

AVOIDING IDENTITY THEFT

dark web, social engineering, and scams

2024

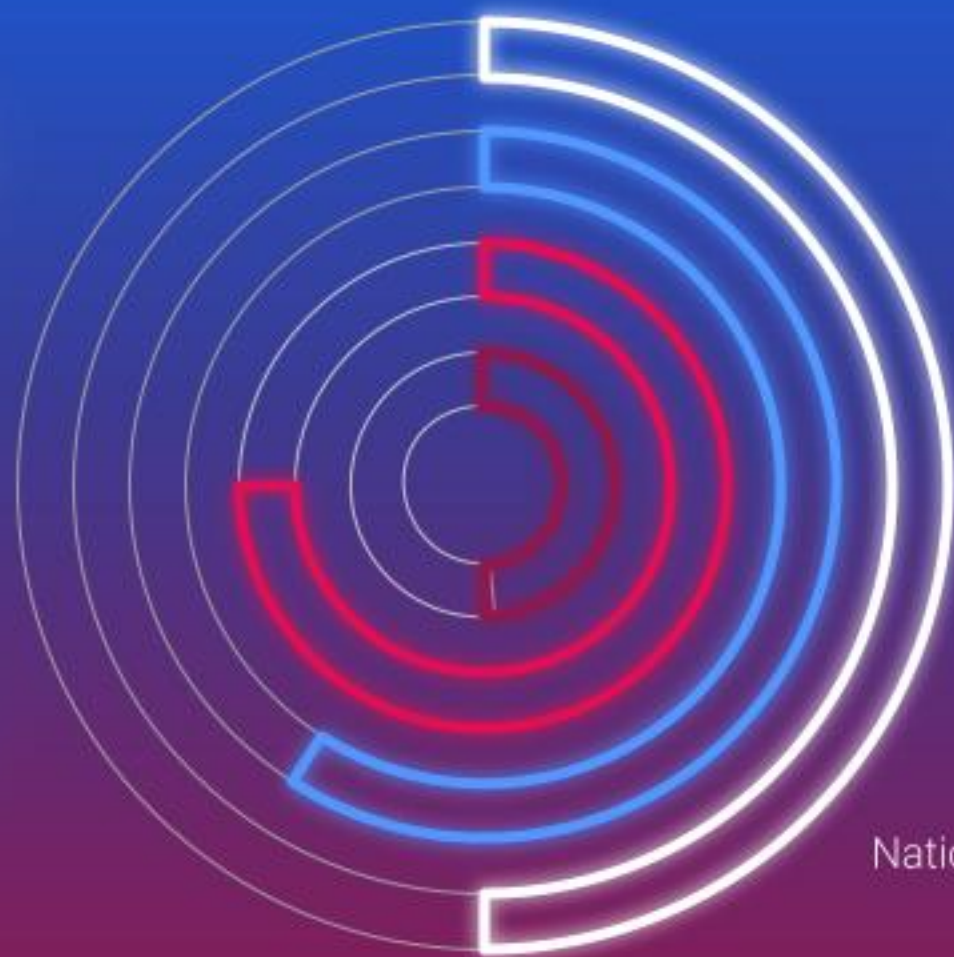
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NSA, Towson University



Professor
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AGENDA



IMPACT

national figures
terminology
motives



SCAMS

phishing
social media
scams



PREVENT

tips
detection
resources



AT WORK

filters
training
reporting

01

IMPACT

Data and Motives

01

TYPES OF IDENTITY THEFT



The infographic features a central hub with four colored circles (red, blue, red, white) containing person icons. Lines connect these circles to their respective text blocks. The background is a dark blue gradient with a faint circuit board pattern.

FINANCIAL

Bank
Credit cards
New accounts

SYNTHETIC

Blending data
Create a fake profile

MEDICAL

Prescriptions
Bill for services
Medical equipment

CHILD

Government benefits
Driver's license
Credit cards

IDENTITY THEFT DEMOGRAPHICS

WOMEN



MEN



NO DEGREE



COLLEGE DEGREE



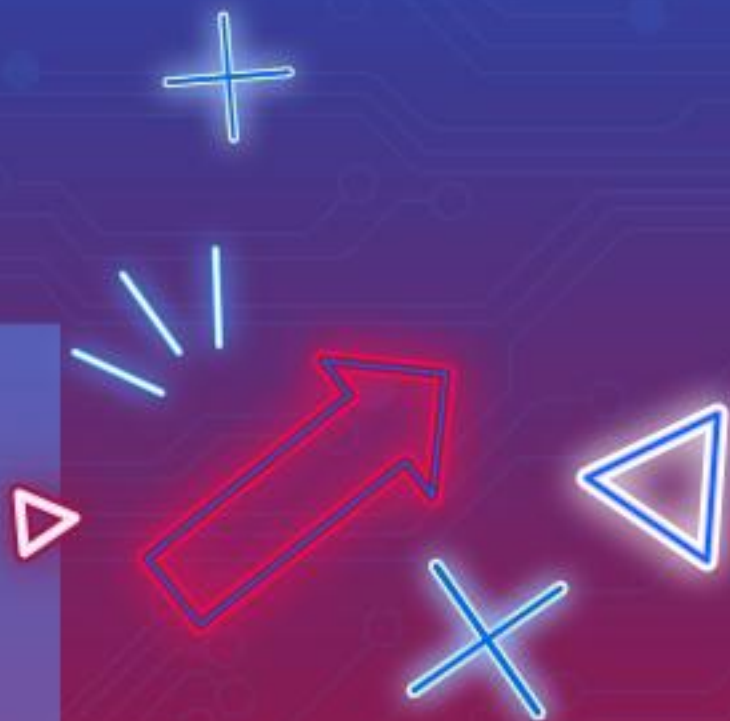
married · under \$20k and over \$75k annually · children, 20-29, and seniors

2.6 million cases

of fraud reported to FTC in 2023

\$10 billion

in losses



Surface Web

YAHOO!

Google

reddit

CNN.com

bing



Common web browser

No login required to access information

Deep Web

Academic databases
Medical records
Financial records
Legal documents
Some scientific reports
Some government reports
Subscription only information
Some organization-specific repositories



Common web browser

Login required to access information

Dark Web



TOR
Political protest
Drug trafficking
and other illegal activities

96%

of content on the Web (estimated)



Special web browser needed

Login/no login

MOTIVES



POLITICAL

Angry protest
Interfering with elections



FINANCIAL

Small scale to
large scale ransomware



STATUS

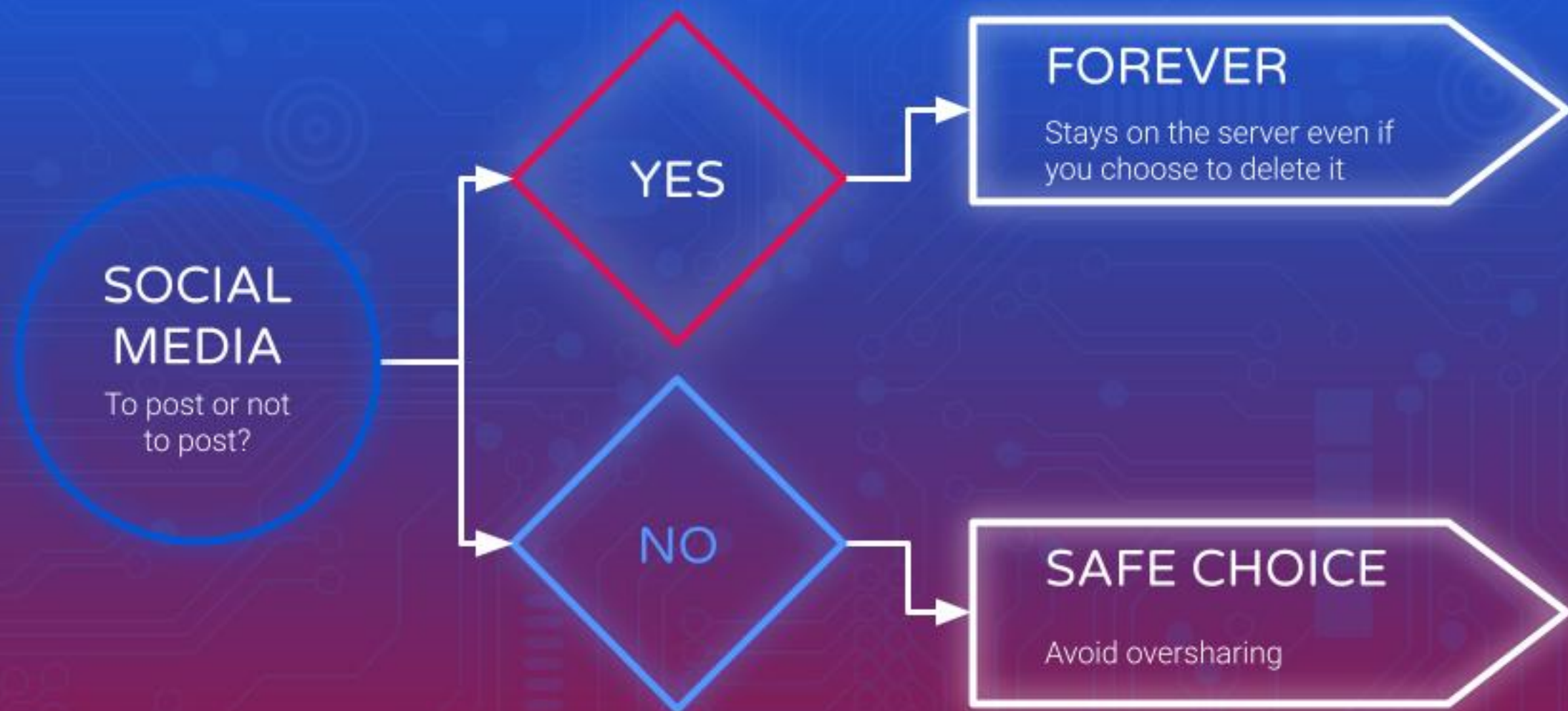
On the dark web or
public acknowledgement



ESPIONAGE

Trade secrets
Technical schematics

ONLINE SAFETY



02

02

SCAMS

Methods and precautions

SOCIAL ENGINEERING



PHISHING

Email



SMISHING

Text



VISHING

Voicemail



TRASH

Mailbox
Dumpster diving

SOCIAL MEDIA BUSINESS MODEL

USERS

Generate and share
personal information on
Facebook

FACEBOOK

Provides free accounts
Collects data
Sells info to advertisers

ADVERTISERS

Buy Info from Facebook
Create ads based on
user interests

CYBER SCAMS

romance scams
online games

**HONEY
TRAPS**



EMAIL

phishing
spoofing



SHOPPING

BEWARE!
sites that don't accept
credit cards



spoofing
information gathering

**SOCIAL
MEDIA**



WEB

fake sites
look for the lock



03

03

PREVENTION

Tips and ideas

AWARENESS



EMAIL

Think before you click
Watch for urgency and typos
Beacons
Do you know this contact?
Block and report junk

SOCIAL MEDIA

Is it too good to be true?
Location tracking
Scammers
Relationship data
Junk links
Viral games and surveys

PASSWORDS

Password managers
(Bitwarden)
Don't reuse
Passphrases

DEVICES

Don't share
Wipe before giving away
Use PIN or biometrics
Delete old apps
Careful what you download

MONITORING

CREDIT REPORT

Monitor
Check personal info
Freeze
Lock



1st

2nd



FINANCIAL

Check account statements
Don't reuse passwords
Know your balances
Watch for suspicious activity
Don't use ATM online

ANTIVIRUS

Update antivirus regularly
Uses virus definitions
Update your device



3rd

4th



MAIL

Pick up regularly
Vacation hold
Shred documents
USPS informed delivery
Rental and vacation homes

OH NO! NOW WHAT?



CALL

Credit companies
Banks
Businesses



CLOSE

Freeze accounts
Lock cards



CHANGE

PINs
Passwords



LOCK

Credit reports
Or freeze

go to [IdentityTheft.gov](https://www.IdentityTheft.gov) or call 1-877-438-4338



04

EMPLOYEES

Tips and thoughts

AT THE OFFICE

FILTERS

Setup email filters
Block junk
Know your contacts

AWARENESS

Cybersecurity training
Vendor reports
Verizon Data Breach Incident Report

01

02

03

04

05

LOCK SCREENS

Session timeout
Password protected

EMAIL PHISHING

Train employees
Know who is targeted
Know what is targeted

SOCIAL ENGINEERING

Avoid psychological
manipulation

BONUS CONTENT



Chase <West671952-628957@agama.micmarkit.com>



To: [REDACTED]

Sun 8/20/2023 12:31 PM



Account Update Information ...

62 KB



Chase - MSG8394296-XFW2A97891

P.S. One of the Amendments is mandatory encryption of our signature documents, you need to enable macros for reading the document.

Regards,
Chase Online

11:29



< 156



support@amazon.com

11:24 AM

To: Tobl W >



Important communications about your Amazon account has been locked.



Hello,

We have temporarily placed your Amazon account on hold and canceled any pending orders or subscriptions because we detected unusual activity on it.

To restore your account, you can click the button below and follow on-screen instructions. Once you have provided the required information, we will review it and respond within 24 hours.

We are sorry for any inconvenience this may have caused. Thank you for your attention.

[Sing-in to Amazon](#)

Sincerely,

Contact Us : [+1888 280 4431](tel:+18882804431)

Email contact : support@amazon.com

Thanks,





Chase <West671952-628957@agama.micmarkit.com>



To: [Redacted]

Sun 8/20/2023 12:31 PM



Account Update Information ...


62 KB



Chase - MSG8394296-XFW2A97891

P.S. One of the Amendments is mandatory encryption of our signature documents, you need to enable macros for reading the document.

Regards,
Chase Online

Your PayPal has been limited (Wed, August 23, 2023)  



service@intl.limltd.com <customer@delivery.parme.com.br>

To: 



Your PayPai acc

For security reasons, your PayPai account has been in limited, you will not be able to perform any activities or the account.

To regain access, simply click the button below and fo instructions.

[Verify My Activity >](#)

- Report junk
- Report phishing
- Report a concern

- Reply
- Reply all
- Forward
- Other reply actions >
- Delete
- Mark as unread
- Flag
- Report >
- Block >
- Print
- Save
- View >
-  Send to OneNote
-  Boomerang >
-  Get Add-ins
- Customize actions
- Advanced actions >



10-DAY SECURITY FIX

REVIEW / EDIT / DEL	REMOVAL & OPT OUT	MINDSET
Make 3 lists: devices, accounts, people	Data Brokers	Secure & Skeptical
Reused passwords: change Old accounts: edit & delete Previous posts: review & del Social media: privacy setting	Search your name Search your address This can take time	Freeze/Monitor Credit VPN Temporary CC number Keep devices & apps updated

Who are the largest data brokers?

<https://www.mcafee.com/blogs/tips-tricks/what-is-a-data-broker/#:~:text=Who%20are%20the%20largest%20data%20brokers%3F>

!@#\$ PASSWORDS %^&*

Longer passwords are better. Avoid top 100.

Try Bitwarden. It's free!

- Use consumer reports to find pw manager
- Share passwords across devices
- Create strong passwords
- Audit passwords

Passwords can still end up on the darkweb!

Use multi-factor authentication.



IDENTITY THEFT PROTECTION

	lost wallet protection	24x7 support	reimbursement
	Credit score monitoring	Court records & bookings	Banks
	Dark Web monitoring	US Postal Service (redirect)	Sex offenders
	Social media monitoring	SSN (addresses)	Driver's license

Aura | Lifelock | Identity Guard

A collection of glowing geometric shapes in blue and pink, including triangles, crosses, and a starburst, scattered across the left side of the slide.

THANKS!

Do you have any questions?

twest20@coastline.edu
www.linkedin.com/in/tobiwest
www.coastline.edu/cybercenter



RESOURCES

USA.GOV – Identity Theft



<https://www.usa.gov/identity-theft>

5 Common Types of Identity Theft

<https://www.mcafee.com/blogs/privacy-identity-protection/5-common-types-of-identity-theft/>

Identity Theft And Credit Card Fraud Statistics 2022

<https://www.definefinancial.com/blog/identity-theft-credit-card-fraud-statistics/>

2021 Identity theft statistics

Trends and statistics about identity theft

<https://www.consumeraffairs.com/finance/identity-theft-statistics.html>

Hacker Motivation: Why Do Hackers Hack?

<https://sectigostore.com/blog/hacker-motivation-why-do-hackers-hack/>

Best Identity Theft Protection Services 2023

<https://www.top10.com/id-theft/comparison?>

Credit Freeze vs. Credit Lock: Here's All You Need to Know

<https://www.top10.com/id-theft/credit-freeze-v-credit-lock>

10 Ways to Prevent Identity Theft

<https://www.usnews.com/360-reviews/privacy/identity-theft-protection/10-ways-to-prevent-identity-theft>

Identity Theft Recovery Plan

https://www.consumer.ftc.gov/articles/pdf-0009_identitytheft_a_recovery_plan.pdf

