How Vulnerable Are We to Scams?

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DataVisor
Breaches + Hacking

Malware + Phishing

Scams

PII + Credentials

Identity Theft

ATO + Credential fraud

Victim initiated payments
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$4B/year

Estimated fraud loss in US

3.5% U.S adult population scammed/year
Average reported loss ~$2300
Block rates

Hotmail 66%
Yahoo  70%
Gmail  10-98%
Block rates

Hotmail 66%
Yahoo 70%
Gmail 10-98%

“Very Nigerian” 94%
“Sneaky” 37%
SPAM

Hotmail  Yahoo  Gmail

427

Hotmail  Yahoo  Gmail
SPAM

Hotmail  Yahoo  Gmail

Hotmail  Yahoo  Gmail

427

black hat
USA 2015
Thanks!
Thanks!
Block rate: 66%  70%  98%  10%
“Does this look risky to you?”
“What type of risk is this primarily associated with?”
You have exceeded your mailbox quota. Your account will be blocked 8 AM tomorrow unless you request more space. You can request more space by clicking here.
The recipient may get a computer virus.
The recipient may lose his password.
This may be a scam aimed at stealing your money.
There is no risk.
The recipient may get unwanted advertisements.
The recipient’s account may be blocked if she does not pay attention.
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Reasonable answer

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Naive answer
Naïve (31%)
Naïve
(6%)

A “traditional” Nigerian Scam
Targeted scam with complex structure

Naïve (56%)
“I know how to spot online scams”
Email security and user awareness