



ITZONTARGET

PRIVACY TRENDS



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PRIVACY TRENDS

moz://a



<http://www.globalconsentmanager.com/>

Why should you care?





<http://www.infotrust.org>

FACEBOOK



<http://www.infotrust.org>

GOOGLE



<http://www.infotrust.org>

AMAZON



<http://www.infotrust.org>

APPLE

WHAT IS
FIRST-PARTY
DATA?
THE
GOLDEN
TICKET

HOW DOES YOUR PHONE WORK?

GLONASS

HOW DOES YOUR PHONE WORK?

Google Maps, Nokia, and Apple Maps connect to GLONASS and GPS.







Information Trust Exchange
GOVERNING ASSOCIATION

A QUICK TOUR OF 2018

Orbitz says hacker stole two years' worth of customer data

March: The travel booking site said [about 880,000 payment cards](#), thanks to a security vulnerability in the travel site's legacy booking system.

Trump-linked data firm Cambridge Analytica harvested data

April: The [controversial Trump campaign-linked data was suspended](#) from Facebook for using the data to determine who voters might choose at the ballot box. More than 80 million people were affected by the data exposure.

A QUICK TOUR OF 2018

T-Mobile bug let anyone see any customer's account details

May: An exposed and unauthenticated API on T-Mobile's website let anyone access the personal account details of any customer with just their cell phone number. The returned data included a customer's full name, postal address, billing account number, and in some cases information about tax identification numbers.

Marketing firm leaked database with 340 million records

June: Some 340 million records were stolen from a server run by Exactis, a company you've likely never heard of, after the data was found on a publicly accessible system. Each record contains a

A QUICK TOUR OF 2018

Adidas data-security breach could involve "a few million customers"

June: Sports clothing maker Adidas said that its [website was hacked](#), and data -- including contact information, usernames, and hashed passwords -- were stolen in the breach.

Ticketmaster breach was part of a larger credit card skimming effort, analysis shows

July: A recent breach at Ticketmaster was just "the tip of the iceberg" of a wider, massive credit card skimming operation, [research has found](#). By targeting suppliers of third-party code installed on e-commerce websites -- like Ticketmaster -- the hackers were able to in some cases get "nearly 10,000 victims instantly."

THE CURRENT STATE

DATA AND ADVERTISING

ELECTRIFYING CONCEPT! THE ANSWER TO SERIOUS PROBLEMS!

People-based marketing.

Facebook, of course



Beyond targeting

behavioral or

demographic segments



Recognizes you across
devices



Every public act is collected,
and sold



<http://www.infotrust.org>

TARGETING

A WINE SHOP WANTS TO REACH
WINE ENTHUSIASTS.



<http://www.infotrust.org>

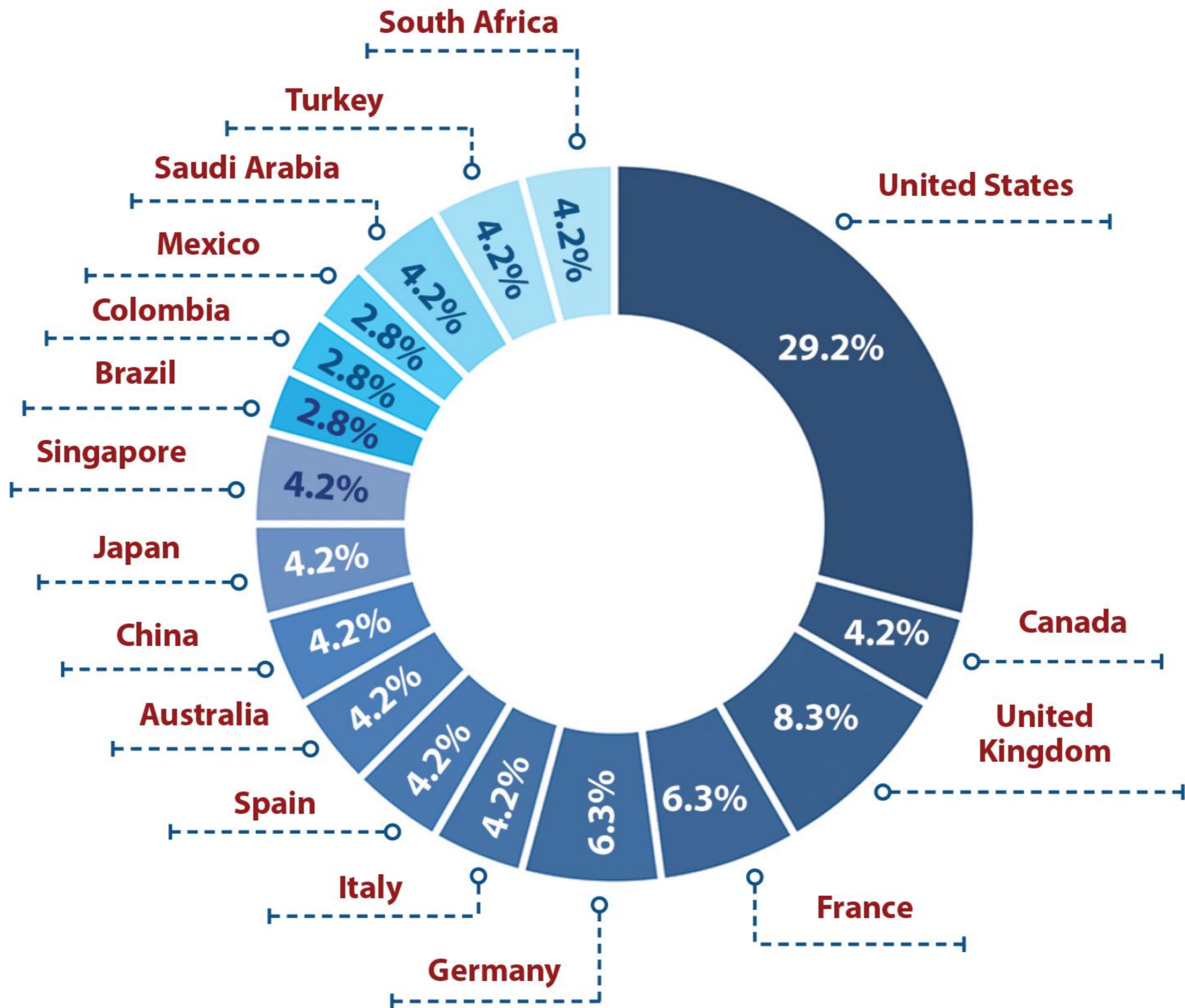
I FOUND 106,141 PEOPLE TO TARGET-
I HAVE ALL OF THEIR PHONE IDS

GPS IS NOT THE ONLY SURPRISE

DATA AND
PRIVACY

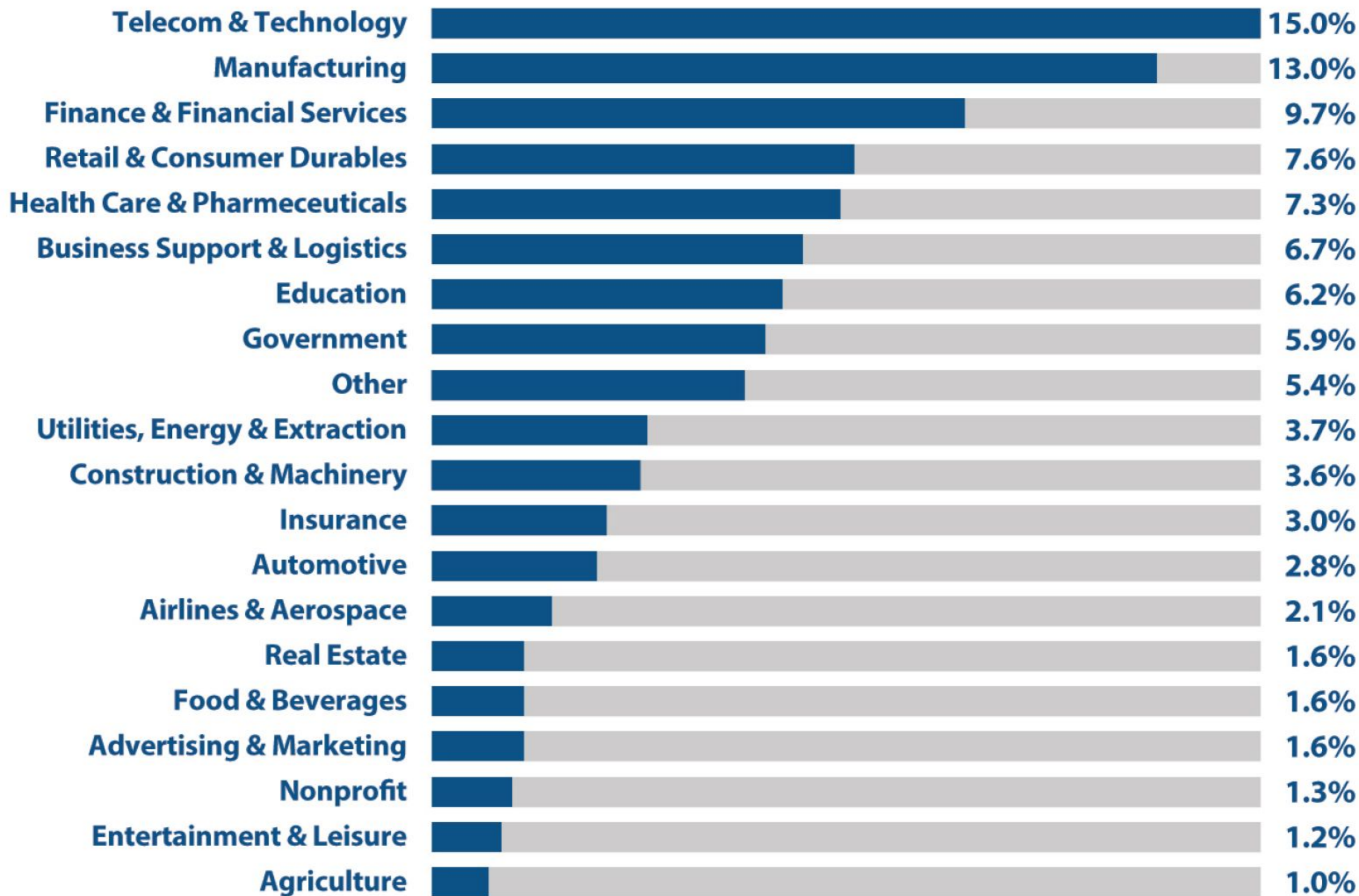
THE CURRENT STATE OF AFFAIRS

In 2017, the world saw more data breaches than any year prior.



Survey participation by country

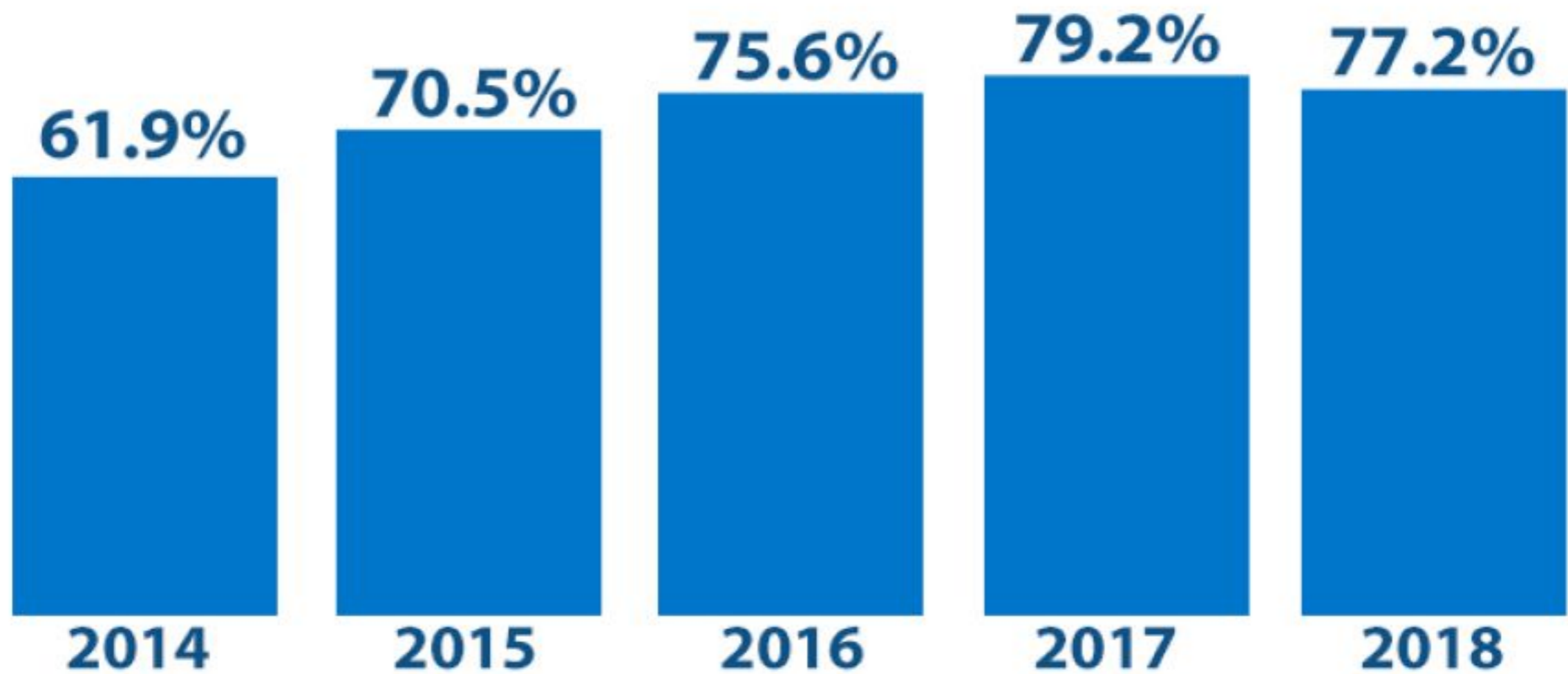
Source: 2018 Cyberthreat Defense Report, CyberEdge Group



Survey participation by industry

Source: 2018 Cyberthreat Defense Report, CyberEdge Group

Organizations experiencing successful cyberattacks

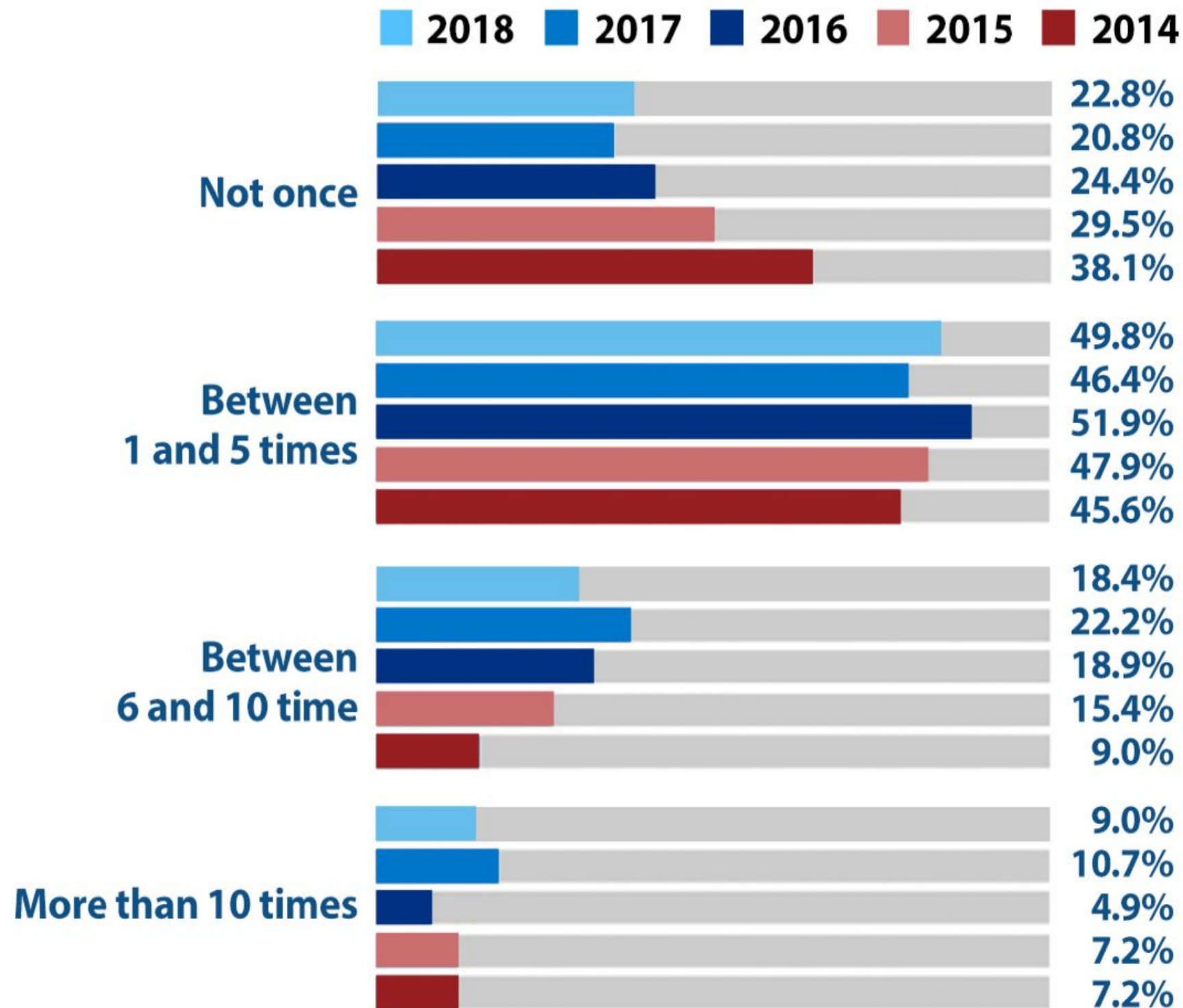


Source: 2018 Cyberthreat Defense Report, CyberEdge Group

| | 2014 | 2018 |
|--|---|--|
| Organizations victimized by one or more successful cyberattacks | 62% | 77% |
| Optimism for dodging a successful cyberattack in the coming year | 62% | 38% |
| IT security's weakest links | Mobile devices Laptops / notebooks Social media | Containers Mobile devices Cloud infrastructure |
| IT security's greatest inhibitors | Low security awareness among employees | Lack of skilled IT security personnel |
| Greatest cyberthreat concerns | Malware Spear phishing | Malware Spear phishing |
| Hottest network security technology planned for acquisition | Next-generation fire-wall (NGFW) | Advanced malware analysis |
| Hottest endpoint security technology planned for acquisition | Advanced malware analysis | Containerization / micro-virtualization |
| Change in next year's IT security budget | No change | Increase 5-9% |

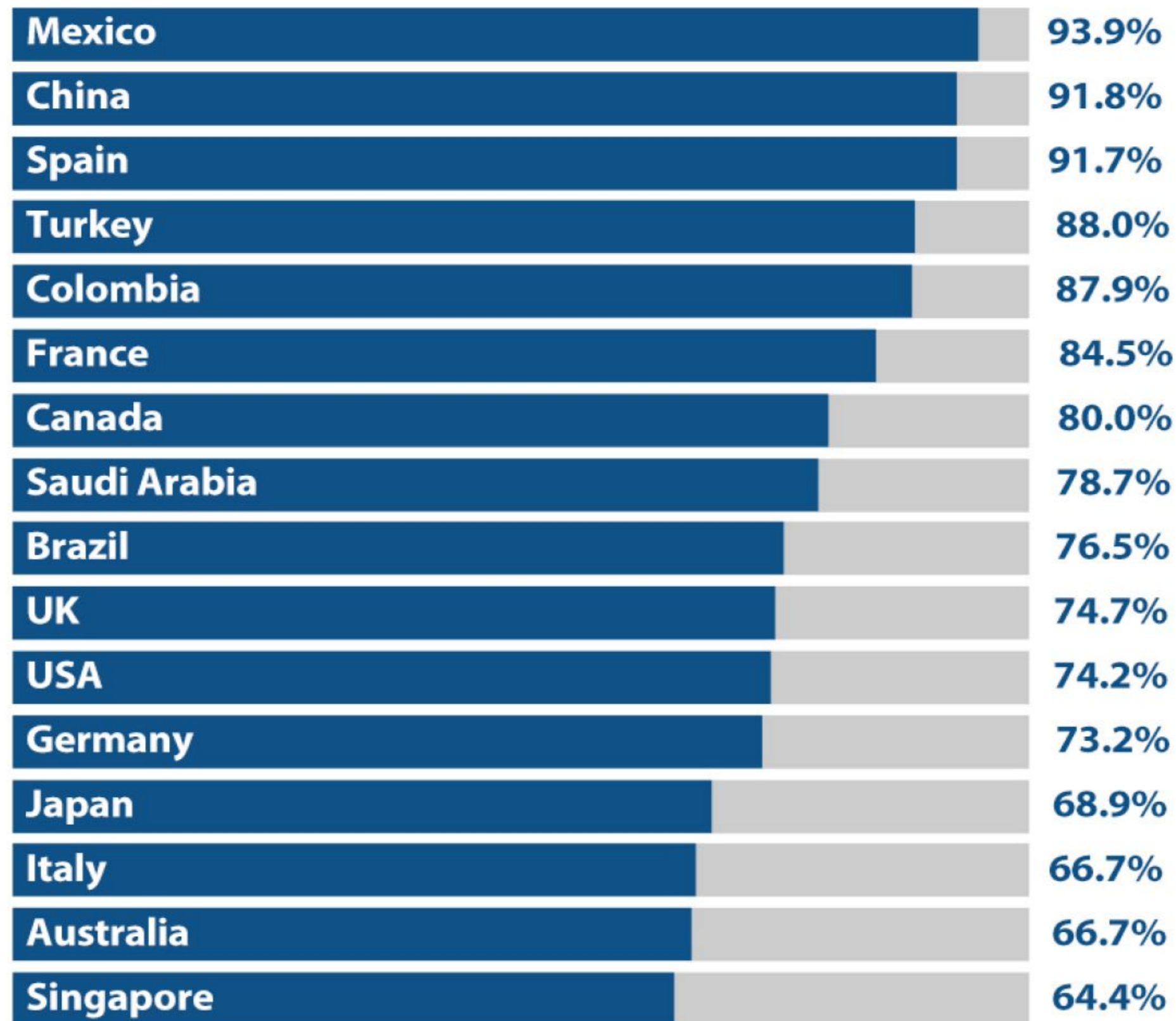
Source: 2018 Cyberthreat Defense Report, CyberEdge Group

How many times do you estimate that your organization's global network has been compromised by a successful cyberattack within the past 12 months? (n=1,136)



Source: 2018 Cyberthreat Defense Report, CyberEdge Group

Percentage compromised by at least one successful attack in the past 12 months



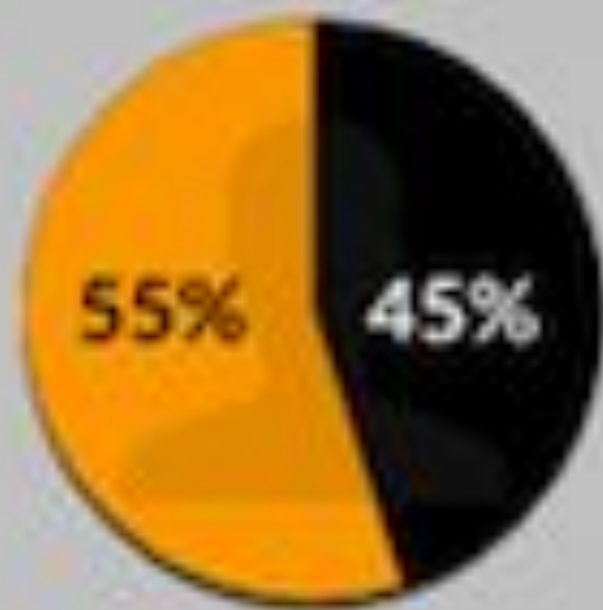
Source: 2018 Cyberthreat Defense Report, CyberEdge Group

FLIPPING THE RANSOMWARE COIN

Flip a coin once to determine whether your organization may be affected by ransomware. If you pay the ransom, flip it again to see if you'll get your data back.

● Affected

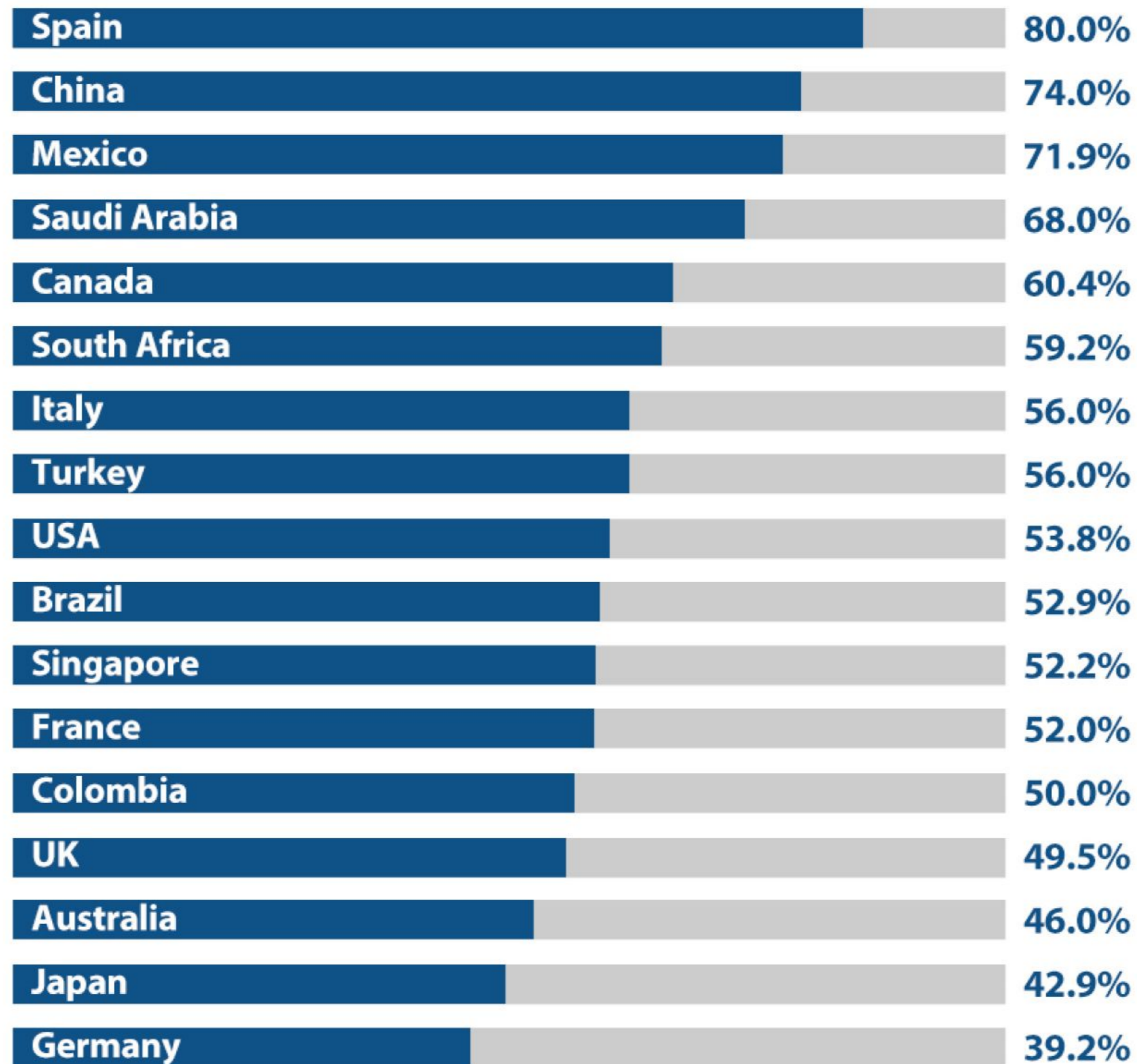
● Unaffected



● Paid ransom
Recovered data

● Paid ransom
Lost data

Percentage affected by ransomware in the past 12 months



Source: 2018 Cyberthreat Defense Report, CyberEdge Group

SURVEY DEMOGRAPHICS

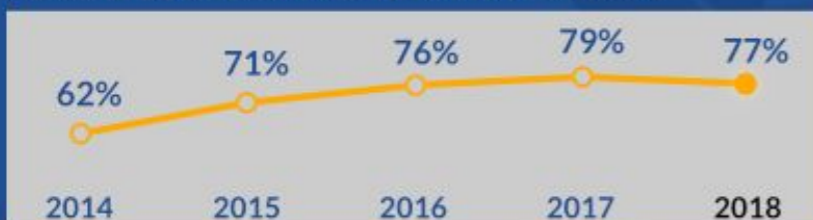
17 Countries represented around the world

19 Industries represented

1,200 Qualified IT security decision makers & practitioners

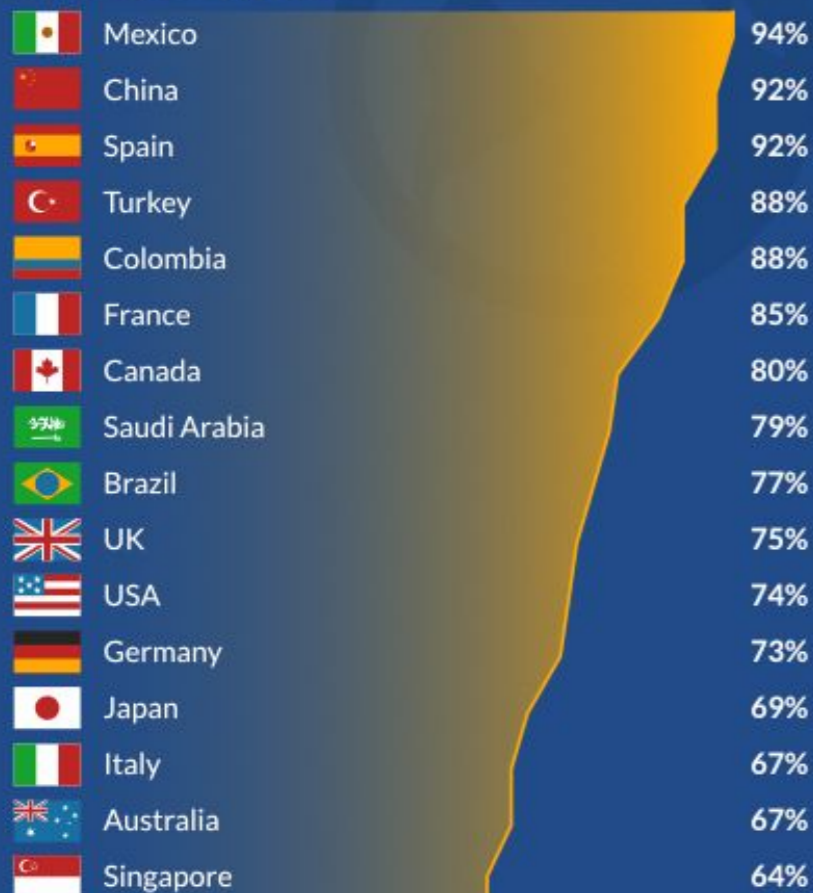
HAS THE BLEEDING STOPPED?

For the first time in five years, the percentage of organizations affected by a successful cyberattack has decreased.



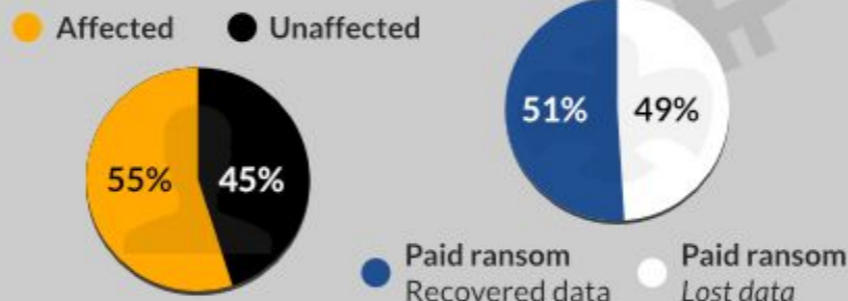
SUSCEPTIBLE NATIONS

The percentage of respondents affected by successful attacks last year varied by nation.



FLIPPING THE RANSOMWARE COIN

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SECURITY'S SLICE OF THE IT BUDGET PIE

Globally, security consumes 12.1% of the overall IT budget.



SECURITY'S WEAKEST LINKS

These areas are rated as most difficult to secure...



CYBERTHREAT HEADACHES

Cyberthreats causing the greatest concern include...



SECURITY'S BIGGEST OBSTACLES

These obstacles inhibit IT from defending cyberthreats...



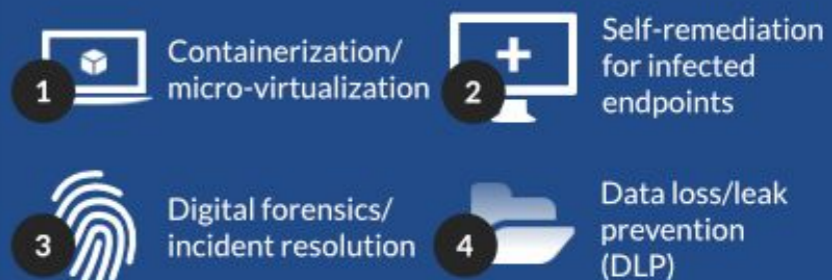
NETWORK SECURITY ACQUISITIONS

The top four network security technologies targeted for acquisition in 2018 are...



ENDPOINT SECURITY ACQUISITIONS

The top four endpoint security technologies targeted for acquisition in 2018 include...



CHALLENGING IT SECURITY FUNCTIONS

The most-challenging internal IT security functions are...



BIGGEST CHANGE OF 2018

August: It's 2018, going on 1984.

The UK has passed a massive expansion in surveillance powers, which critics have called "terrifying" and *"dangerous."*

THE EUROPEANS ARE COMING

WHO WILL
REGULATE
YOU?



FOUR BIG IDEAS
FOUR INTERESTED PARTIES
ONE BIG CONCEPT

WHO WILL REGULATE
YOU?



<http://www.infotrust.org>

"ANONYMOUS TO KNOWN"

WHO WILL REGULATE YOU?



<http://www.infotrust.org>

NO AD BOTS OR FRAUDULENT TRAFFIC

WHO WILL REGULATE YOU?



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WHO TO BELIEVE, NOT WHAT TO
BELIEVE

WHO WILL REGULATE YOU?



<http://www.infotrust.org>

SHIFT FROM ADVERTISING TO READER PAYMENT

WHO WILL REGULATE YOU?

GERMANY IS THE FIRST

WHO WILL REGULATE YOU?

ENDING DEPENDENCE ON PLATFORMS

WHO WILL REGULATE
YOU?

FAKE NEWS AND A NATIONAL TRUST DEFICIT

WHO WILL REGULATE YOU?

SURVEILLANCE MARKETING

1) INTENT

2) WHO THE USER IS

3) UNDERSTANDING CONTEXT

WHO WILL REGULATE YOU?



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TARGETING

KEYWORD CONTEXT BEHAVIOR
GEOGRAPHY GEOFENCE

WHO WILL REGULATE YOU?



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CHROME

WHO WILL REGULATE YOU?

SAFARI

WHO WILL REGULATE YOU?

Assembles lists of bad guy sites

FIREFOX



THE NEXT STEPS

GDPR



CALIFOR
NIA



JOIN THE REVOLUTION

PROTECT
YOURSELF