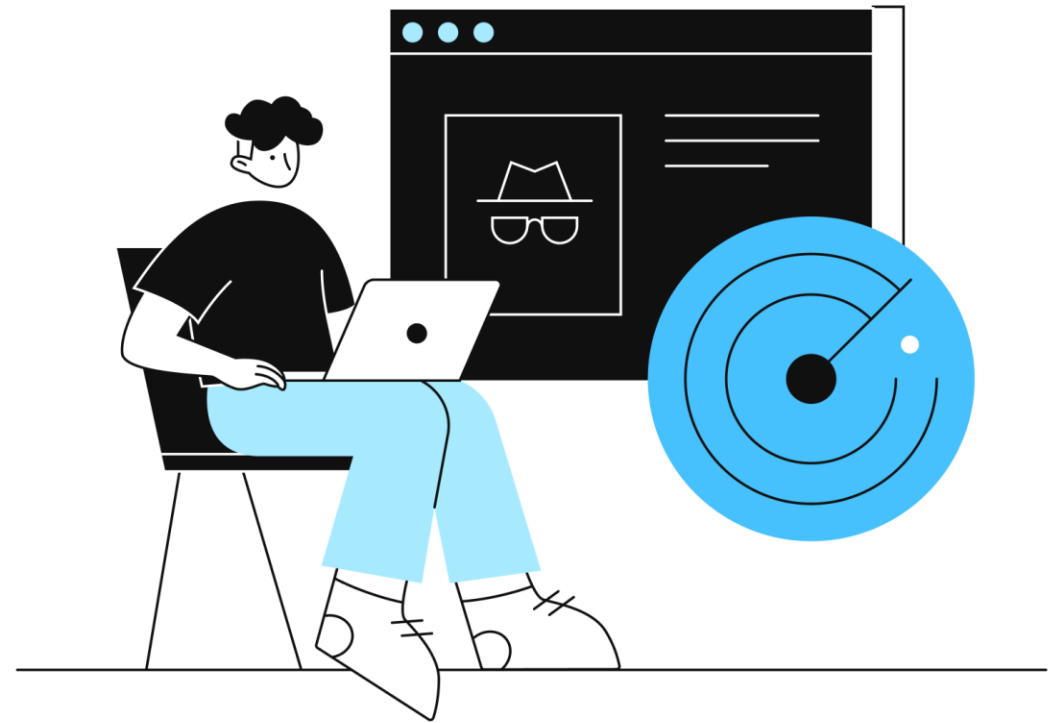


# Is Your Life On the Dark Web?



Todd Gooden  
CEO

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Have you seen  
Identity Theft???

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR  
**APPROPRIATE AUDIENCES**  
BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

[www.filmratings.com](http://www.filmratings.com)

[www.mpa.org](http://www.mpa.org)

# What is the Dark Web?

- An extension of the deep web, operating on encrypted internet connections.
- Makes your online activity anonymous
- Can only access with a dark web browser
- Size is unknown
- Dark web browsers provide automatic encryption



# The Innerworkings of the Dark Web

- How does it work?
- Refer to S2Ep2 of 'Black Market'
- As told by Brett Johnson, (Online Scammer turned Cybersecurity Consultant)



# Uses of the Dark Web

- Drug Trafficking
- Conduct military/police investigations
- Surf the internet anonymously
- Phishing scams
- Cryptocurrency scams
- Illegal activities
- Political protests
- Espionage
- Private communication
- Tor encrypted sites
- Sale of stolen credentials and data



# Dark Web

- Scene from Season 2 Ep.1 of Black Market: "Scam Likely"



# What is Ransomware?

Most prominent and visible  
type of malware.

# Ransomware





# Pros & Cons of the Dark Web

## Pros

- No censorship
- Platform for political activism
- Anonymous browsing
- Allows law enforcement to identify criminal organizations

## Cons

- Make it easier to engage in criminal activity
- Can be used to violate the privacy of others.



# 10 Ways You're at Risk on Dark Web

- Releasing a VIP's Personal Data
- Selling Bank Account Numbers and Payment Cards
- Submitting Fraudulent Tax Documents
- Compromising National Security
- Leaking Source Code
- Creating "Spoofing" Templates
- Exposing Databases
- Selling Access to Private Events
- Conducting Inexperienced Dark Web Searches
- Providing Fraud How-Tos
  - Dark web forums contain how-to discussions between members who plan to open fraudulent accounts.

# How do we protect ourselves?

- Dark Web Monitoring
- Security Awareness Training
- Backing Up Important Systems and Files
- Proactive System Management
- MFA (Multi-Factor Authentication)
- Cyber-Security Insurance

# Dark Web Monitoring

Is Your Critical Information on the Dark Web???




# Dark Web Monitoring

- It is the process of searching for, and tracking, your organization's information on the dark web.
- Businesses should scan for data breach information
- They may also learn who is attacking them and what methods the attackers may use.
- Should be used by an organization charged with protecting sensitive customer data or possesses valuable intellectual property.
- Can be used to classify risks from unknown sources.



# Security Awareness Training

- Require a multi-faceted security awareness training system.
- Should provide a fun, interesting platform where security awareness is delivered to your users.
- Must be highly effective at delivering this traditionally boring content.
- Measures the effectiveness of the training by providing written exams.
- Must provide the ultimate measure of the effectiveness of the platform.
- Delivers realistic security situations to employees.
- Tracks and catalogs all activities of each employee.



# Backup Important Systems and Files

# Proactive System Management



Keep Computers and Systems Up to Date



Malicious Software can be programmed to spread through known vulnerabilities.



Patching and updating systems will prevent known vulnerabilities from being exploited.



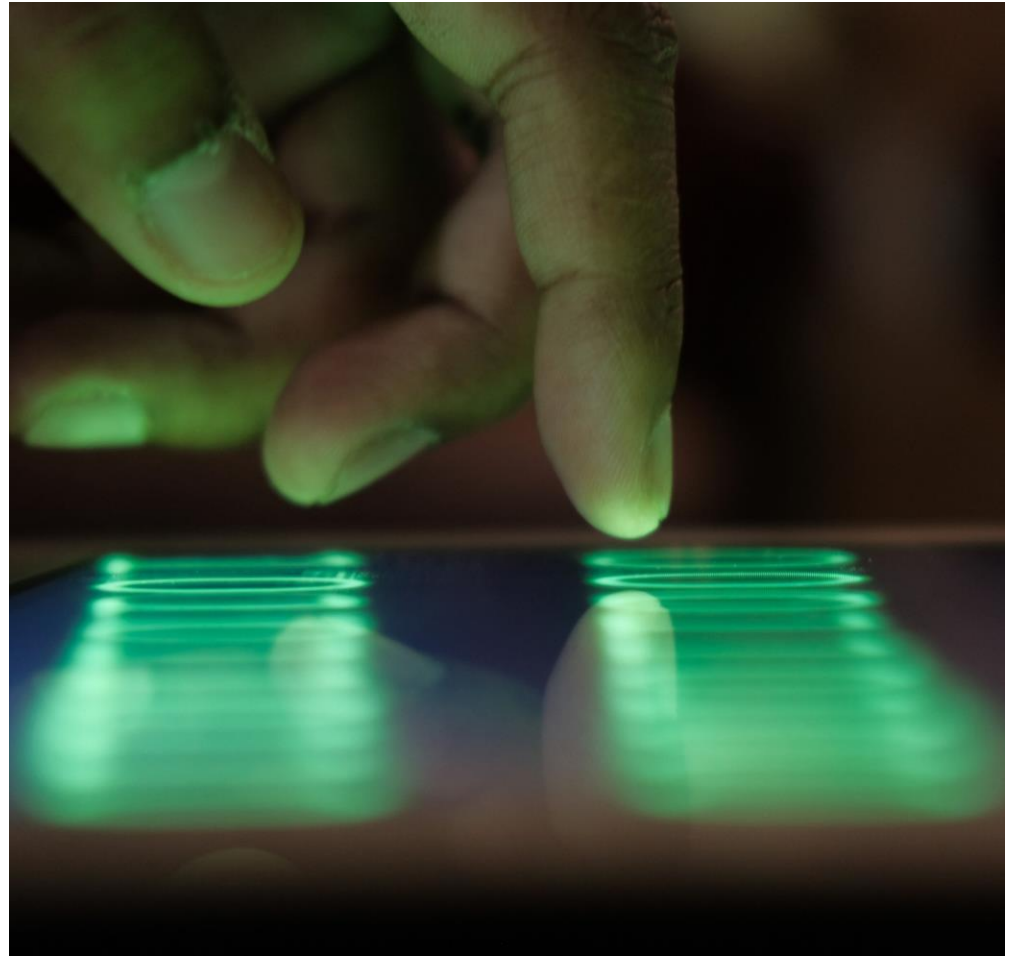


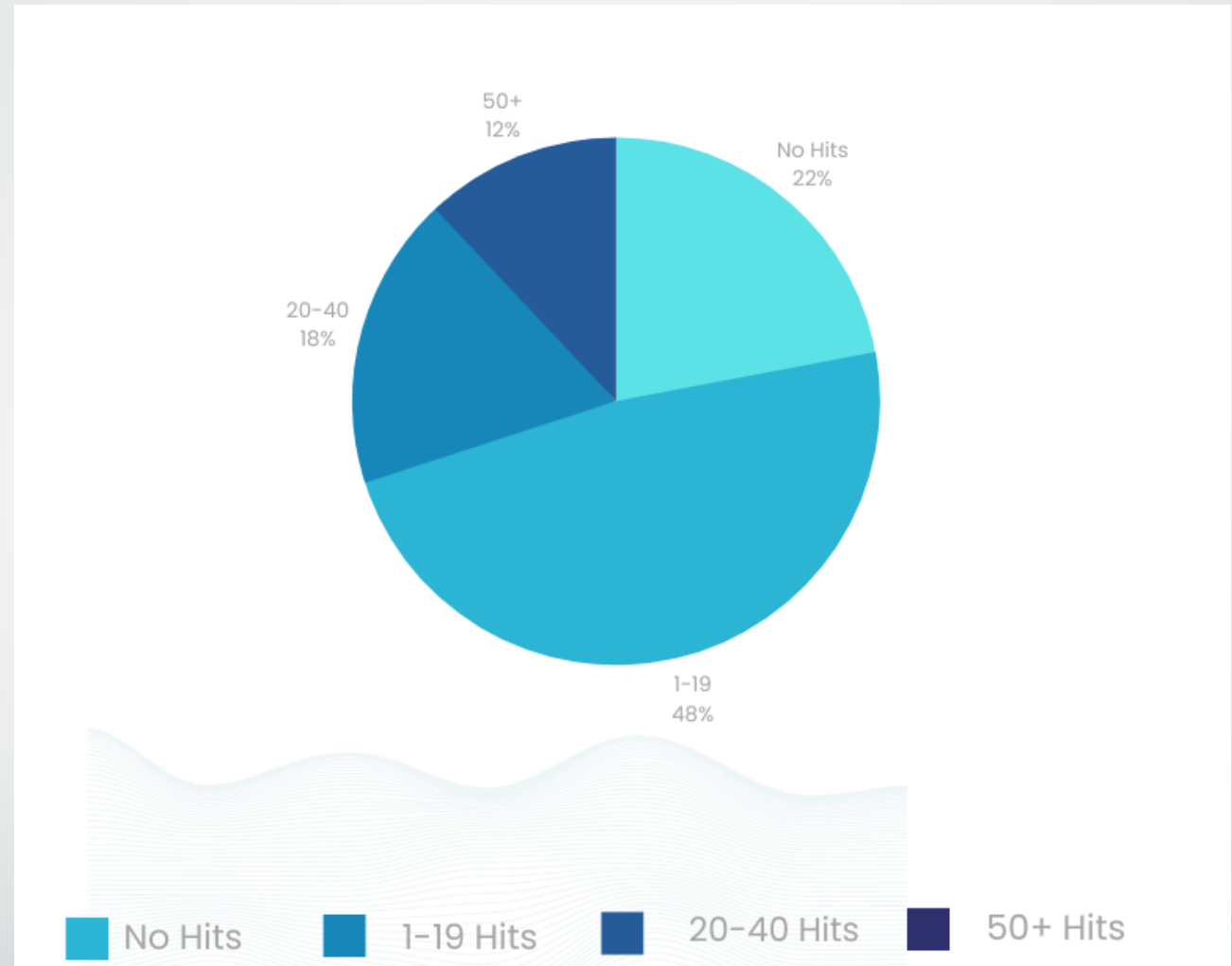
# Multi-Factor Authentication (MFA)

- MFA is an electronic authentication method in which a user is granted access to a website or application only after successfully presenting two or more pieces of evidence to an authentication mechanism.
- 2-Factor Authentication
- Cyber Security Policy Review- may Require MFA
- Passwords are NOT enough!

# Cyber Security Insurance

- Don't Trust What Agent Sells / Tells you
  - Trust but Verify!
- Policy should require Detailed Information about your Systems and Security
- Ask "in writing" what's Covered and what the process is when you file a claim
- Does Policy Cover Social Engineering Attacks
- What is Required by your organization to make sure that the Policy will Pay





# Dark Web Scan Results

# Summary

- What did we learn here today ?
- What steps will you take to secure your organization's cyber network?
- Any questions ???

# THANK YOU

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