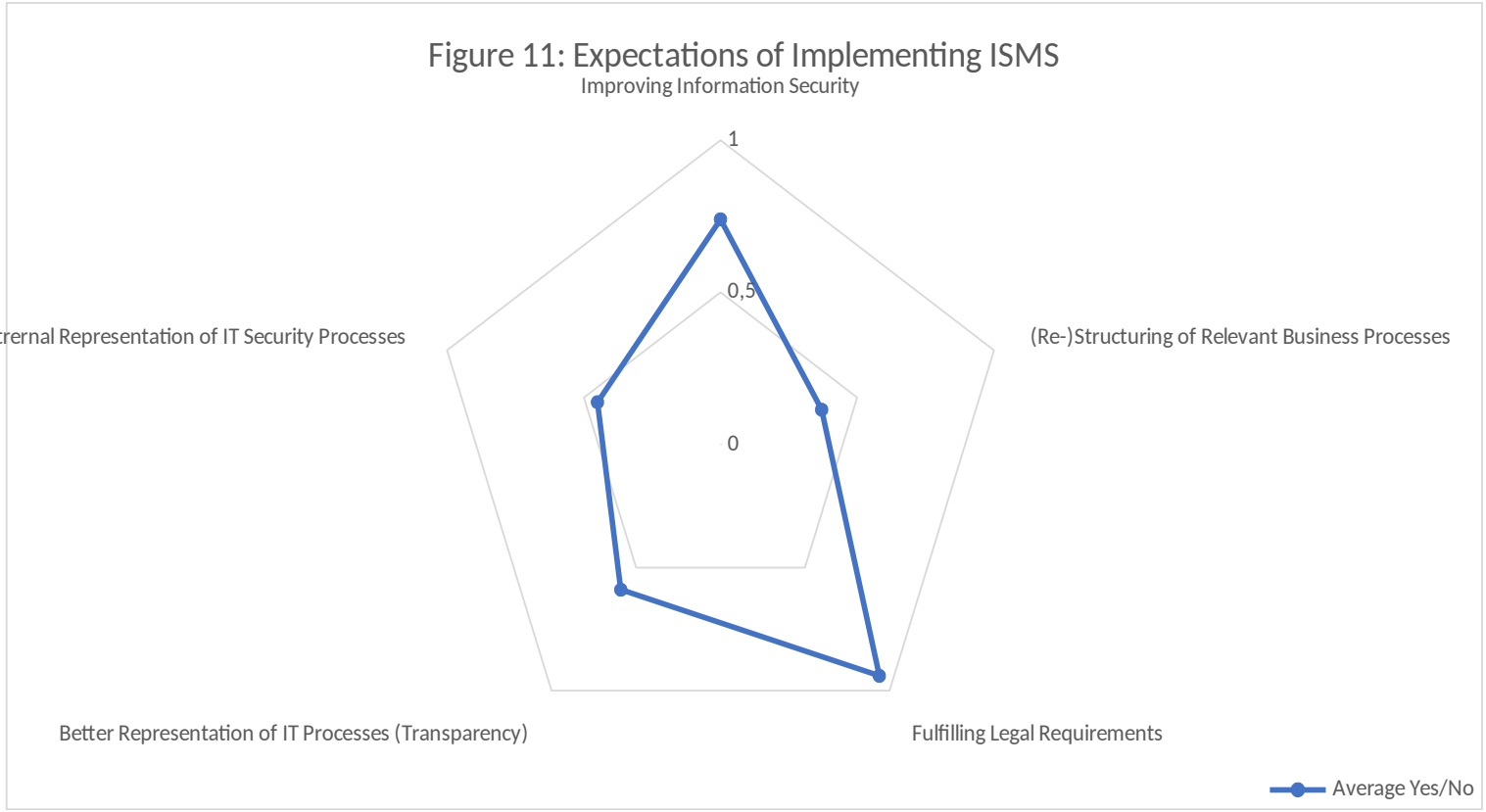
Energy Providers (Germany, 2016)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