

RSA[®]Conference2017

San Francisco | February 13–17 | Moscone Center

POWER OF
OPPORTUNITY

SESSION ID: IDY-W03

Identity Squatting: Laws, Tools and Methods for Security Professionals



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Interest of Security Professionals

Know your customer

Know your attacker

Know your teammates



Seeing Through Names to Identity

Spotting Hidden Identities

Tagging Legitimate Name Changes



Separating Name from Identity

Both the problem and solution are old.

“Who am I dealing with?”

“Who do we punish?”

“Who is knocking at my (system) door?”

“Is this person properly identifying herself?”

“Am I trusting the right person?”

Edward and Richard

The Princes in the Tower

- According to Shakespeare and others:
 - Killed by Richard III



Harry Tutor – Henry VII



Harry Tutor – Henry VII

First Tudor King of England



PROBABLY NOT Richard of Shrewsbury, Duke of York

Perkin Warbeck?

How Do We Know Who You Are?



How Do We Know Who You Are?



How Do We Know Who You Are?

Current Authentication Methods Have Worked for Centuries

- Something You Hold
- Something You Know
- Something You Are
- Somewhere You Are



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When is ID Squatting a problem?

For Security Professional

When is ID Squatting a Problem?

When regulations require knowing your customer/contact

- Financial regulations

- Medical requirements

- Secure entry/exit from systems and facilities

When business situations require knowing who is who

- Authorization/Access systems (documents, data)

Tools and Methods for Tearing Off the Mask

Who do you need to know?

Why do you need to know them?



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Knowing Your Customer (or Coworker)

- Strategies/Methods for Identity
 - Standard authentication
 - Where do real life and electronic life intersect?
 - Biometrics
 - Retail stores + websites
 - Cross-device communications – subsonic tones
 - Do you really care?
 - What do you need to know for your company's analytics?
 - What are your regulatory requirements?
 - Can You Work with Company-Assigned ID?

Knowing Your Customer (or Coworker)

- Tools of the trade
 - Sign-on – Initiating the Relationship
 - Tie ID to payment
 - Device-based tracking
 - Behavior-based tracking
 - Cross-checking with purchased lists

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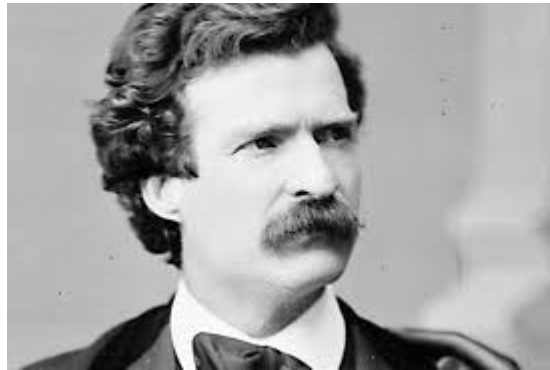
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ID Masking/Squatting is Sometimes OK

**How does a security professional tell the difference between
acceptable identity obfuscation and a security problem?**

Acceptable Masks

Nom de Plume



Now We are All in Public All the Time



Everyone Shows a Refracted Persona

Playing a Role in Public

Games and Comments – Give up your Name

- Role-based Substitution for Real Name
 - Creating a Character
 - Hiding behind a Character



Married Names



You will need your Marriage Certificate to change your other government documents

How Can A Person Take Another Name Legally?

Petition the Government – Legal Process



- Fingerprints for the Sheriff
- Criminal Record Check at SBI and FBI
- Birth Certificate/ID or Passport
- Paperwork – include 2 Character Affidavits
- Affidavits re: Child Support, Tax
- Proof of Residency
- Hearing

Gender Choices

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- Common Law Name Change
 - Recognized by California Law
 - Used Consistently for Business and Personal
 - California Court Order for Gender Recognition
 - Each State/Fed Agency Different Requirements
 - Combined Name/Gender Change Court Order
 - Must Publish in the Local Paper

Legitimate Name Changes – Security Professional's View

- Secret Sign on
- Where is the Value in a Real ID?
- Are There Costs to Your Company?
- Is this a Security Issue or an Economic Issue?

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Legal Tools for Security Professionals

Where Identity Squatting is Illegal

Practical Legal Tools for Security Professionals

Criminal Statutes for Impersonation

- Federal and State Enforcement
- You May Need Local Police
- Role-Based Impersonation
- Situational Laws

Private Right of Action

- CA/WA – Electronic Impersonation
- Right of Publicity
- Intellectual Property?



Impersonating a Real Person

- Federal ID Theft Law: Illegal to
 - “knowingly transfer or use, without lawful authority, a means of identification of another person with the intent to commit, or to aid or abet, any unlawful activity that constitutes a violation of Federal law, or that constitutes a felony under any applicable State or local law.”

Impersonating a Real Person

- Florida Statute:
 - Any person who willfully and without authorization fraudulently uses, or possesses with intent to fraudulently use, personal identification information concerning an individual without first obtaining that individual's consent, commits the offense of fraudulent use of personal identification information, which is a felony of the third degree

Impersonating a Real Person

Florida Statute

- Higher value theft, more jail time
 - Harassment by use of false name
 - Use of a Minor's identity
 - Use of Deceased person's name
 - Using false name in a crime
 - Possessing IDs of other people



Impersonating a Real Person



- Other states:
- Trafficking in financial information – KY
- Making false IDs – LA
- Crimes Against Elders – CA
- Gathering ID info by deception – CO
- Use of Computer to Gather ID info – VA
- Unlawful Electronic Impersonation -- WV

Simply Making up a Name

Violates Situational Laws

- Hotel Exceptions (L.A., Mass., Policy)
- Travel Too (Airline Requirements)
- Law Enforcement/Government
 - Property Registration



Role-Based Impersonation

Feigning Official Capacities

- Practicing without a license (law, medicine, etc.)
- Impersonating an officer or public official



Role-Based Impersonation



Fraud – Where Money is Involved

- Chiropractor (license fraud, insurance fraud)
- Impersonating a Dietitian (NC)
- Tattooing Without a License (FL)
- Impersonating Funeral Director (NE)

Protecting a Specific Name from Identity Squatting

- Does the Name Have Commercial Value?
 - Right of Publicity Laws
 - Intellectual Property Protections

Who Will Protect a Name?

Right of Publicity

- At least 28 states offer significant protections
- Majority of states protect all people (not just celebrities)
- Beyond Trademark Appropriation



Who Will Protect a Name?

Indiana Statute Protects:

- “name, voice, signature, photograph, image, likeness, distinctive appearance, gestures or mannerisms.”



Do You OWN Your Identity?

- COPYRIGHT:
 - No Protection for Personal Name
- TRADE/SERVICE MARK:
 - Only for Use in Commerce
 - Only for Acquired Secondary Meaning
 - Protection from Confusing Use



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Other Tools in the Security Professional's toolbox

Breaking through Identity Squatting

Identity Risks for the Security Professional

- Outsourcing – what are your sources of truth?
- Centralized Directory – how and when do you copy/update?
- Cloud Services – extend internal ID management into the cloud



Tracking consistent ID

Practical Contractual Tools/Methods

- Terms of Use
- Service Agreement
- Privacy Policy
- Employee Handbook



Key Procedural Method: Registration Process

- What Authentication Sources do You Use?
- What are Your System Controls?
- What are Subsequent Sign-in Requirements?
- Multiple systems or Centralized Process?
 - Cloud Vendors on Your System.



Example: Facebook's Real Name Policy

- Support channels for LGBTQ issues, non-Western names, instances of stalking or abuse
- Filters for false reports
- “Imposters, fictional characters, unexpected names”
- The difference between “the name you use in real life” and a person’s legal name

Practical Technical Tools

- Initial Relationship Authentication
- Next Generation Biometrics
- Device ID stitching
- Geolocation tools



Best Technical Tool: Biometrically Unlocked Smartphone



- Gather Identity and Pass it Along
- Biometric Open Protocol Standard – IEEE 2410
- Multilevel Access Control, Assurance, Audit
- No Guaranty of Connection between Account Name and Biological Person

Apply Your Knowledge

- Decide whether ID squatting matters in your situation
 - Comply with regulatory requirements
 - Protect your people
- Apply contractual and technical tools
- Use the Law where you need it
 - Name ownership/Right of Publicity
 - ID Theft Laws
 - Fraud

A World of Masks: You Can See Beyond



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