

# RSACONFERENCE2014

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Share.  
Learn.  
Secure.

Capitalizing on  
Collective Intelligence

## Foreign spies and Facebook: the undeniable truth

SESSION ID: MASH-W03B

**Menny Barzilay**

Cyber Security Strategist

**Hila Meller**

Head of Security Strategy, EMEA  
CA Technologies







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facebook.®









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# OSINT



# HUNTING



# SIGINT



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# General Keith Alexander



**PERSONAL  
SECURITY**

**PRIVACY**



**PERSONAL  
SECURITY**



**PRIVACY**



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...a vital tool in  
thwarting  
**54**  
terrorist  
attacks worldwide



...a vital tool in  
thwarting  
?  
terrorist  
attacks worldwide



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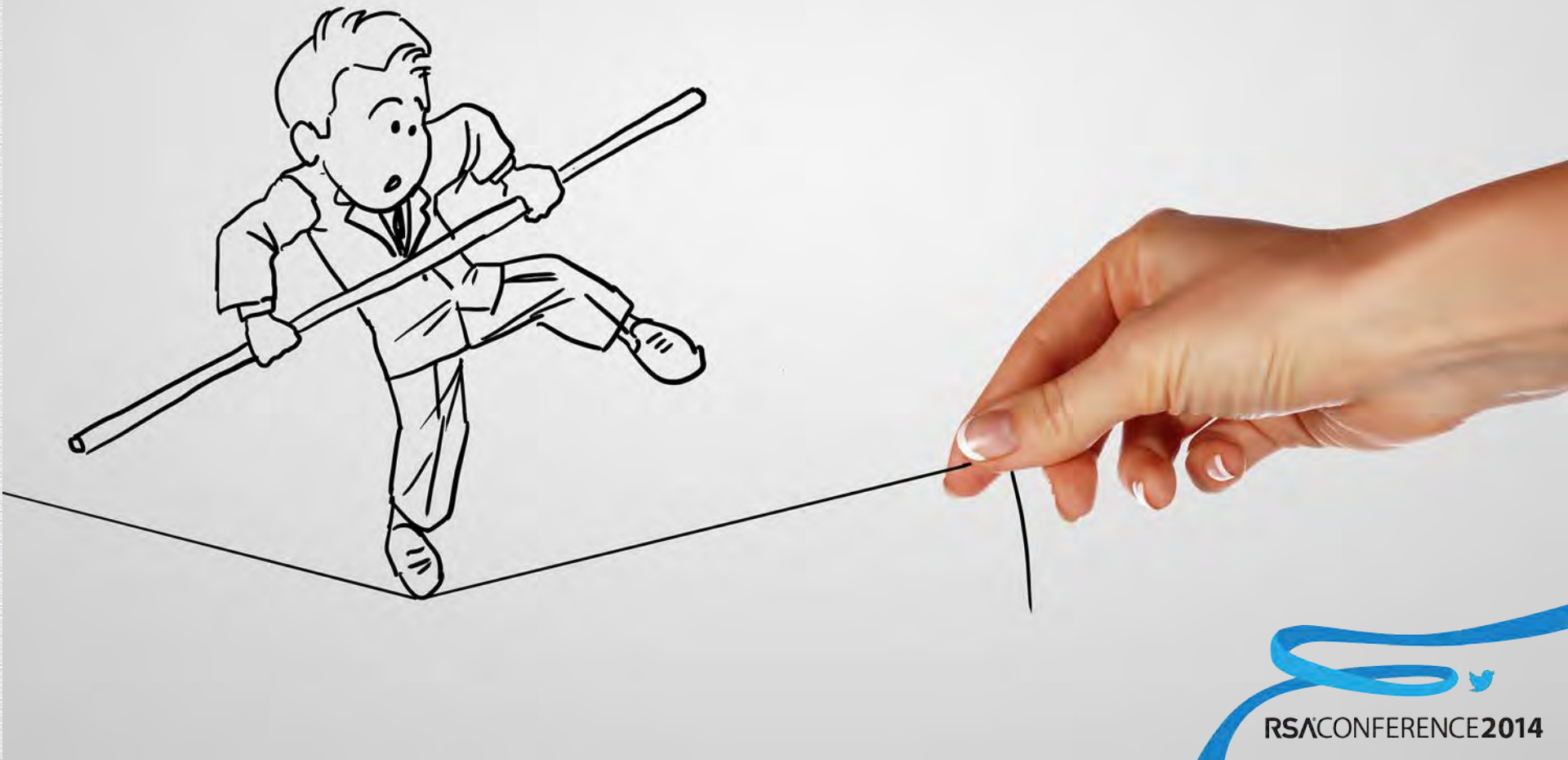
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Apply now



*Darth Vader as he appears in Soul Calibur 4 for PS3*

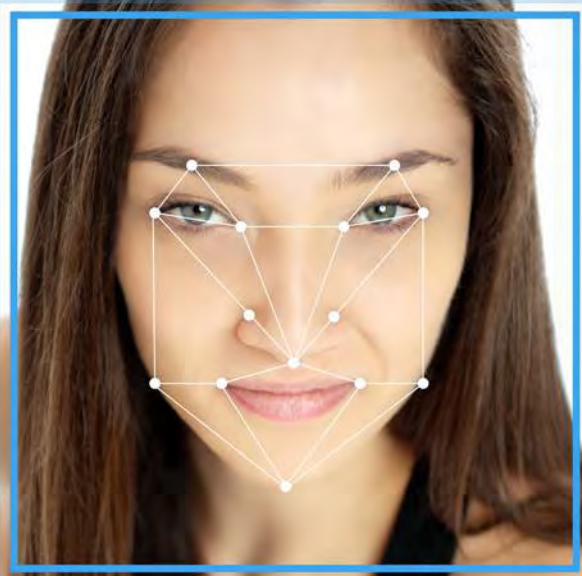


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00000100001000110000100001000000  
10011000001011011110000010000000  
  
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00000100001000



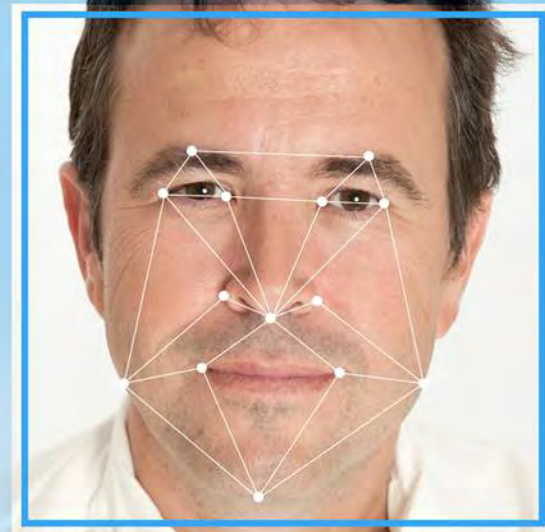
### Identity Protection

Name:

Password:

01000010011100000000000000000000  
00000100001000110000100001000000  
10011000001011011110000010000000  
  
1100001001110000100100001

00000 000 0 00000000 00100111  
0000 0 0000 0 0 0 00 100010111  
  
010011000010 01000111000110  
00101110101000011110101010  
1101000010 10 11111000001001



### IDENTITY PROTECTION

Name:

Password:

00000 000 0 00000000 00100111  
0000 0 0000 0 0 0 00 100010111  
  
010011000010 0111000111  
00101110101000011110101010  
1101000010 10 11111000

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# A Happy Spy....





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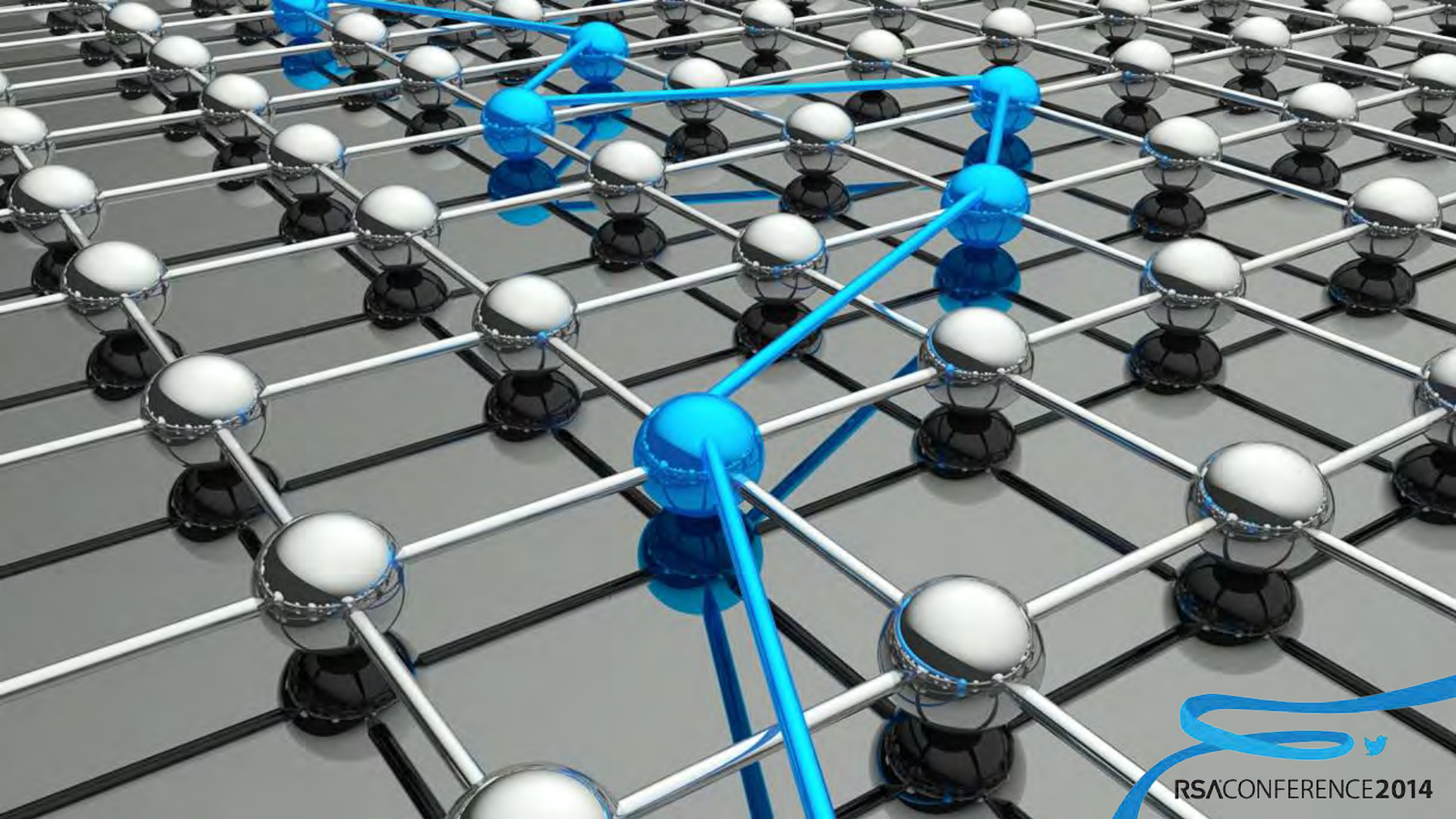








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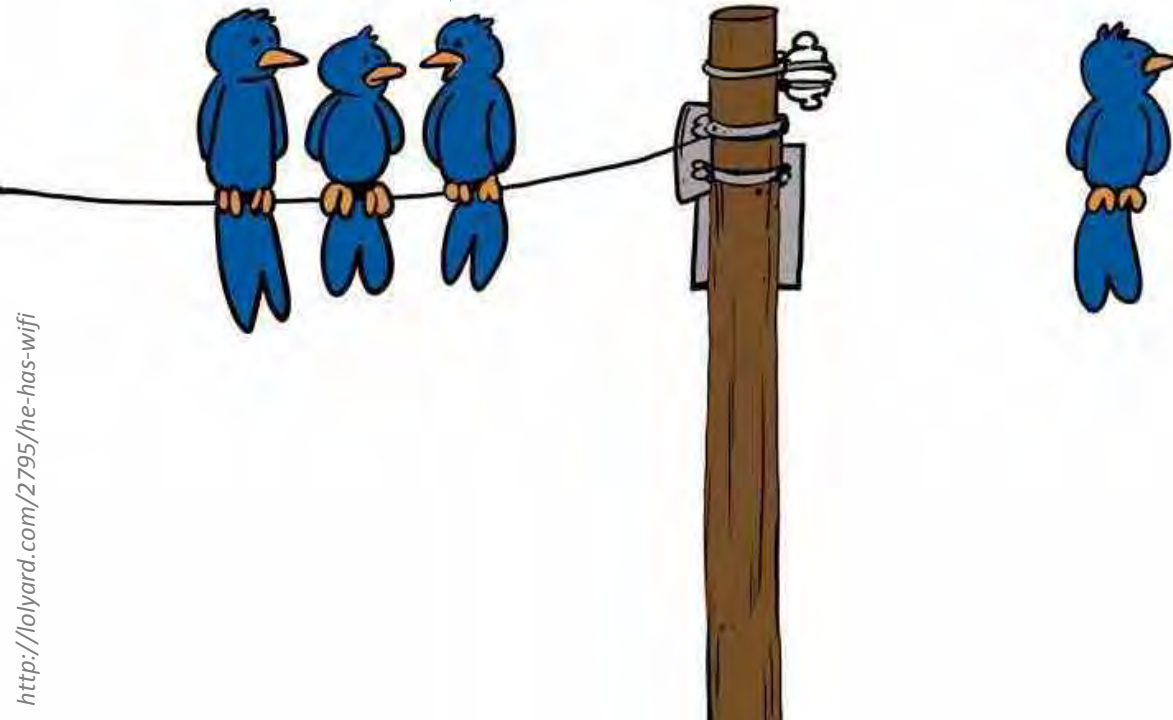
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# He is using Wi-Fi





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**Me@Menny.co.il**

**Take a *Card*.  
Stay in touch.**





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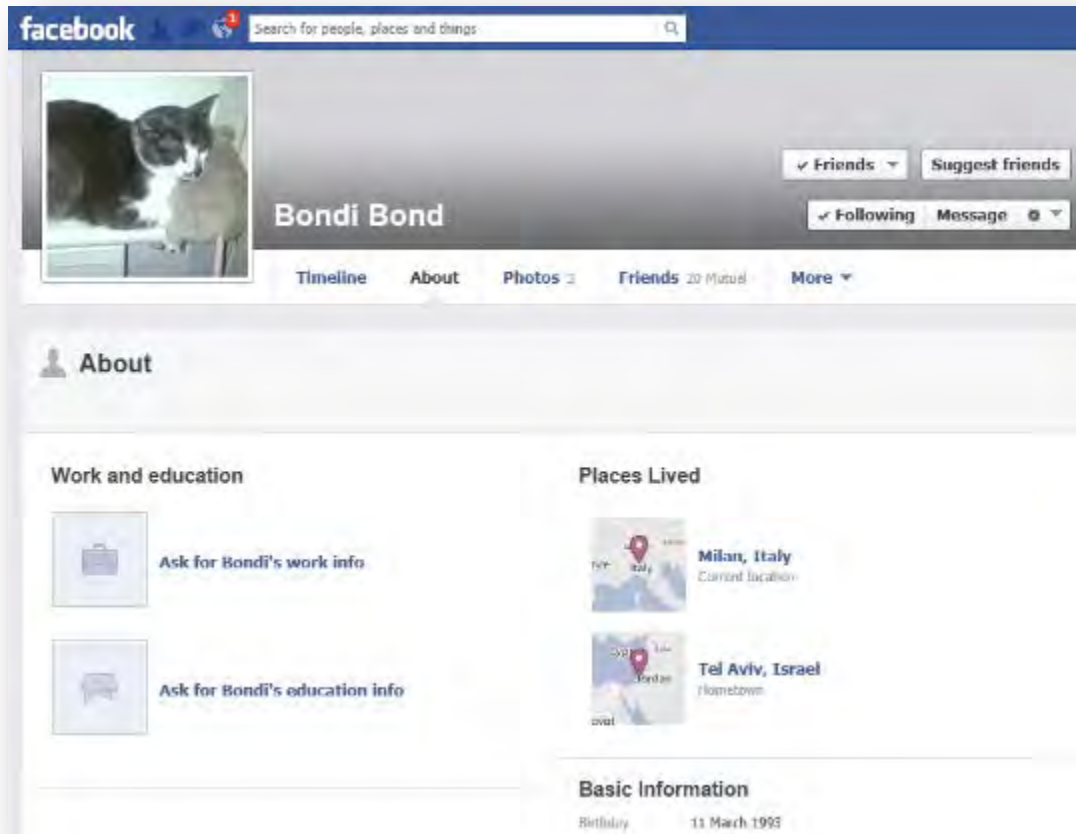
*No more lives*



You can ask your friends for extra lives or  
buy a full set instantly to continue playing.

Time to next life:  **0:11**







# The strange case of Reut Zukerman



In 2010 Swiss and Israeli news sites reported of a fake Facebook account named Reut Zukerman allegedly used by Hisbollah for spying on Israeli soldiers.

software engineer at [redacted]  
[redacted] Colorado Area | Computer Software

Current [redacted] Ltd

Connect Send [redacted] nMail

136

www.linkedin.com/pub/[redacted]

Background



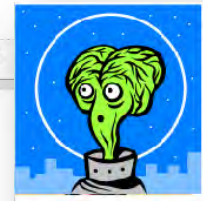
Experience

software engineer

July 2010 – Present (3 years 6 months)

software engineer

May 2008 – Present (5 years 8 months)



Software developer at [redacted]  
Israel | Computer Software

PREVIOUS  
Education College of [redacted]

Connect Send [redacted] nMail

www.linkedin.com/pub/[redacted]

Background



Experience

Software developer

January 2013 – Present (1 year)

Robots programming

Software developer

September 2005 – August 2008 (3 years)

Visual Basic 6, C#, ASP.NET



Business Development Manager at [redacted]

Israel | Telecommunications

Previous [redacted] Google  
Education [redacted] University

Connect Send [redacted] nMail

470  
connections

Background

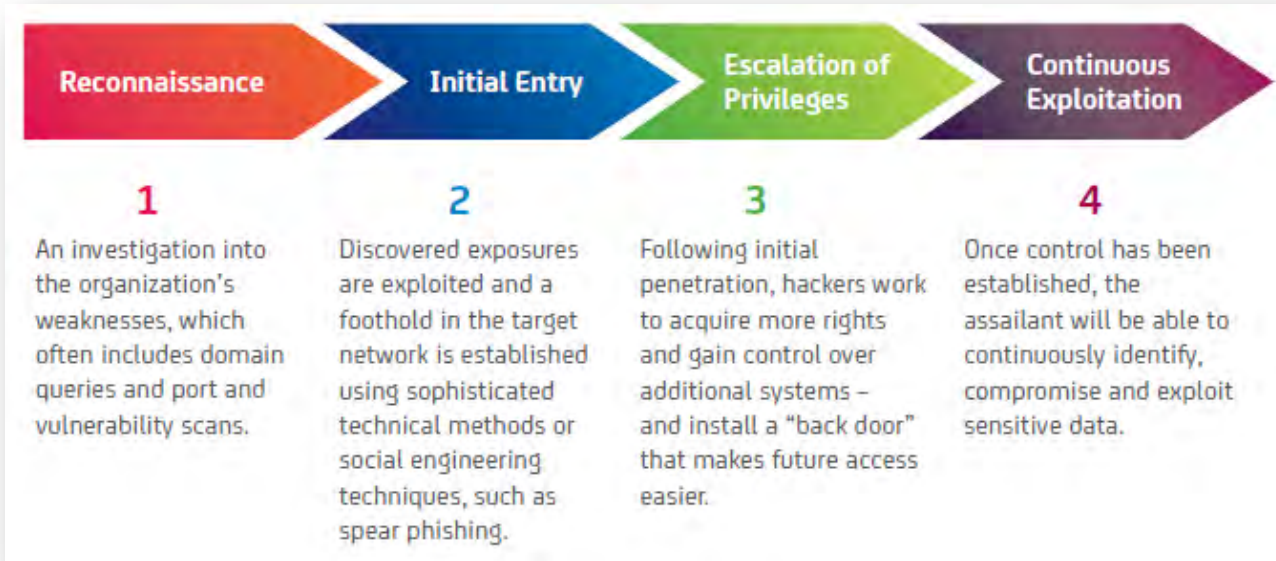


Experience

Business Development Manager

Team Manager

# Nearly every APT follows four phases:



Source: Defending against advanced persistent threats: strategies for a new era of attacks.  
eBook published by CA Technologies





**STOP!**  
**This means YOU.**







How to make  
your bot  
behave like a  
human

# Academic use case

During 2011 a group of researchers from the Federal University of Ouro Preto Barzil deployed and monitored the activity and popularity of 2 tweeter female bots.

Both bots were operated using the standard Twitter Python API.

The research presents bot algorithms employed to interact in the social network and gain popularity.

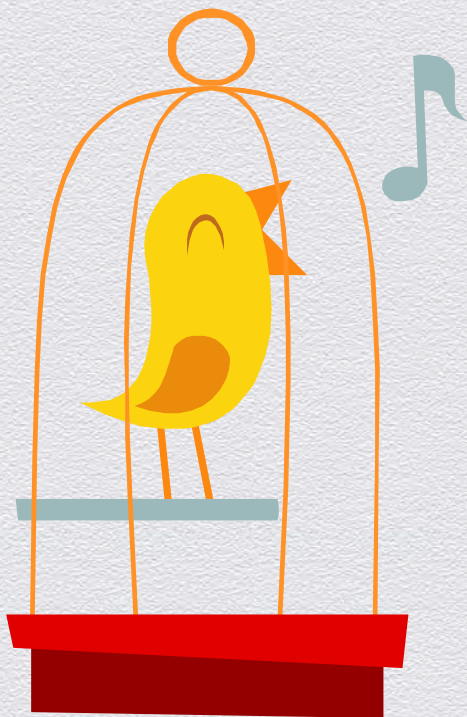


# Use a human to be a human



# Hijacked











# 50 Million Users

# 75 Years



# 38 Years



# 13 Years



3.5 Years

facebook®



# 38 Days









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**Thank You**

**Hila.Meller***@ca.com*