Safeguarding against cyber threats

- Unmasking Spam, Scam and Urban Legends

- Presented by Sonja Bernhardt OAM

Agenda

- Hints, Tips and Life Hacks

- Spam, Scam and Urban Legends Outlined
- Historical View
- Steps to Self Publish
- Top Tips for identifying and Managing
- Summary

Spam, Scams and Urban Legends Outlined

SPAM IS A PROMOTION
of a product or service to a large number of people through unsolicited marketing.

Organisations should include in their messages:

- <ADV> prefix in emails and texts
- Unsubscribe option

Can SPAM also be a SCAM?

YES! Marketing messages can be considered spam if the organisation did not obtain your consent, but scammers may also make use of spam to sell you fake products or services, or phish for your bank account details. Always be vigilant!

SCAM IS A CRIME
that aims to trick you into giving up your money or personal data.

Watch out for:

- Suspicious URL links provided in emails and text messages
- Requests for personal or Internet banking details and one-time passwords (OTPs)
- Calls from numbers starting with "+" prefix, unless you are expecting an overseas call

Spam, Scams and Urban Legends Outlined

Identity and $

SPAM

- Fraudsters:
- "**sign this petition**"
- "you'll get bad luck"
- "**forward this on**"
- "how would you feel if this was your child"…

SCAM

- Phishing – Malicious intent
- Phishing (Smishing; SMS Phishing and messaging app (e.g., Slack) Phishing)
- Pharming: the link is a fake web site, other modified DNS entries so redirected to imposter site

URGAN LEGENDS

- Stories/games/activity that are funny and/or contain horrifying content that may or may not be true

- Tell tale sign is you are urged to forward the message on

History Of Spam

1864

TO THE EDITOR OF THE TIMES.

Sir,—On my arrival home late yesterday evening a "telegram," by "London District Telegraph," addressed in full to me, was put into my hands.   It was as follows :—

"Messrs. Gabriel, dentists, 27, Harley-street, Cavendish-square. Until October Messrs. Gabriel's professional attendance at 27, Harley-street, will be 10 till 5."

I have never had any dealings with Messrs. Gabriel, and beg to ask by what right do they disturb me by a telegram which is evidently simply the medium of advertisement? A word from you would, I feel sure, put a stop to this intolerable nuisance. I enclose the telegram, and am,

Your faithful servant,

Upper Grosvenor-street, May 30.   M. P.

1978

Gary Thuerk – DEC ARPANET

DIGITAL WILL BE GIVING A PRODUCT PRESENTATION OF THE NEWEST MEMBERS OF THE DECSYSTEM-20 FAMILY; THE DECSYSTEM-2020, 2020T, 2060, AND 2060T. THE DECSYSTEM-20 FAMILY OF COMPUTERS HAS EVOLVED FROM THE TENEX OPERATING SYSTEM AND THE DECSYSTEM-10 <PDP-10> COMPUTER ARCHITECTURE. BOTH THE DECSYSTEM-2060T AND 2020T OFFER FULL ARPANET SUPPORT UNDER THE TOPS-20 OPERATING SYSTEM.

THE DECSYSTEM-2060 IS AN UPWARD EXTENSION OF THE CURRENT DECSYSTEM 2040 AND 2050 FAMILY. THE DECSYSTEM-2020 IS A NEW LOW END MEMBER OF THE DECSYSTEM-20 FAMILY AND FULLY SOFTWARE COMPATIBLE WITH ALL OF THE OTHER DECSYSTEM-20 MODELS.

WE INVITE YOU TO COME SEE THE 2020 AND HEAR ABOUT THE DECSYSTEM-20 FAMILY AT THE TWO PRODUCT PRESENTATIONS WE WILL BE GIVING IN CALIFORNIA THIS MONTH. THE LOCATIONS WILL BE:

TUESDAY, MAY 9, 1978 – 2 PM
HYATT HOUSE (NEAR THE L.A. AIRPORT)
LOS ANGELES, CA
THURSDAY, MAY 11, 1978 – 2 PM

DUNFEY'S ROYAL COACH
SAN MATEO, CA
(4 MILES SOUTH OF S.F. AIRPORT AT BAYSHORE, RT 101 AND RT 92)

A 2020 WILL BE THERE FOR YOU TO VIEW. ALSO TERMINALS ON-LINE TO OTHER DECSYSTEM-20 SYSTEMS THROUGH THE ARPANET. IF YOU ARE UNABLE TO ATTEND, PLEASE FEEL FREE TO CONTACT THE NEAREST DEC OFFICE FOR MORE INFORMATION ABOUT THE EXCITING DECSYSTEM-20 FAMILY.

History of Scams

c. 500 BCE · Inaccurate weights
Egyptian law against fraud by tax
inspectors, who used incorrect measures
to collect overpayments

300 BCE · Insurance fraud
The ancient Greek Hegestratos tries to sink
his own ship to collect the insurance

1496 · Forged art
Michelangelo is caught selling forged
ancient sculpture

1699 · Counterfeit currency
Sir Isaac Newton, governor of the Bank
of England, captures coin counterfeiter
William Challoner

1711-1720 · Inflated share prices
The South Sea Bubble of artificially inflated
share prices is followed by a fraudulent crash

Late 1800s · Patent medicines
The heyday of patent medicines leads to
ineffective tonics and poisonings

1920 · Advance fee fraud
First prosecution under statute 419 of
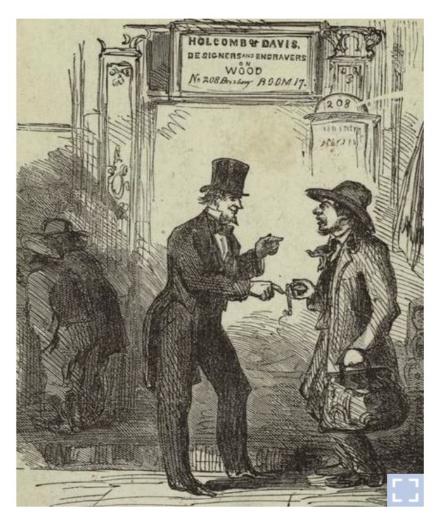Nigeria's criminal code for advance fee fraud

1898-1928 · Real estate fraud
George C. Parker sells the Brooklyn Bridge
to tourists up to twice a week, once for
an alleged $50K

A New York City swindler tries to cheat a man from the country, 1868.

Swindler   & Con Artist
1882   - 1949

Charles Ponzi earns infamy for his name

Scams that borrow from Peter to pay Paul—that is, use payments from new "investors" to satisfy promises made to previous victims—are known as Ponzi schemes. The most famous con artist in modern history, Charles Ponzi raked in $15 million over the course of 18 months by promising outrageous short-term profits of 50% to 100% when he was, in fact, just shuffling money from one person to the next while keeping most for himself.

History of Scams - Movies

- Catch Me If You Can
- Fyre
- Inventing Anna

Anna Sorokin (Delvey)
born 1991

1963-1969 · Con artists
Frank Abagnale Jr., subject of the movie
Catch Me If You Can, operates as a check
forger and imposter from ages 15 to 21

Posed as a wealthy German Heiress
to access upper-class New York social and
art scene 2013-2017's

3/7
Fyre Festival
In 2017, Billy McFarland organised the non-event that was Fyre Festival, a luxury music festival promoted by everyone from Bella Hadid to Emily Ratajkowski on the island of Grand Exuma in the Bahamas. In the end, it was an unfinished catastrophe that left thousands of people stranded with nothing but wet tents and very little food. The effects were far-reaching, and resulted in McFarland serving six years in jail for wire fraud after leaving countless people, including the festival's suppliers and the Bahamian staff, out of pocket.

History of Scams

- Elizabeth Holmes
- born1984

CEO of Theranos a former multibillion-dollar healthcare company
that claimed to have revolutionised blood testing

2015 Forbes named Holmes youngest and wealthiest self made millionaire

- Indicted on Fraud in 2016
- Convicted in 2022
- Fined $452 million

The credibility of Theranos was attributed in part to Holmes's personal connections
and ability to recruit the support of influential people, including Henry
Kissinger, George Shultz, James Mattis, and Betsy DeVos, all of whom had served or
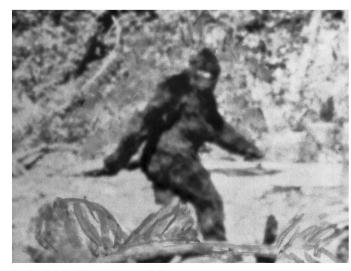would go on to serve as U.S. presidential cabinet officials.

History of Hoaxes and Urban Legends

The Loch Ness Monster of Scotland is perhaps the most famous urban legend of all time.

A purported photo of the fabled Loch Ness monster. AP

The American counterpart to the Yeti is none other than Bigfoot.

An alleged photo of Bigfoot. Bettmann/Getty Images

LEEDS UNIVERSITY LIBRARY

The pictures were taken in 1917 by Elsie Wright and her cousin Frances Griffiths (pictured above)

In December 1920 Sir Arthur Conan Doyle unwittingly gave credence to one of the greatest hoaxes of the 20th Century when he published the now world-famous Cottingley Fairies photos.

But how was the mind that created super-sleuth Sherlock Holmes taken in by two young girls armed with nothing but paper cut-outs and hatpins?

Cottingley Fairies: How Sherlock Holmes's creator was fooled by hoax

TOP TIPS: Spam, Scam and Urban Legends

Commenting on social media sites may lead to your email revealed

Consider creating different emails for different purposes

THINK: one time, social/web, regular, important, critical …

Mac Hide my Email
Disposable emails   Social Gmail or iCloud

DO set up email rules and filters to place into a spam folder

DO install spam filter software

DO consider installing a password manager

DO create passwords aligned with your 'categories':

re: one time, social/web, regular, important, critical

ScamBusters.org
Keeping You Safe from Scams, Fraud and Crime

TOP TIPS: Spam, Scam and Urban Legends

- Be alert for scam indicators

- Use phishing detection methods
- Message is from public domain e.g. @gmail
- Domain name is misspelt
  - E.g. microsftonline.com
  - Replaced letters e.g. m replaced with rn

- DO NOT RESPOND – IGNORE – DO NOT PARTICIPATE

- Poorly written email, spelling and grammar
- Suspicious attachments and links
- A sense of urgency is created
  - E.g. act now, must act by tomorrow

- NEVER respond to emails that flag a problem with your account and account details. NEVER!

- Minimise Pharming by double checking the web site URL look for the https and also the url spelling before entering personal data.

TOP TIPS: Spam, Scam and Urban Legends

- Use critical thinking – don't fall for it FACT CHECK

- Get familiar with snopes.com. Urban Legends, Hoaxes, Internet Rumors and email forwards +

- Other fact check sites e.g.
- TruthorFiction.com
- FactCheck.org
- Many many more…

Old Hoaxes and Urban Legends Never Die

- Spam, Scam and Urban Legends have been part of humanity for centuries.

- Don't make yourself and others a target by spreading spam, scam and urban legends

- Stand out of the crowd:
  - Be alert, Apply critical thinking
  - DO NOT PARTICIPATE