Friending Your Life Away
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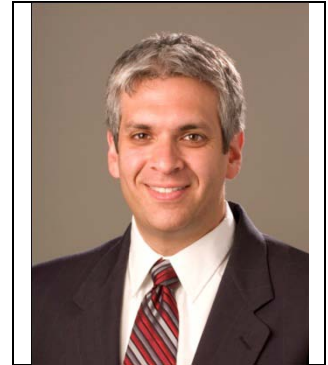
Opening Keynote – O1

Session Abstract

Social networking changed society as we know it. From helping long lost loves get back together to better organizing the London riots to helping criminals establish footholds inside their intended targets. This presentation covers cases and issues that show how social networks are becoming a major security attack vector, and what organizations can do to better protect against the vulnerabilities.

Ira contends that social networks are not new, and details the different predecessors to our current social networks. By detailing this information, people can start to see parallels in both the social network based attacks, and more importantly, come away with an understanding of what has previously worked and can be applied now.

Case studies of current social network based failures are presented. Mitigation strategies are then presented to identify how organizations should respond to employee use of social networks. While there are many mitigation strategies presented, the most valuable aspect of the presentation is the highlighting of how small bits of information can be combined from different social networks to produce a major information leak.

Target Audience

This topic would be of interest to people working in audit, security and risk management at all levels.

COBIT Objectives

Speaker Bio

Ira Winkler is considered one of the world's most influential security professionals, and has been named a "Modern Day James Bond" by the media. He did this by performing espionage simulations, where he physically and technically "broke into" some of the largest companies in the World and investigating crimes against them, and telling them how to cost effectively protect their information and computer infrastructure. He continues to perform these espionage simulations, as well as assisting organizations in developing cost effective security programs. Ira also won the Hall of Fame award from the Information Systems Security Association, as well as several other prestigious industry awards.

Ira is also author of the riveting, entertaining, and educational books, **Spies Among Us** and **Zen and the Art of Information Security**. He is also a columnist for ComputerWorld and writes for several other industry publications.

Mr. Winkler began his career at the National Security Agency, where he served as an Intelligence and Computer Systems Analyst. He moved on to support other US and overseas government military and intelligence agencies. After leaving government service, he went on to serve as President of the Internet Security Advisors Group, Chief Security Strategist at HP Consulting, and Director of Technology of the National Computer Security Association. He was also on the Graduate and Undergraduate faculties of the Johns Hopkins University and the University of Maryland.

Mr. Winkler has also written the book *Corporate Espionage*, which has been described as the bible of the Information Security field, and the bestselling *Through the Eyes of the Enemy*. Both books address the threats that companies face protecting their information. He has also written hundreds of professional and trade articles. He has been featured and frequently appears on TV on every continent. He has also been featured in magazines and newspapers including Forbes, USA Today, Wall Street Journal, San Francisco Chronicle, Washington Post, Planet Internet, and Business 2.0.