

Cyber UnSafe

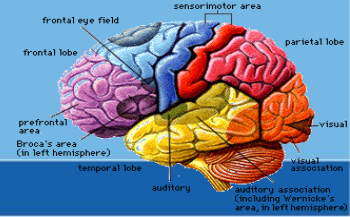
Dr. Gaurav Gupta

Scientist 'E'

gauravg@gov.in

Ministry of Electronics and Information Technology (MeitY)

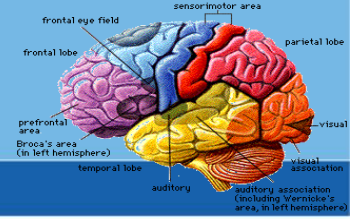
What your response in this case



Question 1: Someone Snatches your phone and runs away?

- a) Run after him
- b) Get your SIM card blocked
- c) Try to find your phone using find my phone service
- d) File an FIR

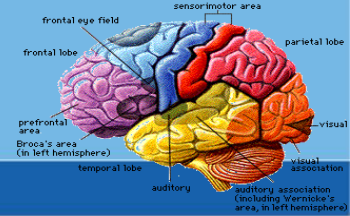
What your response in this case



Question 2: You are on 5th floor of a building & there is minor fire?

- a) Take lift as soon as possible
- b) Jump from 5th floor
- c) wait for firetruck to arrive
- d) Try to use stairs and Get your SIM card blocked

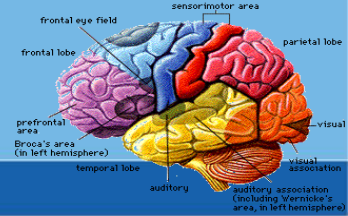
What your response in this case



Question 3: What would you do if you receive 5000 INR on Paytm (Any wallet) followed up by a call saying accidentally transferred money to you?

- a) Keep the money.
- b) Transfer back on same number
- c) Write to bank saying you were not expecting money
- d) Give cash to person who sent it accidentally.

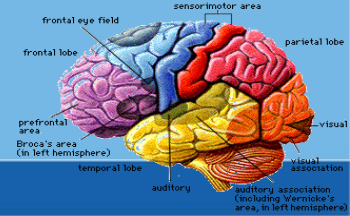
What your response in this case



Question 4: If i ask you what were you doing same time on same date last year?

- a) Does not remember.
- b) Refer to your diary where you note everything
- c) Take a guess
- d) Its not humanly possible

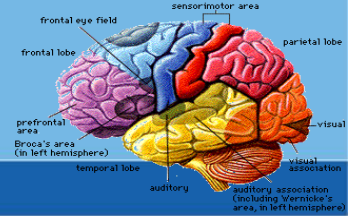
What your response in this case



Question 5: You left the room, when a visitor was there inside and he wrote an offensive email to your boss with who you has a fight due to low raise?

- a) Not possible.
- b) Fight him
- c) Is it possible
- d) Some scientific technique might be there.

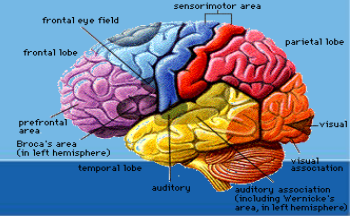
What your response in this case



Question 6: I piece of paper has been found by security guard, can you tell which printer it has come from within office (office has 50 printers)?

- a) Not possible.
- b) Printer may have record, check all of them
- c) Is it possible
- d) Some scientific technique might be there.

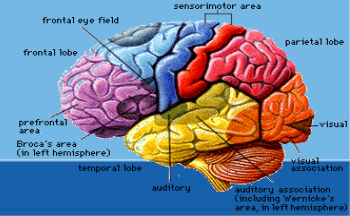
What your response in this case



Question 7: I have posted photographs on social media, can someone know my address?

- a) Not possible.
- b) Yes, if someone can recognize background in image
- c) Is it possible
- d) Some scientific technique might be there.

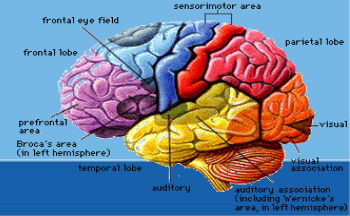
What your response in this case



Question 8: Will you pick up a USB drive found lying in parking lot and connect to your computer to find out to whom to return?

- a) Yes, I am a good Samaritan .
- b) I have back pain hence can not bend
- c) Never without any reason
- d) Never with reason.

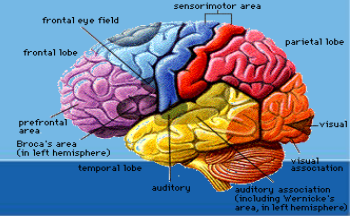
What your response in this case



Question 9: Throw away all the amazon and other delivery boxes in garbage?

- a) Yes, always.
- b) Only sell them to waste picker
- c) Pile them up in store room
- d) Never order anything

What your response in this case



Question 10: Take video call from unknown number?

- a) Yes, always.
- b) Only sell them to waste picker
- c) Pile them up in store room
- d) Never order anything

Lets Discuss some Scenarios of virtual world ?

- Have you read terms and conditions of social media before signing up?
- Are you part of a group where you wards classmates parents are there and someone posted about his designation, office details and encouraged everyone to share theirs.
- Do you use google maps?

Lets Discuss some Scenarios of virtual world ?

- Do you use google maps?
- What would do in case someone snatches your phone?
- What would you do if you lose your phone
- You loose your phone. (Locked/Unlocked, Forcefully snatched/just dropped)

Lets Discuss some Scenarios of virtual world ?

- Someone send an email from your office computer when go to attend personal call on mobile **outside** your office room.
- Can we prove **innocence** if we have not done a cyber crime but evidences point towards us?
- Do people do frauds **intentionally** or it can happen unintentionally also?
- Can you become part of **cyber crime**?

More scenarios ?

1. Your signature shows up on a document you **never** signed.
2. Your intimate **videos** shows up but you never indulged in such act.
3. Your **audio** threatening someone or asking bribe which you are not able to recall.
4. Do you ever **delete** data these days?



Evolution of the Desk

Problem Statement

Digitised Document fraud Detection

Using Image processing

Gaurav Gupta

Gaurav Gupta

Gaurav Gupta

Gaurav Gupta

Gaurav Gupta



P1

P1

Original



S1

S2



S1

S2



P2

P2





P1

P1

Original



S1



S2

S1

S2



P2

P2





P1

P1

Original



S1



S2

S1

S2



P2

P2





Laser Laser



Original

Laser



Laser

Laser

Inkjet



Laser

Inkjet



What makes (Cyber) Crime possible for Criminals?

Its us (**Cyber Space Users**)



This is **A DEEP FAKE VIDEO!** 🔥



Cyber Crime

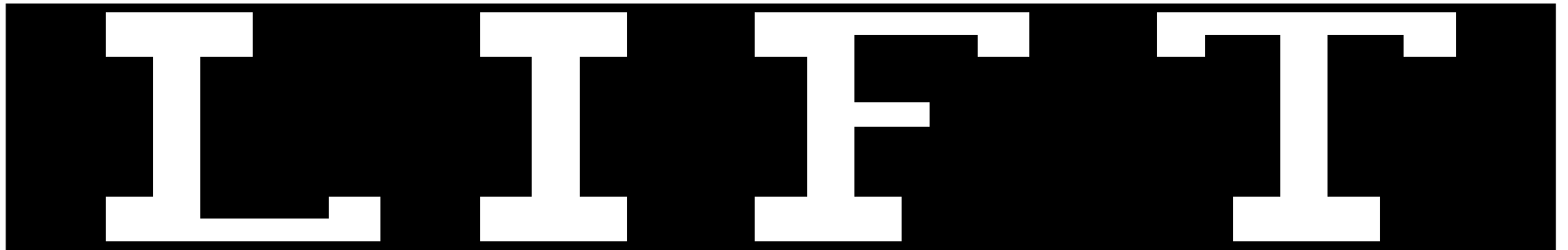
1. Synthetic Video, images, audio, text, document
2. Counterfeiting
3. Fake ATM
4. Playing with Emotions and Psychology
5. Infotainment forensics and car sensors
6. Human sense including Maps, autocorrect, etc
7. Thispersondoesnotexist.com using AI, ML.
8. Paper FD or Online FD

Which one do you think offers more risk if you need to click one

1. **OZON.RU**
2. **YAH00.COM**
3. **SBI.CO.IN**
4. **OGNC.CO.IN**
5. **GOOGLE.COM**

Can you read what is written below?

I cnduo't bveleiee taht I culod aulacly uesdtannrd waht I was rdnaieg. Unisg the icndeblire pweor of the hmuan mnid, aocdcrnig to rseecrah at Cmabrigde Uinervtisy, it dseno't mtttaer in waht oderr the lterets in a wrod are, the olny irpoamtnt tihng is taht the frsit and lsat ltteer be in the rhgit pclae. The rset can be a taotl mses and you can sitll raed it whoutit a pboerlm. Tihs is bucseae the huamn mnid deos not raed ervey ltteer by istlef, but the wrod as a wlohe. Aaznmig, huh? Yaeh and I awlyas tghhuot slelinpg was ipmorantt!



New perspective

Exploiting Emotions !

Criminals deceive the human mind by manipulating emotions.

Exploiting emotions leads to computer frauds and cyber crimes:

- **Trust** (Calling from bank, link for payments)
- **Greed** (Winning Lottery, Inheritance, free or extremely lucrative deals)
- **Panic** (Card or account blocking, account hacked being misused)
- **Fear and Fear of Missing Out** (offer expiring in minutes)
- **Threat** (someone injured or hospitalised, near and dear one is danger)
- **Disruption** (RFID Tags, Demonetisation, Car key Fobs)

Stories change

However, Emotions being exploited remain same



Annko-dekhi



and



kano-suni

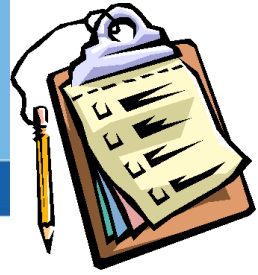


may

not be true in today's world and we have to take
everything with a pinch of salt.

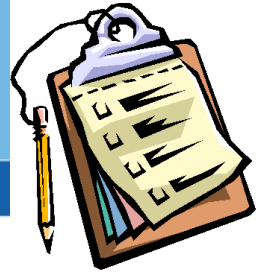
Creativity Examples

- Mine social media
- Luring by providing **F R E E**
- Digital data once created remains forever



What Google Knows about you

Reality



It will freak you out if you get to know how much of your information Facebook and Google and similar social media sites store about you, without you even realizing it. You can download the data Google has about you at takeout.google.com.

The size of this data is typically 5 to 10 GB for each user. The recent expansion of Google's Timeline feature is a goldmine for law enforcement agencies as it can provide investigators unprecedented access to users' location history data, allowing them in many cases to track a person's physical movements over the course of years. Your car knows where you have been, your phone knows more about you than you know about yourself.

Never create a piece of Electronic data (Video, Audio or Text) which you do not want to retain

Forever

(it may haunt you even after a long time)

In today's world

Survival of Most Aware is the mantra.

Is Free bad?



Free is **Always** bad

Free is Always Bad



- **F R E E** is being used to lure unsuspecting users where most users fail to understand that if you are not paying for it, you're not the customer; you're the product being sold.
- Juice Jacking
- The **Danger** of 'Lost and Found' USBs

Hardware key loggers

cannot be detected through

any kind of

anti-virus or other investigating software



Prevention
is better than Cure
is
Also applicable
in the digital world

Recent Launch in Cyber Crime Awareness

**CYBER
UNSAFE**

**CYBER
UNSAFE**

Recent Launch

5 Star Reviews

Bestseller

**A HANDBOOK FOR PREVENTING
COMPUTER FRAUDS AND CYBER CRIMES**

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Technology Addiction Is Spreading Like an Epidemic and Nothing Can Be Done About It



Availability of economical, technologically enhanced hardware has led to the development of solutions which leverage artificial intelligence and predict the user's psychology, leading to addictive behaviour.

The ultimate aim of all service providers is to grab the user's attention and keep them glued to the screen in order to earn maximum profit by selling data or showing advertisements.

There is a race between companies to develop artificial intelligence based attention seeking algorithms leveraging the neuroplasticity of the brain that leads to addiction (digital dopamine). As per a study conducted by NIMHANS, 73 per cent of teenagers in urban India are affected by 'psychiatric distress', and overuse of digital technology has been cited as one of the major reasons impacting mental and physical health adversely. SHUT (Service for Healthy Use of Technology) is one such initiative by the National Institute of Mental Health and Neurosciences Centre for Well-Being helping manage technology addiction. Discrimination based on digital behaviour is real and will have far-reaching impacts on mankind.

It is a great irony that bad things feel good and good things feel bad. So get addicted to good things for a better life.

Myth or Reality 26

Criminals Only Target Big Corporate Houses Rather Than Small Organizations or Individuals



Criminals are very lazy people and want to make easy money. Targeting small organizations and individuals instead of big corporate houses ensures lesser chances of being caught up in legal complications. It is less risky to target small organizations and individuals as they will not have sufficient time and resources to fight against criminals.

Criminals target corporates operating in non-IT businesses. As per media reports, some such recent examples are the Big Basket data leak; debit/credit card data leak of a famous Indian bank; and data breaches of the Marriott chain of hotels, JustDial, and edutech startup Unacademy. It has also been reported that footage and live feeds from 150,000 surveillance cameras, including those belonging to carmaker Tesla, were accessed by hackers in March 2021.

Once upon a time, it used to be the case that the wealthier you are, more immune you are to crime. Cyber crime has flipped it the other way in today's Internet era.

Card in Pocket Being Misused

Rahul was on his way to meet his friends for camping. He stopped at a petrol pump to get his car tank refuelled. He paid



- Never take video call on **Whatsapp** from unknown number
- Put **Pin** on your SIM
- Lock your phone (**press physical lock button**) while driving using google map as it does gets locked automatically
- Lock your **Aadhar** biometric
- Using Net banking restrict **international transaction** and put limits
- Remove **CVV** number from back of your credit/debit card
- Always take **backups** at frequent intervals and keep it disconnected and safe
- **Shred** your garbage as it contains useful information
- Delete data from **social media** site as it can revel a lot about you.

Questions



- Put **Pin** on your SIM.
- Lock your phone while driving using **google map** as it does gets locked automatically.
- **Lock** your **aadhar** biometric.
- Using Net banking **restrict international transaction** and put limits.
- Remove **CVV** number from back of your credit/debit card.
- Always take backups at frequent intervals and keep it **disconnected** and safe
- Shred your **garbage** as it contains useful information.
- Delete data from social media site as it can reveal a lot about you.
- Seek help from family members
- never install any app from link sent by someone
- if someone offers help unsolicited, it could be a trap
- Whenever in doubt, back out.

THANK YOU!

gauravg@gov.in

9818978369