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The Cyber Security Implications of Social Media

In conjunction with
University of Surrey's Centre for Cyber Security



The way humans interact has been transformed over the last 20 years by social media platforms such as Facebook, Instagram, YouTube, Twitter, WeChat and others. In this, the fourth of the University of Surrey's 'Future of Cyber Security' series, delivered jointly with the SASIG, we explore the cyber security implications of the far-reaching change brought about by social media.

What do online social media platforms really know about you? What are the personal privacy and security implications of using social media? Is social media part of the critical national infrastructure? What is your digital footprint and how much control do you have over it? How can your presence on social media be utilised by cyber attackers? What are the security implications of the move to introduce one or more metaverse as the next evolution in social media?

Wednesday 26 January 2022

3pm to 5pm

Co-Chairs

Martin Smith MBE Chairman, The SASIG

Andrew Rogoyski Director Innovation & Partnerships, The Surrey Institute for People-Centred Artificial Intelligence

3pm **Welcome and introductions**

3.10pm **How do companies track you and what do they know?**

Professor Nishanth Sastry, Professor, University of Surrey and part of the Surrey Centre for Cyber Security

Tracking via social media is one of Nishanth's areas of research. He will discuss the experiments his team has undertaken to build a browser extension, the launch of possibly the largest in-the-wild multi-country study of trackers, developing the 'tangle factor' metric to quantify and compare different efforts (e.g., ad blockers) to improve privacy, and understanding how much GDPR-enforced cookie consents have changed the numbers of third-party cookies for real users.

3.30pm **How your cyber security may be compromised through social media**

Richard Lush, Vice President Operational Security, Liberty Global

Richard has over 20 years' experience at the front line of cyber security, and has designed, implemented, protected and infiltrated some of the most secure systems in the world. He will discuss the opportunities that our use of social media provides to attackers, taking on the role of the adversary in this discussion.

3.50pm **What your social media profile tells your employer**

Keith Rosser, Director of Group Risk and Reed Screening, Reed Screening

This presentation will cover current employer trends with social media checks and how this is likely to evolve in future. It will also cover how social media profiles can flag concerns to employers and what can be done about it. It will include recent examples of senior figures who have encountered challenges due to what is on their social media profile. And finally, the session will highlight the future trends in hiring and the issues now that need to be overcome to ensure social media checking is ethical.

4.10pm **Suppressing the 'Seeker of Truth' in the Covid-19 pandemic**

Denis Fischbacher-Smith, Professor of Risk and Resilience, University of Glasgow

There has been a noticeable downturn in public discourse in the early decades of the 21st Century. Simultaneously, there has also been an erosion of the trust placed in core institutions within society, and an apparent willingness to simply ignore evidence and those with the expertise needed to interpret that evidence. Denis will discuss what some have argued; that the erosion of trust in science has been a function of the post-modernist perspectives that state science is a socially constructed, rather than the objective, process, as had previously been assumed.

4.30pm **The Right to be Forgotten: helping consumers protect their privacy on social media**

David Emm, Principal Security Researcher, Kaspersky

It's hard for people to manage their virtual selves on social media and understanding what effect liking or posting controversial subjects might have on their future career or relationships. This talk will outline the attitudes of today's consumers towards their online virtual presence and what they can do to protect themselves.

About



SASIG Events - The Security Awareness Special Interest Group

SASIG is a subscription-free networking and thought-leadership forum for the industry. Founded by Martin Smith MBE in 2004, its objective is to 'improve trust and confidence in the online environment'. All its activities are free to attend, covering the topics at the forefront of all our minds, examining both the technical and the softer cybersecurity issues, including the human factor.

Membership now represents thousands of organisations of all sizes from across the world and from all sectors, public and private, and is drawn from CISOs, decisions makers and other influencers who are responsible for security in their organisations. Professionals from other disciplines (risk, HR, legal, supply, etc) and representatives from Government, law enforcement and academia are also being increasingly welcomed at events. The Chatham House Rule is strictly enforced and universally respected at all meetings, and vendors and the Press are routinely excluded. Thus, the level of debate is extraordinarily revealing and rewarding.

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