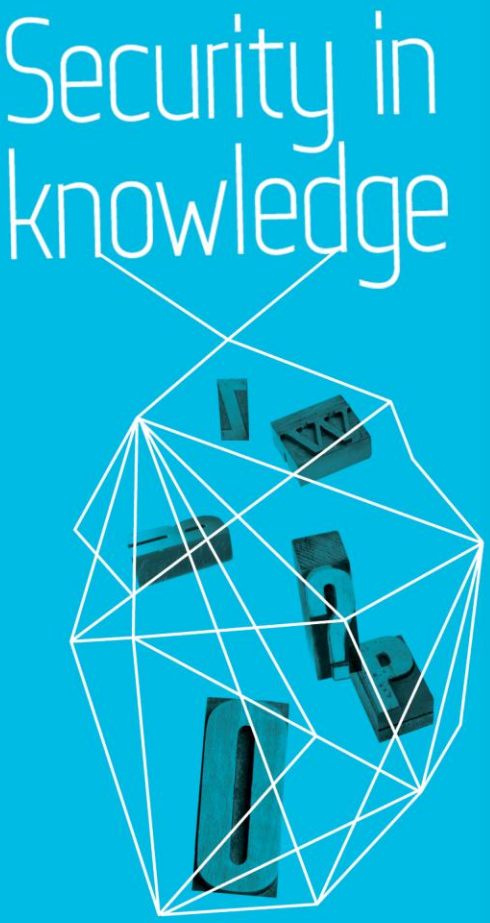
Privacy is Not Dead, You're Just Not Trying Hard Enough



Aaron Crawford
Lares

Session ID: MASH-R36A
Session Classification: General Interest

Kansas ?


Wray
Benkelman
McCook
Alma
Republican
Blue
Superior
Fairbury
Falls City
St Francis
Oberlin
Norton
Phillipsburg
Lebanon
Belleville
Marysville
Hiawatha
St Joseph
Concordia
Atchison
29
Goodland
Colby
Burlington
Hill City
Stockton
Beloit
Clay Center
Tuttle Creek Lake
Holton
Leavenworth
Oakley
SMOKY HILLS
Milford Lake
Manhattan
Kansas City
Mt Sunflower 4039
WaKeeney
Saline
River
Junction City
Topeka
Lawrence
Overland Park
Hays
Russell
Salina
Abilene
Kansas
Smoky
Hill
River
KANSAS
Ottawa
Scott City
Great Bend
McPherson
Emporia
35
Garnett
Larned
Jetmore
Hutchinson
Newton
Yates Center
Iola
Fort Scott
Syracuse
Garden City
Kinsley
Dodge City
El Dorado
Wichita
FLINT HILLS
Chanute
Ulysses
Sublette
Pratt
Kingman
Fredonia
Neodesha
Pittsburg
Parsons
Hugoton
Meade
Medicine Lodge
Red Hills
Ashland
Wellington
Winfield
Cherryvale
Independence
Elkhart
Liberal
Arkansas City
Coffeyville
Miami
North

Doing Things Differently…

Extreme Privacy

Privacy in Kansas

Monday

Tuesday

Wednesday

Thursday

Friday

Definition…

- What is Privacy?
  - Separation from group or environment
  - Deprivation
  - Isolation
  - A feeling
  - Artificial construct

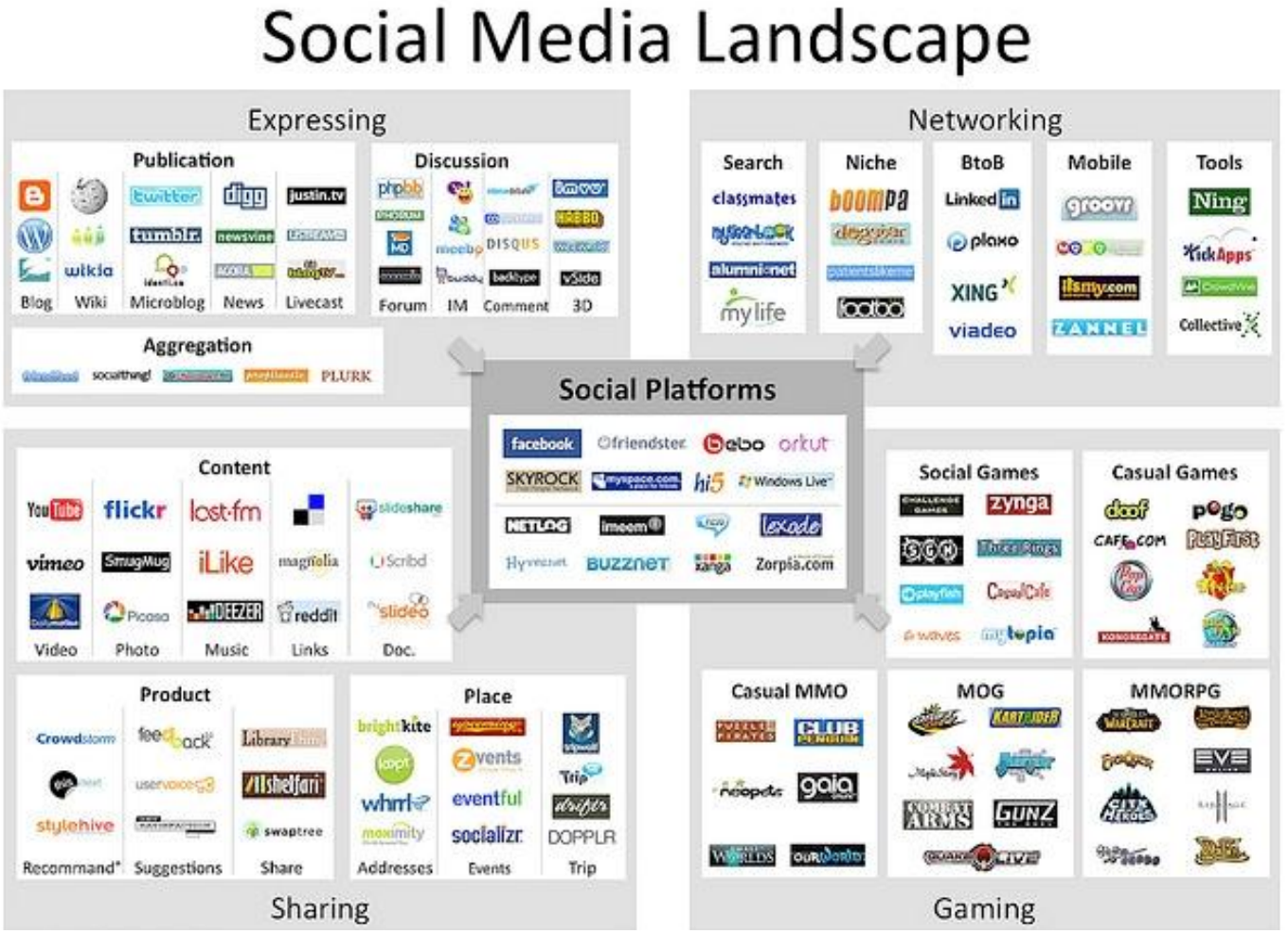
Do Not Panic

- What this is not…
  - Silver Bullet
  - Sales Pitch
  - Tinfoil Hat Brigade

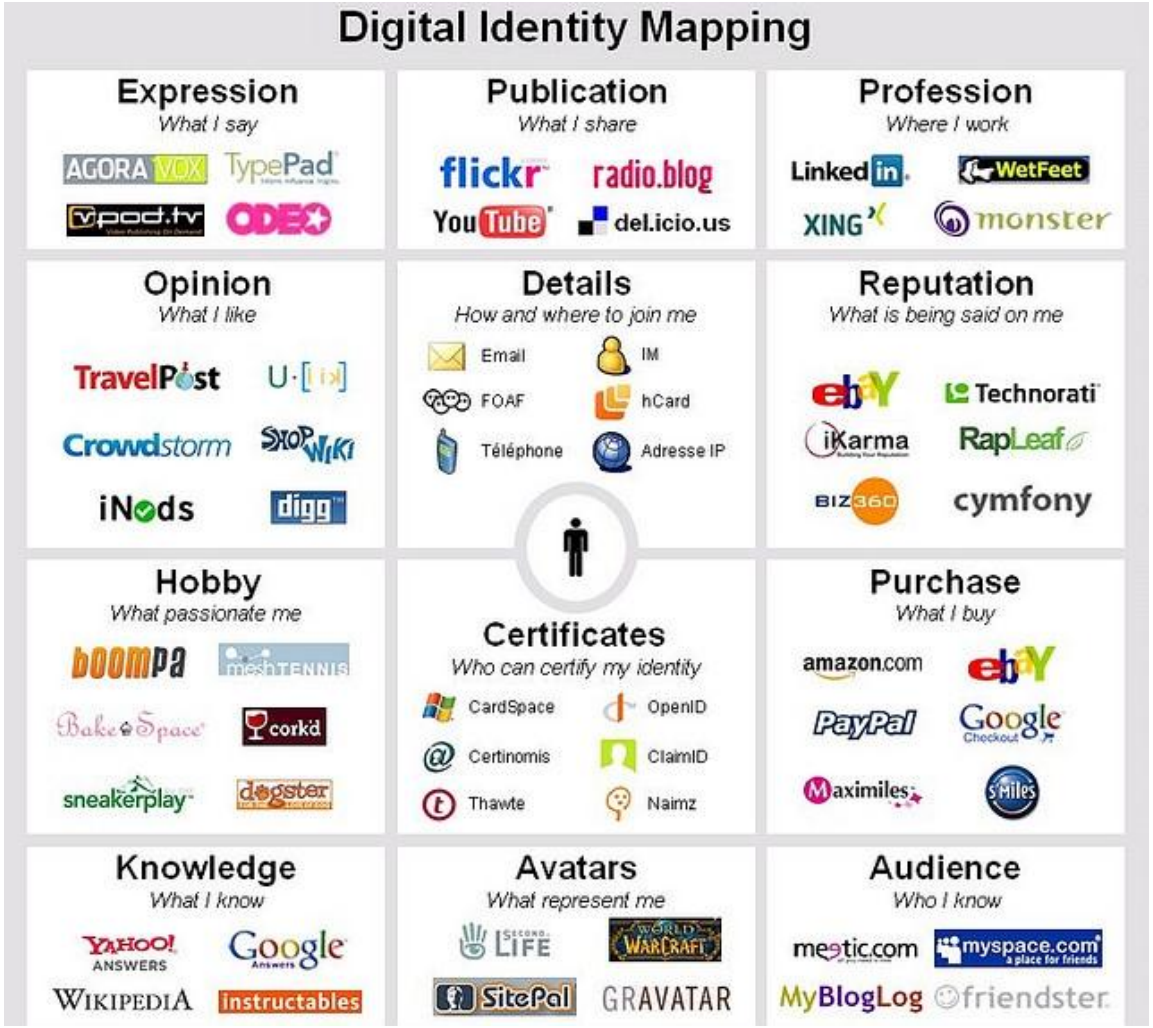
Progression of Convenience

Your Footprint

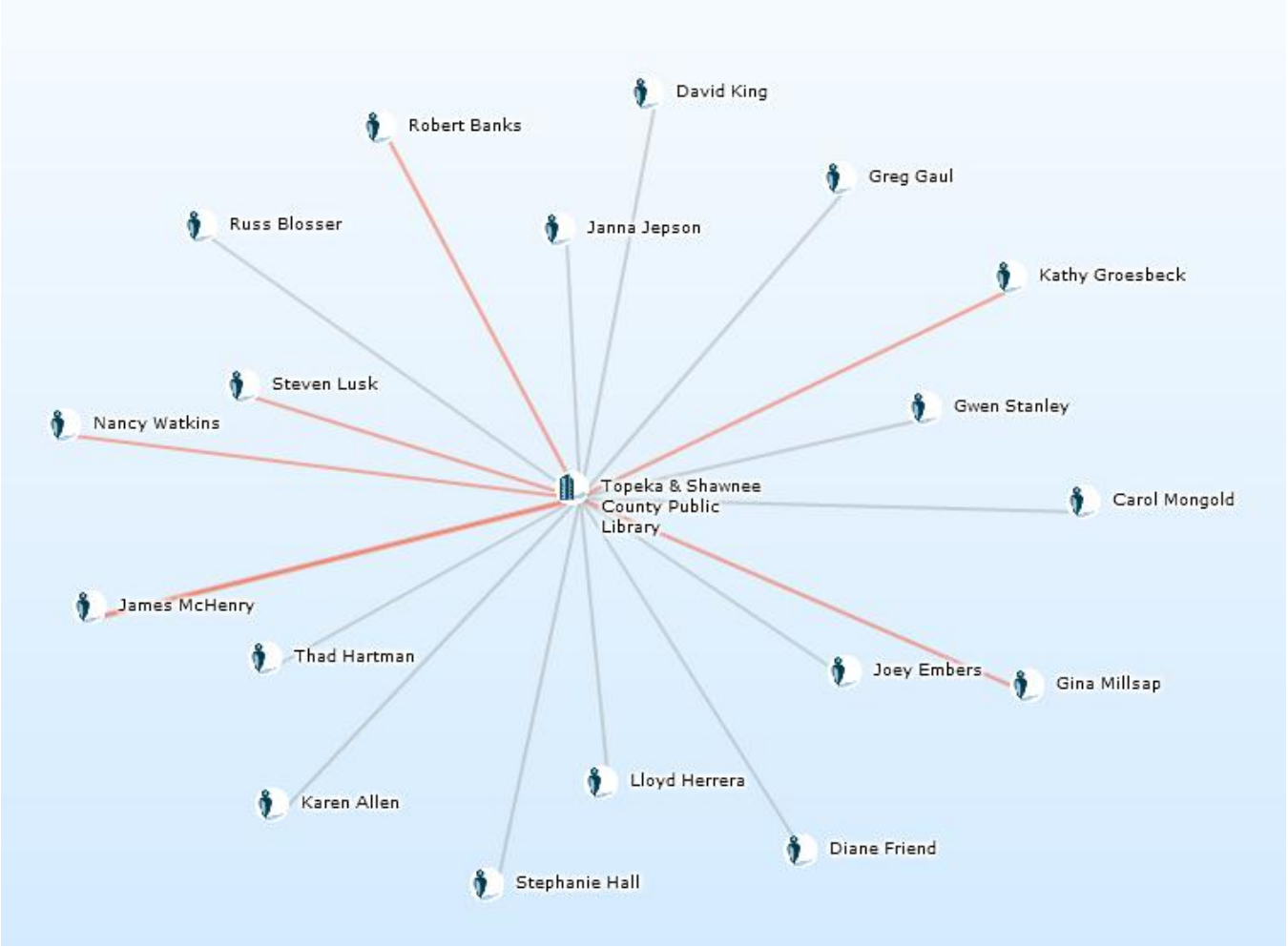
Footprints


Social Media Landscape
Expressing
Publication
Blog
Wiki
Microblog
News
Livecast
Discussion
Forum
IM
Comment
3D
Aggregation
PLURK
Networking
Search
Niche
BtoB
Mobile
Tools
Social Platforms
Content
Video
Photo
Music
Links
Doc.
Social Games
Casual Games
Product
Recommand*
Suggestions
Share
Place
Addresses
Events
Trip
Sharing
Casual MMO
MOG
MMORPG
Gaming

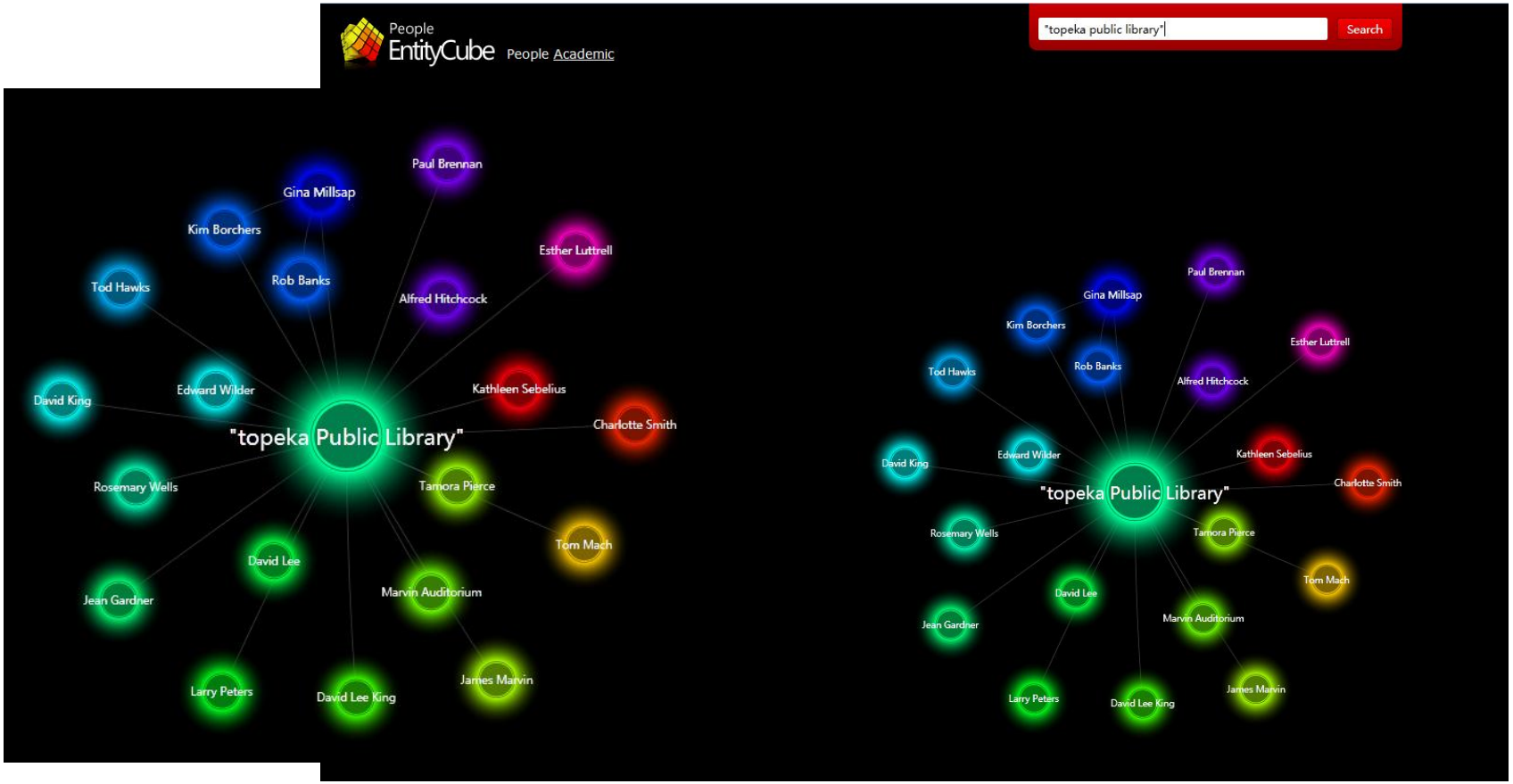
Relational Footprints



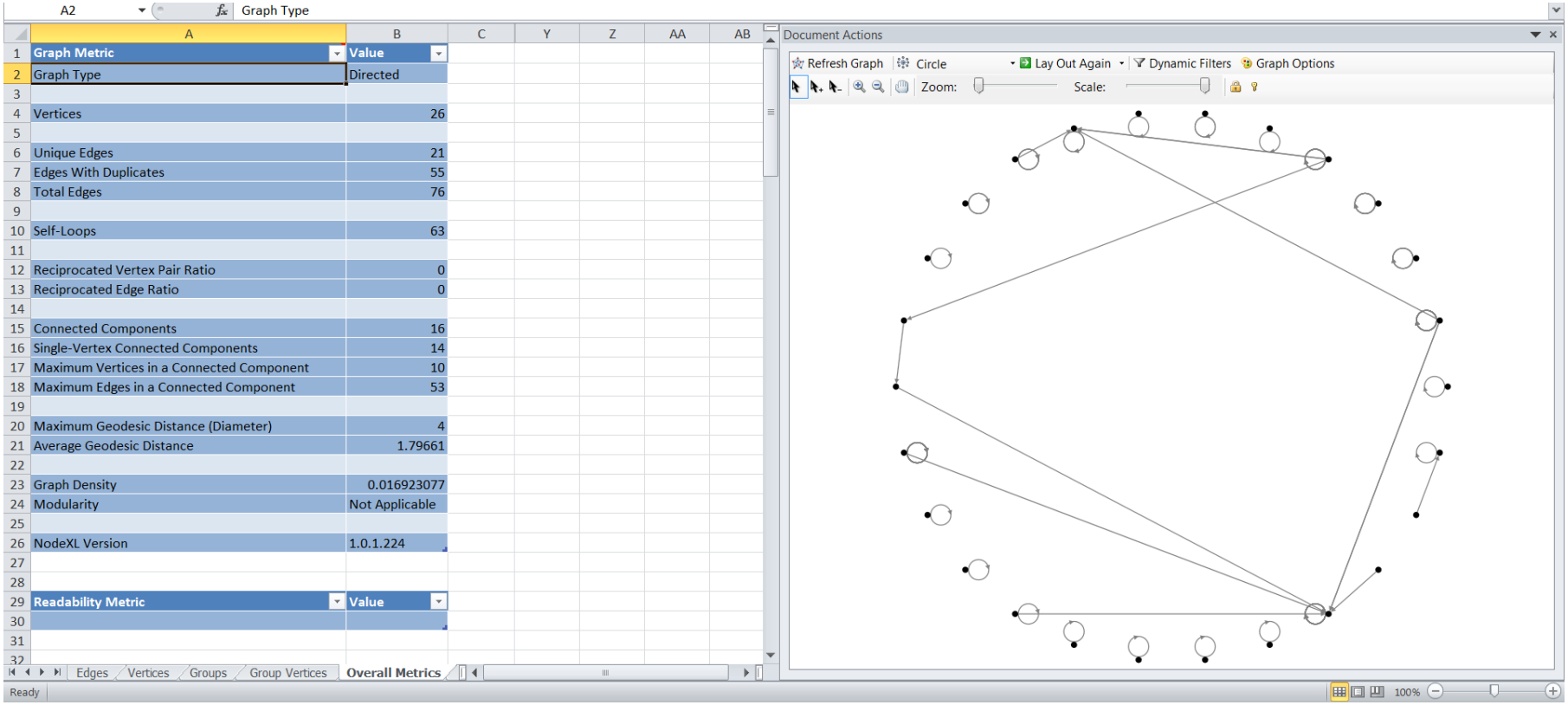
Marketvisual.com



Microsoft Entity Cube



nodexl.codeplex.com



	A	B
1	Graph Metric	Value
2	Graph Type	Directed
3		
4	Vertices	26
5		
6	Unique Edges	21
7	Edges With Duplicates	55
8	Total Edges	76
9		
10	Self-Loops	63
11		
12	Reciprocated Vertex Pair Ratio	0
13	Reciprocated Edge Ratio	0
14		
15	Connected Components	16
16	Single-Vertex Connected Components	14
17	Maximum Vertices in a Connected Component	10
18	Maximum Edges in a Connected Component	53
19		
20	Maximum Geodesic Distance (Diameter)	4
21	Average Geodesic Distance	1.79661
22		
23	Graph Density	0.016923077
24	Modularity	Not Applicable
25		
26	NodeXL Version	1.0.1.224
27		
28		
29	Readability Metric	Value
30		

The Why

Matt Honan

How Apple let a hacker remotely wipe an iPhone, iPad, MacBook

Summary: *Gizmodo's Twitter account was recently hacked, after a former employee's iCloud account was breached, and all his Apple devices (iPhone, iPad, MacBook Air) were remotely wiped. It turns out the hacker didn't even have to get the password: he just tricked Apple's tech support.*

The Math

Math?

- P=E(K+A)
  - Privacy = Effort (Knowledge + Awareness)
    - Privacy – total measurable footprint
    - Effort – amount of overall applicable mitigation action
    - Knowledge – insight of working concepts and technologies
    - Awareness – over all exposure and peripheral

Effort

10 – Maximum effort
9 – Best available
8 – Combined effort
7 – Online research
6 – Asked about it
5 – Read about it
4 – Looked into it
3 – 2nd hand knowledge
2 – Try harder
1 – Showed interest
0 – No effort

Knowledge

5 – Fully knowing
4 – Informed exposure
3 – Average knowledge
2 – Try harder
1 – Heard about it
0 – No knowledge

Awareness


5 – Fully aware
4 – Informed exposure
3 – Average awareness
2 – Try harder
1 – Passing mention
0 – No awareness

Privacy

90 – 100 = Excellent
78 – 89 = Very Good
70 – 78 = Good
60 – 69 = Adequate
50 – 59 = Acceptable
0 – 49 = Weak/Failure

Bad Example

+

=

Impatience

- 0 (0 + 2) = P
- P = 0

Good Example

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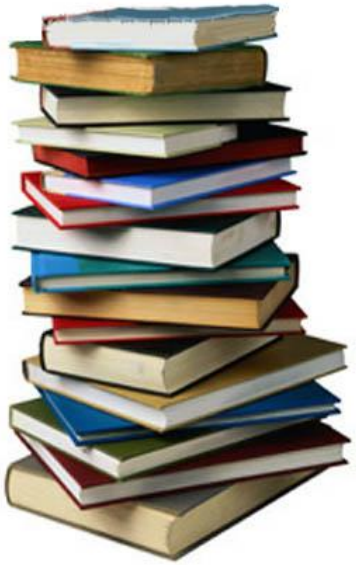

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Total Output

- TO: P=E(K+A)

Or…

Questions?

- Contact me, always happy to help:
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  - www.squirrelsinabarrel.com
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