

# MOUSEVEILLANCE: How your privacy is being Mickey-Moused

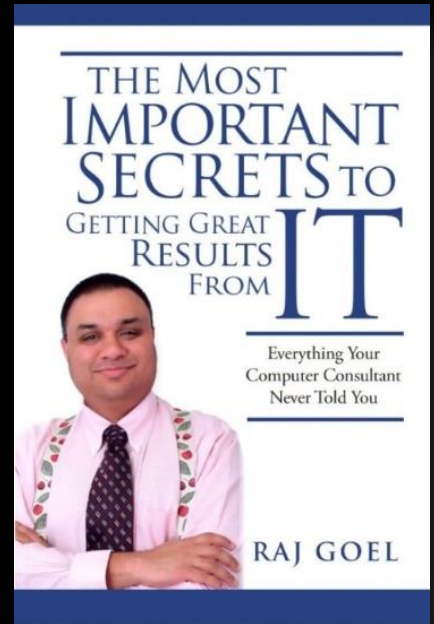
Raj Goel, CISSP

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# Raj Goel, CISSP

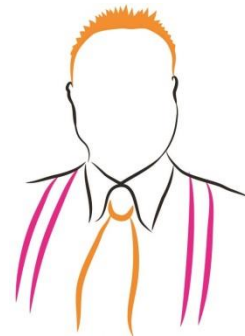
Raj Goel, CISSP, is an Oracle and Solaris expert and he has over 25 years of experience in software development, systems, networks, communications and security for the financial, banking, insurance, health care and pharmaceutical industries.

Raj is a regular speaker on HIPAA/HITECH, PCI-DSS Credit Card Security, Disaster Recovery, Information Security and other technology and business issues, addressing diverse audiences including technologists, policy-makers, front-line workers and corporate executives.

A internationally known expert, Raj has appeared in over 30 magazine and newspaper articles worldwide, including *Information Security Magazine*, *PenTest*, *CSOOnline*, *Entrepreneur Magazine*, *Business2.0* and *InformationWeek*, and on television including *CNNfn*, *Geraldo At Large*, *PBS* and *WPIX11*.

Raj has presented at:

- **ISC<sup>2</sup>** conferences
- **ASIS International** conferences
- **BrightTalk** conferences
- Medical Conferences
- Legal Conferences
- **GBATA 2012 & 2013** (keynote speaker)
- **The Hague, Netherlands NCSC.NL 2013** (plenary)
- **GBATA 2013 Helsinki** – Keynote
- **ICT Curacao** – Keynote
- **Datto Partners Conference** - Keynote



# Media Appearances



The New York Times

Entrepreneur

(ISC)<sup>2</sup>

SECURITY TRANSCENDS TECHNOLOGY™

BrightTALK™



PenTest magazine



NEW YORK COUNTY  
NYCLA  
LAWYERS' ASSOCIATION



# PRISM – How & What

How can we monitor everything ?

Most of the world's communications are flowing through the U.S.

So is your targets' data.



Email



Chat



Videos



Photos



File Transfers

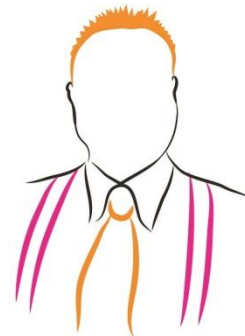


Login Activity



Social Media Profiles

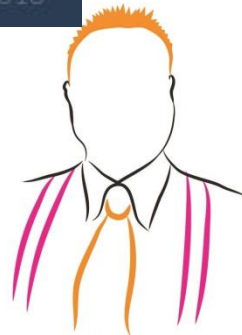
<http://fr.slideshare.net/EmilandDC/dear-nsa-let-me-take-care-ou>



# PRISM – The Players



<http://fr.slideshare.net/EmilandDC/dear-nsa-let-me-take-care-ou>

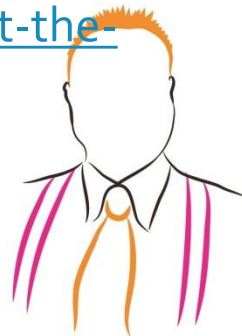


# Disney + NSA



- Eric Haseltine, who left his post as executive vice president of research and development at Walt Disney Imagineering in 2002 to become associate director for research at the NSA and then became National Intelligence Director John Negroponte's assistant director for science and technology.
- Bran Ferren, who served on advisory boards for the Senate Intelligence Committee and offered his technological expertise to the NSA and the DHS.
- Mickey does it at "the most wonderful place on Earth" – and willingly shares his biometrics secrets with the government

Read more: <http://www.businessinsider.com/this-is-how-we-know-that-the-shocking-revelations-about-trapwire-spying-are-true-2012-8#ixzz3GyZqGHk3>

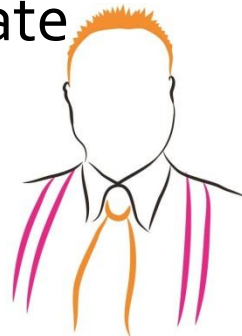


# FBI, Next Gen Ident (NGI)

## FBI Plans to Have 52 Million Photos in its NGI Face Recognition Database by Next Year

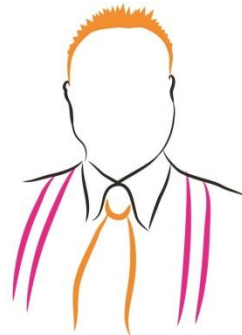
- NGI builds on the FBI's legacy fingerprint database—which already contains well over 100 million individual records—and has been designed to include multiple forms of biometric data, including palm prints and iris scans in addition to fingerprints and face recognition data. NGI combines all these forms of data in each individual's file, linking them to personal and biographic data like name, home address, ID number, immigration status, age, race, etc. This immense database is shared with other federal agencies and with the approximately 18,000 tribal, state and local law enforcement agencies across the United States.

- <https://www.eff.org/deeplinks/2014/04/fbi-plans-have-52-million-photos-its-ngi-face-recognition-database-next-year>



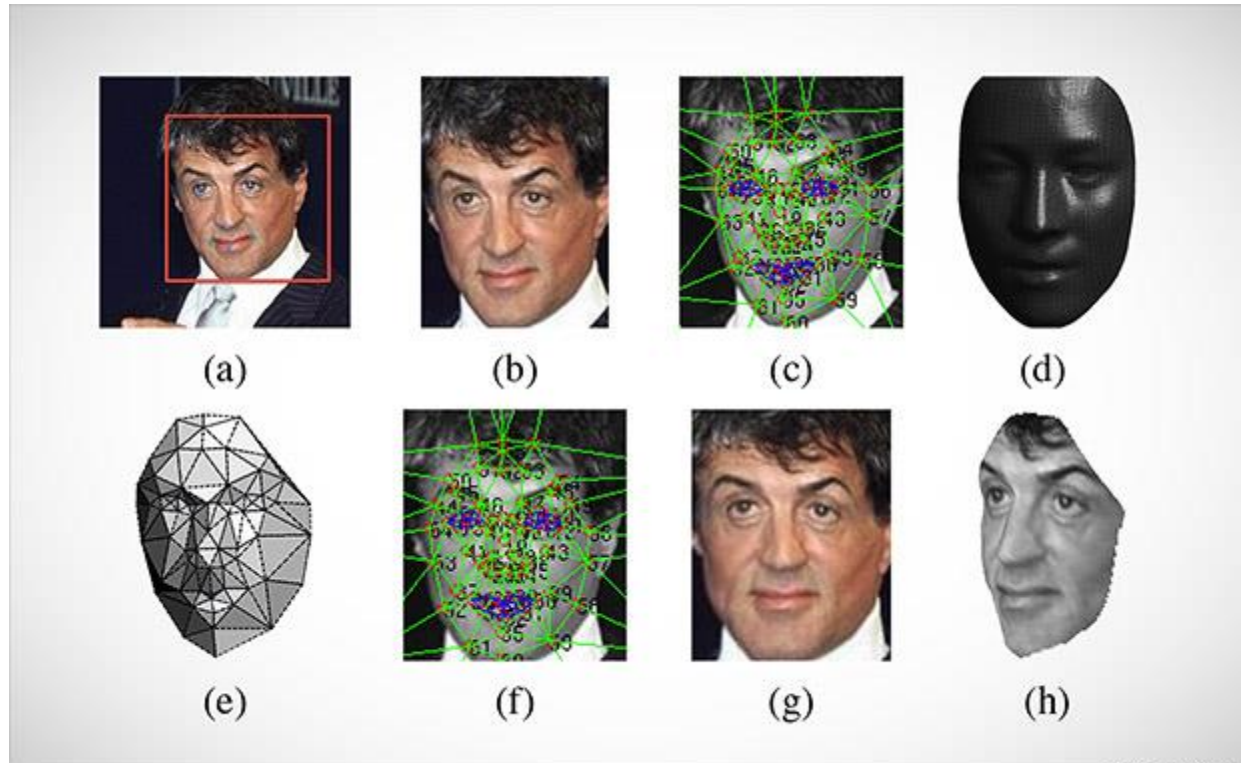
# 100x Better, 1M Faster, Dirt Cheap

- As Lesley Stahl reported on "60 Minutes", "the ability of computers to identify faces has gotten 100 times better, a million times faster, and exponentially cheaper."
- The "60 Minutes" segment gives an in-depth account of all the scary advancements in the field – highlighting the technology's ability to track your whereabouts, mine your personal data, and even predict your social security number.
- <http://www.businessinsider.com/advertisers-using-facial-recognition-technology-2013-5>

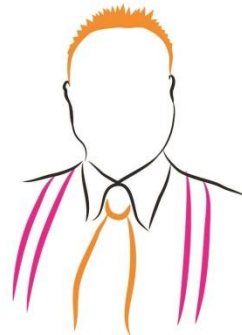




# Facebook Side Profiling

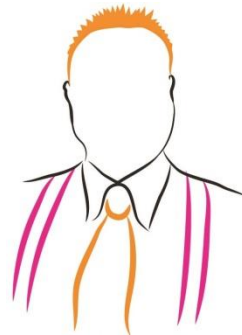


<http://money.cnn.com/2014/04/04/technology/innovation/facebook-facial-recognition/>



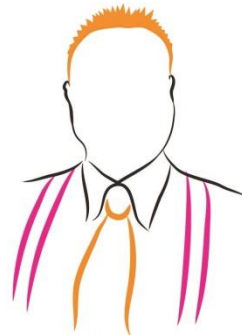
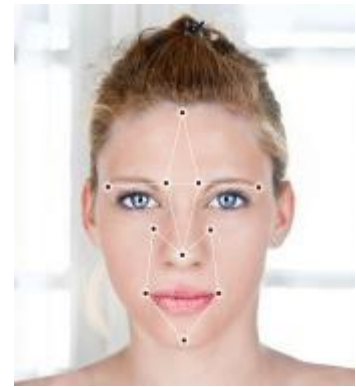
# Computers Beat Humans

- **The Face Recognition Algorithm That Finally Outperforms Humans**
- **Computer scientists have developed the first algorithm that recognises people's faces better than you do**
- Humans: 97.53%
- Machine: 98.52%
- <https://medium.com/the-physics-arxiv-blog/2c567adbf7fc>



# Minority Report

- Technology giant NEC's Hong Kong branch is promoting a small, "easy to install" appliance which will enable businesses to monitor their customers based on facial recognition.
- From a recent NEC press release:
  - The new Mobile Facial Recognition Appliance enables organizations in any industry to offer an ultra-personalized customer experience by recognizing the face of each and every customer as soon as they set foot on the premises.
  - <http://nakedsecurity.sophos.com/2014/04/21/facial-recognition-coming-soon-to-a-shopping-mall-near-you/>

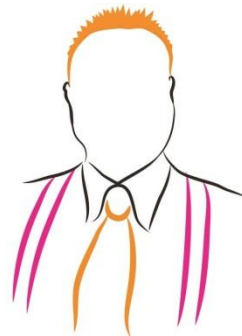




# You!

## TARGET

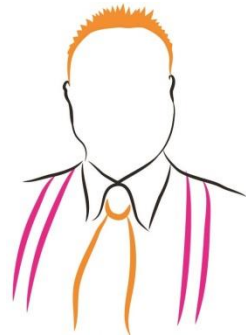
- Target has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.
- Lots of people buy lotion, but one of Pole's colleagues noticed that women on the baby registry were buying larger quantities of unscented lotion around the beginning of their second trimester. Another analyst noted that sometime in the first 20 weeks, pregnant women loaded up on supplements like calcium, magnesium and zinc. Many shoppers purchase soap and cotton balls, but when someone suddenly starts buying lots of scent-free soap and extra-big bags of cotton balls, in addition to hand sanitizers and washcloths, it signals they could be getting close to their delivery date.
- <http://www.nytimes.com/2012/02/19/magazine/shopping-habits.html>



# KGB vs Disney

After executing family members, the KGB used to send a bill for the bullet.

Today, we pay [phone, tv, internet, cable, shopping] bills that subsidize our own surveillance.



# Lifecycle Of A Disney Profile

- From Birth Thru Marriage



Image courtesy of Banksy





# Major Brands

Disney has many ways of creating loyal followers. Everyone remembers growing up watching Disney films, but Disney has broadened its empire beyond just the Magic Castle of childhood dreams. Disney has mastered brand domination across every age. Take a look at the impact Disney has on our lives in every stage from birth to mature adulthood because of their smart brand acquisitions.

MARVEL

ESPN

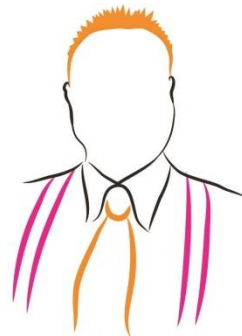
ABC

THE MUPPETS

LUCASFILM

PIXAR

<http://cabletv.com/blog/disney-owned-companies/>





# Babies

## BABIES



### Star Wars Clothes & Toys:

You know you still have your Empire Strikes Back bedsheets.



**Pixar** includes the names of any crew member's babies in the credits who were born during the production of the movie, called "Poduction Babies."

**Disney Channel** #1 for kids in 2012, toppling Nickelodeon's 17-year record.



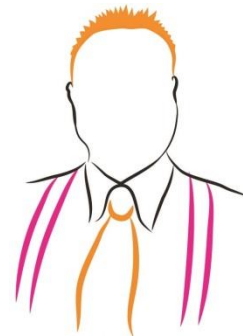
**Disney** acquires the Muppets intellectual property rights - but does not own the rights to *Fraggle Rock* or *Sesame Street*



### Star Wars Movies:

Let's face it - if you're alive on planet earth at any age, you're going to see one of these films.

<http://cabletv.com/blog/disney-owned-companies/>



# Children

## CHILDREN



Who says athletes aren't smart? ESPN broadcasts the National Spelling Bee

Disney really scored by taking *The Avengers* under its wing. *The Avengers* film was the highest grossing Marvel Comics film to date.

Star Wars:  
*The Clone Wars*

Star Wars Legos

Star Wars Toys



**Pixar Child Development Center** (for Pixar employees children only)

*Toy Story 3* is the first animated film to make over \$1 billion worldwide.

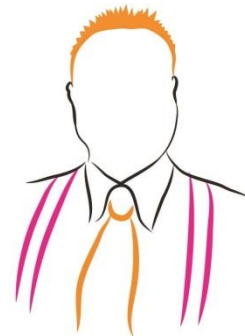
1,000,000,000

While Disney has cornered the princess market, their acquisition of Marvel Comics ensures that they've got a pretty good position on the superhero market as well.

**Marvel TV:**  
*Ultimate Spiderman* on Disney XD



<http://cabletv.com/blog/disney-owned-companies/>



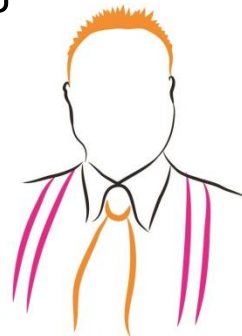
# MagicBands of Surveillance



A crucial part of the system: “MagicBands” — bracelets equipped with Radio Frequency Identification (RFID) chips that “will function as room key, park ticket, FastPass and credit card.”

Did you buy a balloon? What attractions did you ride and when? Did you shake Goofy’s hand, but snub Snow White? If you fully use MyMagic+, databases will be watching, allowing Disney to refine its offerings and customize its marketing messages.

- <http://www.alternet.org/disneys-creepy-new-surveillance-tool>



# Teens

## TEENS



### *Indiana Jones:*

George Lucas said, "like it was shot 3 years after the Last Crusade, you'd never know there was 20 years between shooting *The Kingdom of the Crystal Skull*."



*Marvel's Heroes* released June 4th. Who will stop Doctor Doom?!

**# 1 Comedy:**  
*Modern Family* and  
**#1 Drama:**  
*Grey's Anatomy* for audiences 18-49.



The Winter X-Games viewership is on the rise with a 32% increase in 2012

*The Secret Life of the American Teenager*, basic cable's #2 scripted series for women.

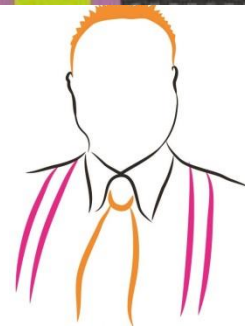
*Pretty Little Liars:* #1 scripted show for the ladies.

In *WALL-E*, A113 gives the command to never return to Earth, in reality, A113 is an Easter egg that is a reference to executive John Lasseter and director Brad Bird's college alma mater, CalArts. It's been referenced in 11 Pixar films.

2011 Google used The Muppets to promote the launch of Google+



<http://cabletv.com/blog/disney-owned-companies/>



# 20's

20's



*The View, One Life to Live, and General Hospital* Top Daytime shows for women 18-49

**College Sports:**  
ESPN syndicates 1700 college sports events and 3800 hours of live/original programming.



Star Wars is so successful at licensing toys that there is a star wars museum. Rancho Obi Wan's 37 year collection fills up a 9,000 square foot building in Petaluma, CA

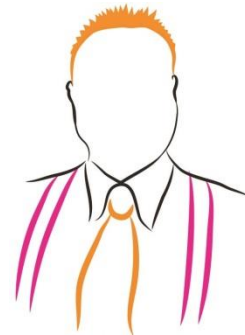


**Star Wars Games**



ABC News and Univision News' joint venture to launch a multiplatform news, information, and entertainment service, to deliver culturally relevant programming in English to U.S. Hispanics, the youngest and fastest growing demographic in the U.S.

<http://cabletv.com/blog/disney-owned-companies/>



# 30's

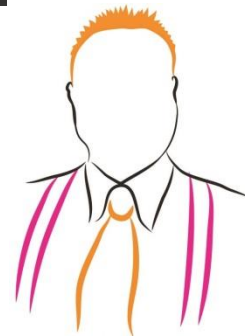


**30's**

**Monday Night Football:**  
The first Monday Night Football game in 2013 will be the Washington Redskins vs. Philadelphia Eagles. This will be the 159th meeting between these two teams.

The Muppets starred in an online web series with Cat Cora called "The Muppets Kitchen With Cat Cora", where they show people how to cook several items.

<http://cabletv.com/blog/disney-owned-companies/>

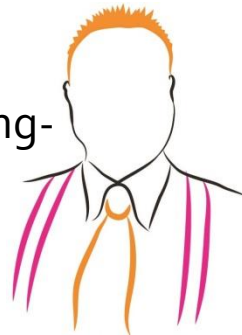


# Weddings



It's New York City's Bridal Fashion Week, and Disney Weddings staged a beautiful fashion show for the 2015 Disney's Fairy Tale Weddings by Alfred Angelo collection. The highlight of the show was the revealing of the brand new Elsa-inspired wedding dress.

<http://blogs.disney.com/disney-style/fashion/2014/10/09/the-elsa-inspired-wedding-gown-is-here/>

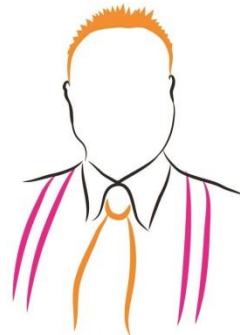


# Camera Propaganda



Cute, cuddly animals, with beady, xray/infrared/cctv eyes

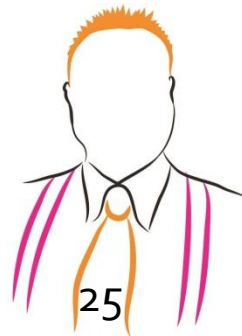
You'll never escape my gaze, my pretty!





# Next Steps

1. EDUCATE yourself and the young people in your life on the REALITY of privacy
2. LOBBY your elected officials and others to DEFEND your 1<sup>st</sup>, 4<sup>th</sup> & 5<sup>th</sup> Amendment rights (US) or EU Human Rights
3. Review your foreign travel technology plans
4. JOIN the EFF
5. Adopt the Canadian/PIPEDA Approach
6. Demand a LEMON LAW for Software

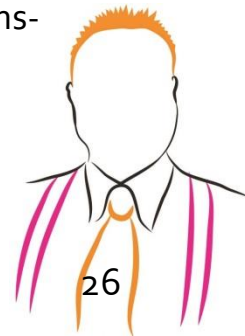


# What to teach your Kids, Employees & Interns About Social Media



**“Everything You Say Can And Will Be Used Against You, By Anybody, Now Or Decades Into The Future.” – Falkvinge**

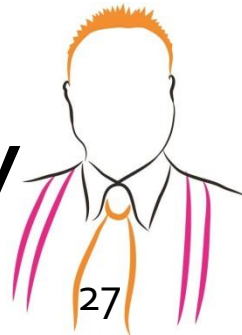
<http://www.brainlink.com/free-stuff/webinars/what-to-teach-your-kids-employees-and-interns-about-social-media/>



# Final Thoughts

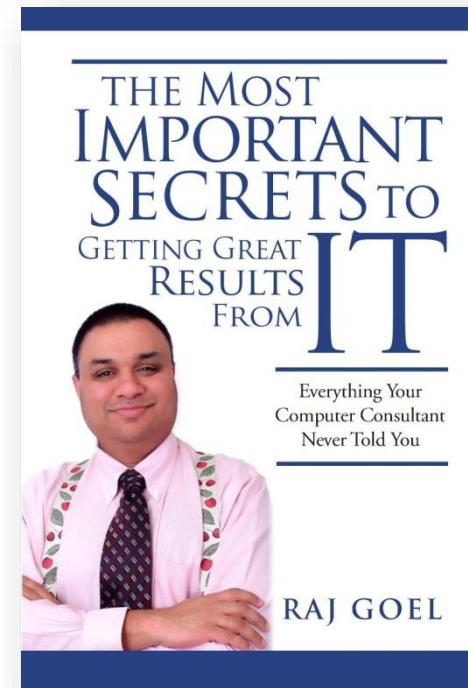
In every generation, a new King John; a new Khrushchev and a new Solzhenitsyn is born. It's OUR job as citizens to DEFEND the rights given to us by our respective constitutions and DEMAND that they be conferred on our WEAKEST citizens, not just the strongest or the wealthiest.

**Privacy is a human right....not a luxury**



# Contact Information

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