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## Social Media Single Sign-On: Could You Be Sharing More than Your Password?

SESSION ID: **HUM-W03B**

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“You already have zero privacy – get over it.”

- Scott McNealy



# Agenda

- ◆ What's being tracked and collected online
- ◆ What is Social Login
- ◆ Potential risks introduced
- ◆ Process flow for Social Login for B2C and B2E
- ◆ Suggested resources if you want to learn more

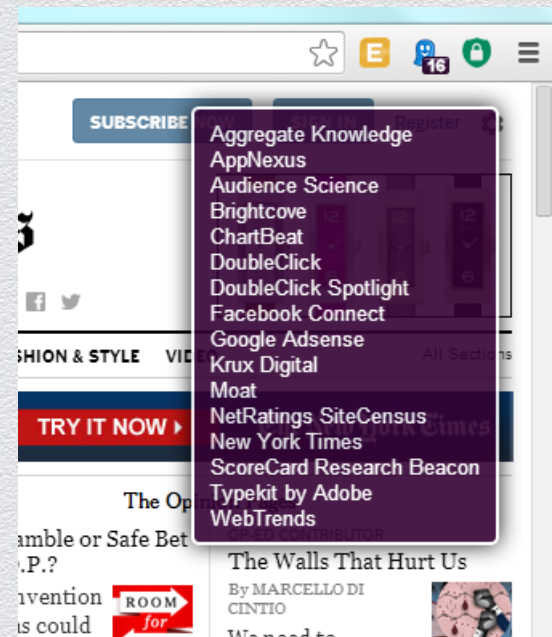
# NSA is not the only one tracking you...

- ◆ What have you done today?
  - ◆ Use your credit card to buy coffee?
  - ◆ Login to wireless network at the RSA show?
  - ◆ Use your mobile phone?
  - ◆ Check your company's e-mail?
  - ◆ Sent a text message, or tweet, or posted something to LinkedIn or Facebook?



# When and how is information collected?

- ◆ User **intentionally** shares information (explicit consent) ...
  - ◆ Buy something (billing info, credit card info, ship-to, etc.)
  - ◆ Create account or register at a website (name, login credentials, other...)
- ◆ Online behavior activity **silently tracked** (implicit consent) ...
  - ◆ Click on a link in an e-mail or on a website (look at URL)
  - ◆ Open a web page (just the act of “viewing” a page)
  - ◆ Sign-on using social login (relying party requests profile info)
  - ◆ Other techniques: analytics, beacons, widgets, cookies, fingerprinting



# What is “Social Login”?

- ◆ Uses your existing Social Media account to register or login to website / online service
- ◆ Benefits both the individual user and target website
- ◆ Profile information may be exposed as part of login



# Be clear on your intended use of Social Login

- ◆ What is the purpose of enabling Social Login?
  - ◆ Marketing / Sales (B2C, B2B, non-employees)
    - ◆ Enable/attract customers to access your product and services
    - ◆ Easy registration, immediate harvest of rich profile data
  - ◆ Security / Compliance (B2E, employees)
    - ◆ Login to company resources for employees
    - ◆ Provides a set of existing employee credentials
- ◆ Who is authoritative source for user identity and the assets?
  - ◆ Your company vs. social vendor (Facebook, Google, Twitter, etc.)

# What can be retrieved during Social Login?

Get access to the following for users that authenticate with Facebook:

## Basic Profile

Read access to the users' profile data. Returned by the `auth_info` API call.

Enterprise Pro Plus Basic

Address	Birthday	Email	Profile Photo
Verified Email	Display Name	Gender	Homepage
Identifier	Name	Preferred Username	UTC Offset

## Extended Profile

Read access to the users' extended profile data. Returned by the `auth_info` API call.

Enterprise Pro Plus

About Me	Activities	Addresses	Albums
Books	Current Location	Emails	Games
Groups	Interested In M...	Interests	Languages Spoken
Movies	Music	Organizations	Page Likes
Photos	Political Views	Quotes	Relationship St...
Religion	Status	TV Shows	Videos
Friends List	Heroes	Id	Last Updated
Name	Profile URL	Sports	URLs

## Contacts

Read access to the users' friends. Returned by the `get_contacts` API call.

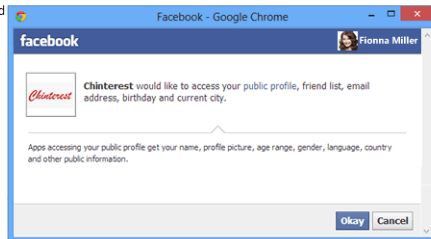
Enterprise Pro

About Me	Activities	Addresses	Birthday
Books	Current Location	Interested In M...	Interests
Languages Spoken	Movies	Music	Organizations
Photos	Political Views	Quotes	Relationship St...
Religion	Status	TV Shows	Display Name
Gender	Heroes	Id	Last Updated
Name	Preferred Username	Profile URL	Sports
URLs			

## User Social Data Capturing: Get Accurate Data Including Verified Email Addresses

Everyone loves to learn more about their consumers: marketers, salespeople, and business personnel, and it has never been easier to learn about your consumers. Every time a user logs in, we capture and deliver you social data about your consumers. You can use this data in your CRM, marketing automation software, analytics tools, etc to understand them better.

- ✓ Real-time social user data capturing
- ✓ Over 50 types of data fields
- ✓ Stores data in your database
- ✓ Receive normalized user data
- ✓ Access to raw data API



## Get Rich User Data

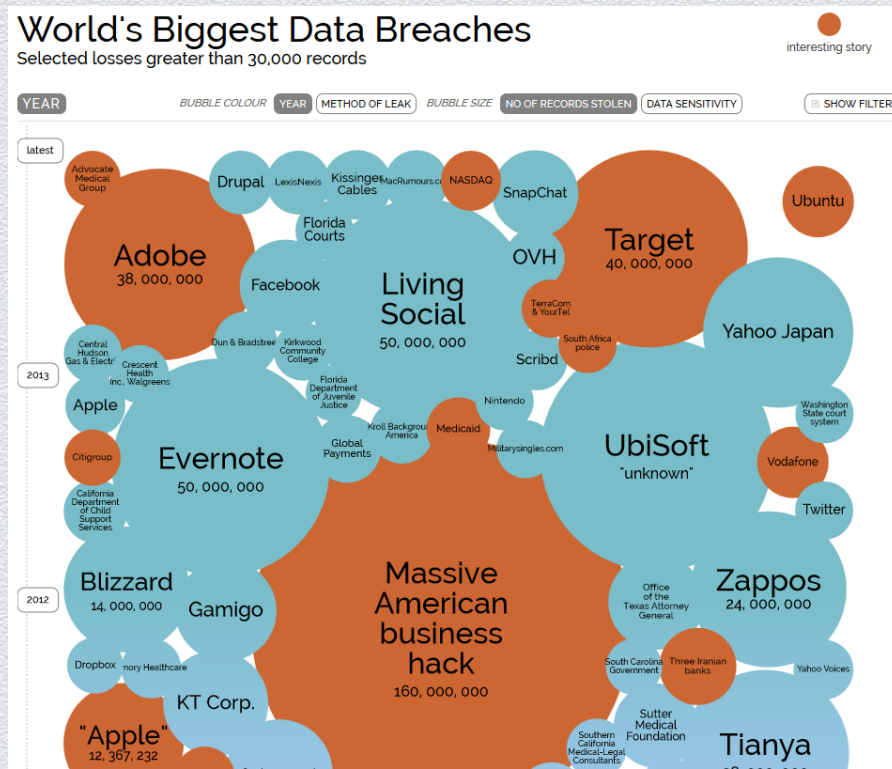
When users authenticate via Social Login, they give your app permission to access rich, first-party social data. Detailed profile information such as interests, demographics, education, social connections, work history, and more can easily be stored in your own database, or automatically stored via [Identity Storage](#) - Gigya's dynamic, cloud-hosted database. As users opt-in to marketing via Social Login you can:

- **Deliver** hyper-relevant content
- **Create** highly targeted email marketing campaigns
- **Surface** friend activity by leveraging a user's social graph
- **Target** influential and high-intent users

# Does using Social Login increase risk?

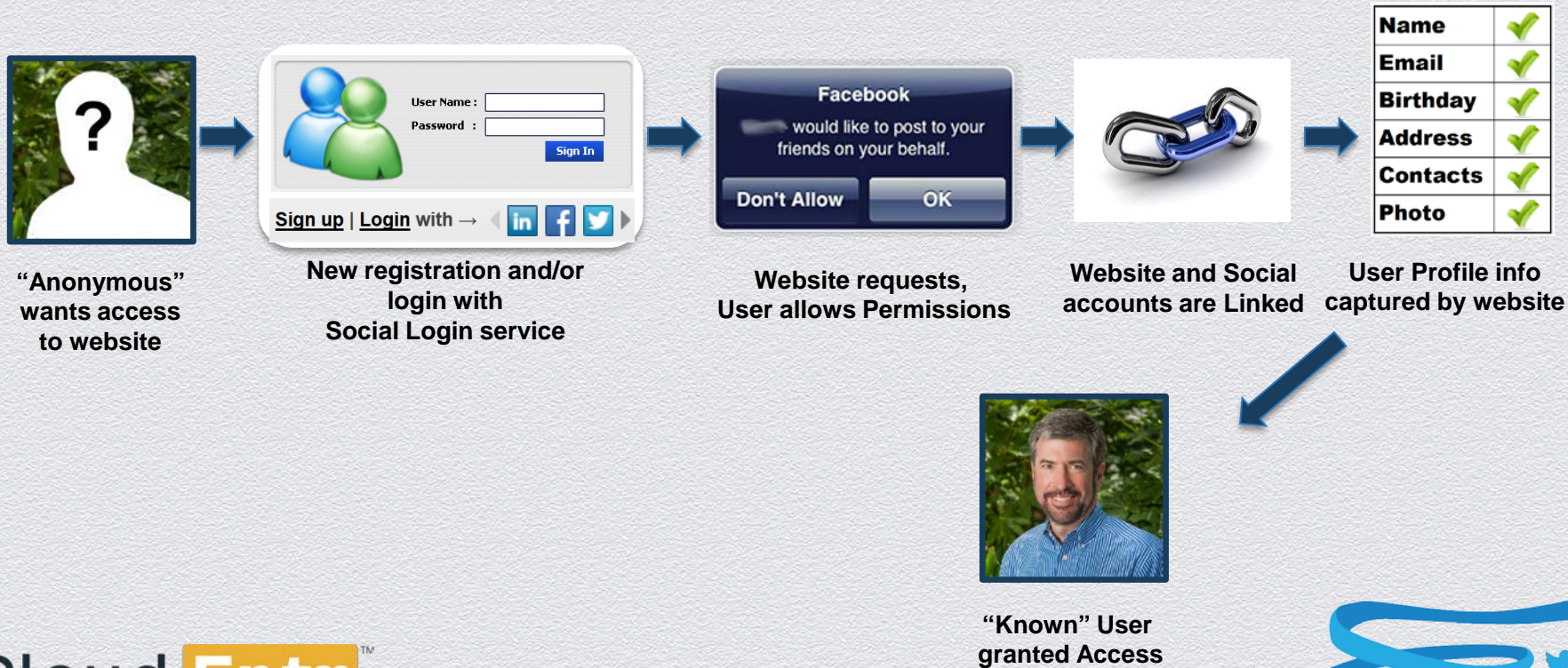
## ◆ Information = attack points

- ◆ Individuals tend to be more lax in their personal lives and re-use or create weak passwords for their Social Media account
- ◆ Socially engineered attacks are fueled by personal information
- ◆ Social Logins create intermingled non-business entry points – Target, Sony, Evernote, Adobe, etc.

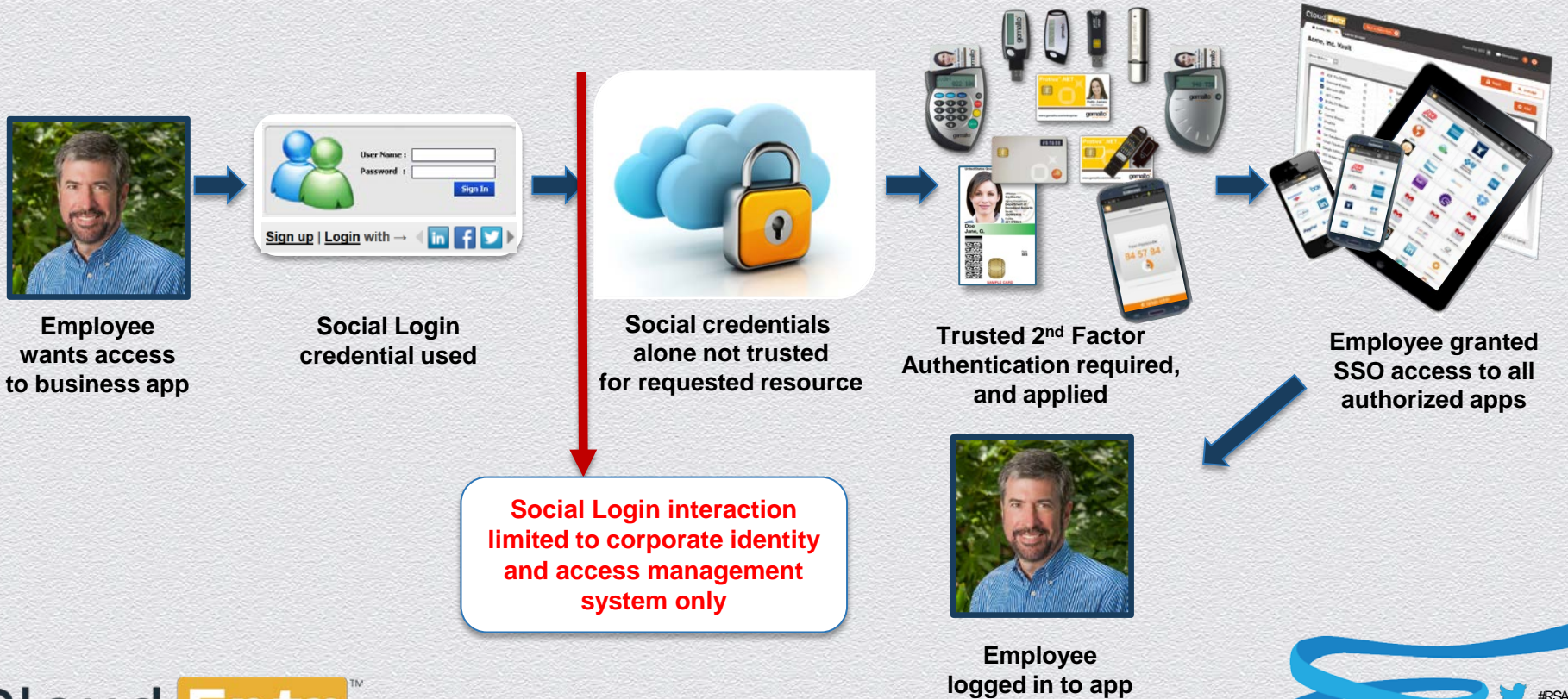


Source: <http://www.informationisbeautiful.net/visualizations/worlds-biggest-data-breaches-hacks/>

# Consumer Website (B2C) use of Social Login



# Business Employee (B2E) use of Social Login



# Summary...

- ◆ Social Logins for consumer facing websites
  - ◆ Convenient for both user and website
  - ◆ Middleware may simplify implementation, ongoing integrations
- ◆ Social Logins for employees to business assets
  - ◆ Social Login should only interact with corporate IAM system
  - ◆ Employee Identity is known, just use Social Login as credential
  - ◆ Augment with 2FA based on company policies

# To learn more...

- ◆ Shallow end of pool: useful search terms...
  - ◆ Tools that block tracking on websites you visit: “[privacy browser extensions](#)”
  - ◆ Social Login middleware vendors: “[social login](#)”
- ◆ In depth: technical standards, and best practices...
  - ◆ <http://www.thread-safe.com/>
  - ◆ [www.idecosystem.org](http://www.idecosystem.org)
  - ◆ <http://openid.net/connect/>
  - ◆ <http://www.fidoalliance.org/>

## Q & A...

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