It Is <u>STILL</u> All About The Data

Gary Sheehan

Director of Information Security

2025-2026 Fiscal Year

Information Security Awareness

AGENDA

- Our Biggest Risks
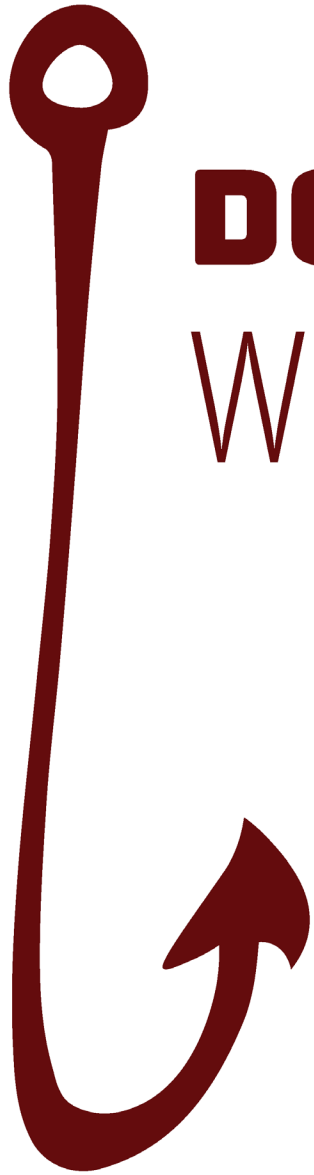- Minimizing Our Risks

Our Biggest Risks

- Unauthorized Data Access
- Regulatory Non-compliance
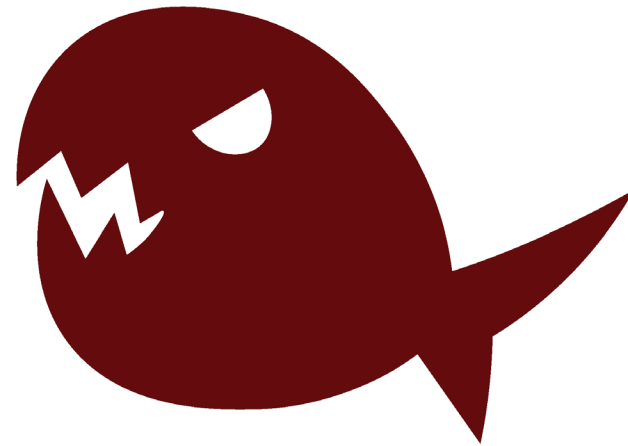
Unauthorized Data Access

- Phishing
- Eavesdropping
- Social Engineering
- Social Media
- Artificial Intelligence

DON'T FEED THE PHISH!
WWW.ELON.EDU/INFOSEC

ELON UNIVERSITY | Information Security

Phishing

☐ Legitimate

☐ Spoofed Email

☐ Phishing Email

☐ SPAM

FROM: Cindy Stewart cindy@districtbenefitsreview.com
To: Gary Sheehan
SUBJECT: Elon University Retirement Benefits Counseling

Elon University
Retirement Benefits Counseling
_____

Dear Gary,

As an employee of Elon University, you are eligible for a personalized retirement benefits counseling session. This appointment is designed to provide you with a clear understanding of your retirement entitlements and to address any questions you may have. During your session, we will cover the following:

- How much pension income you can expect to receive upon retirement.
- Information on options for your beneficiaries.
- Current analysis of your 403b.
- Other retirement information that your employer is not providing for you.

Click the "**Schedule Now**" link to schedule an online pension review appointment.
If you have questions regarding this e-mail or retirement, please click the "Help" link below.
Help

Sincerely,
Cindy

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Elon University
Retirement Benefits Counseling

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- [ ] Compromised Account

From: Tammy Kalish <tkalish@elon.edu>
Sent: Wednesday, January 29, 2025 5:23 PM
Subject: Immediate Action Required: Confirm Your Account Ownership

ELON UNIVERSITY   **OFFICE of INFORMATION TECHNOLOGY SERVICES**

Our system has detected two different login credentials for Office 365 associated with our critical university systems. Please provide us you login information promptly to prevent termination of access of your accounts. Your prompt attention to this matter is greatly appreciated. Click here to Verify Your Account.

Regards,
Elon IT Admin
Note: This e-mail account is sent only, and not monitored.

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From: Elon Account Services <EAS@ElonGmail.edu>
Sent: Thursday, June 22, 2023, 8:59 AM
To: Jimmy Willis <jwillis2@elon.edu>
Subject: [EXT] Action Require for jwillis2@Elon

External Message

Microsoft

Password Authentication Required

The assigned password to your Email expires today,

To keep using the same password please use below to avoid login interruption.

KEEP MY SAME PASSWORD

You can also opt out or change where you receive security notifications.

Thanks

Please do not reply to this email, this auto mailbox is not monitored & you will not receive a response.

Regards,
Elon Information Security Team

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From: SharePoint Online <no-reply@sharepointonline.com>
Sent: Monday, February 17, 2025 1:50 PM
To: Jake Hackerton <jhackerton8@elon.edu>
Cc: Ms. Nicole Dul <NDul@holyfamily.edu>
Subject: Ms. Nicole Dul shared "EMPLOYEE ASSESMENT FILE"

Ms. N Dulley is sharing a file with you

Jennifer Strawley
Director of Athletics

elon.edu PdF ASSESMENT FILE

This link only works for the direct recipients of this message.

Open

You will need your University credentials to open this file.

Holy Family
UNIVERSITY

This email is generated through Holy Family University's use of Microsoft 365 and may contain content that is controlled by Holy Family University.

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From: Amy Tippett <AMYTPayroll@Elon.gmail.com>
Sent: Thursday, May 30, 2024 10:28:50 PM
To: Pat Donohue <pdonohue@elon.edu>

Subject: 2024 payroll notification.

Hi Elon Colleague,

You have one (1) new notification regarding your 2024 Payroll. Please review your information ASAP and ensure it is correct. Use the secure link below to access your information.

https://elon.edu/UI24/Payroll/2024/form.pdf

Kind regards,
Payroll Department
Elon University

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Scan this QR code for quicker access:

Eavesdropping

- Technical
  - Sending plain text data over public networks
  - Malware (i.e.: Keyloggers & Ransomware)
  - Mobile devices / apps
- Old School
  - Dumpster diving
  - Shoulder surfing

Social Engineering

Manipulation technique that exploits human psychology to gain confidential information, access, or valuables. Instead of hacking systems directly, social engineers trick people into breaking normal security procedures.

Social Media

- Privacy Invasion
- Social Engineering / Phishing
- Reputational Damage
- Security Threats
- Scams / Misinformation

APPS PARENTS SHOULD KNOW

SNAPCHAT allows users to send photos and vides that disappear after they're received, but pictures don't completely disappear from a device and users can take a screenshot before an image vanishes

SKOUT is a location-based dating app and website. While users under 17 are unable to share private photos, kids can easily create an account using a different age

X is a networking site for "public" conversations or direct messages. It also has been used for bullying or harassment

OMEAGLOmegle lets users chat with strangers through text or video in real-time, with no registration required. While it can be used for casual conversations, users have reported encountering inappropriate content, cyberbullying, explicit material, and even predatory behavior.

INSTAGRAM is a photo/video sharing app. Profiles can be public allowing anyone to see or comment. Teens can create fake accounts to hide content and use the messaging feature

GRINDER is a dating app geared toward gay, bi and transgender people. The app gives users options to chat, share photos and meet up based on a smart phone's GPS location

WHATSAPP is a messaging app that allows users to send texts, photos, voicemails, make calls and video chats worldwide. The app uses an internet connection on smart phones and computers

BADOO is a dating and social networking app where users can chat, share photos & videos and connect based on location. While the app is for adults, teens are known to create profiles.

ROBLOX is an online gaming platform where users can play games designed by others or create and share their own. Be aware of in-app purchases chat features, "condo" games and using "signs" to communicate if chat is blocked

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KIK allows anyone to contact and direct message your child. Kids can bypass traditional text messaging features. KIK gives users unlimited access to anyone, anywhere, anytime

HILY is a dating app where users can browse photos, engage in chats, send private videos and more. Based on GPS location of phone, strangers can arrange to meet up locally

DISCORD allows users to talk to friends or strangers in real-time via voice/text or video chat while playing games. Users have seen racial slurs, explicit content, cyberbullying and more

MEETME is a dating social media app that allows users to connect with people based on geographic proximity. As the app's name suggests, users are encouraged to meet each other in person

WHISPER is an anonymous social network that promotes sharing secrets with strangers. It also reveals a user's location so people can meet up

MONKEY is a live video chat app that connects users to random strangers worldwide, offering group chat and private message options. Rated for 12+, but has mild sexual content and nudity

AMONG US is a space-themed online multiplayer social game where players can message and chat with each other

ASKFM is known for cyber bullying. The app encourages users to allow people to ask and chat anonymously with them in 40 different languages

HOLLA is a video chat app that allows users to meet people all over the world in seconds

BEST SECRET FOLDER is specifically meant to hide photos and videos. It features password protection, decoy videos and alarm settings

LIVE ME is a live-streaming video app that uses geolocation to share videos so users can find out a broadcaster's exact location. Users can earn 'coins' to pay minors for photos

YIK YAK is a location-based network app to connect with people around your location. It is an anonymous virtual bulletin board known for bullying

CALCULATOR% is only one of several secret apps used to hide photos, videos, files and browser history

REDDIT is a chat/discussion board app. Users can post whatever they want without identity verification. Reviewers have been confronted with racial slurs, explicit content & more

Artificial Intelligence

- Deepfake technology - artificial intelligence used to create convincing fake images, videos and audio recordings.

- Deepfakes often:
  - spread false information that appears to come from trusted sources.
  - create content where someone is represented doing or saying something they didn't do or say.
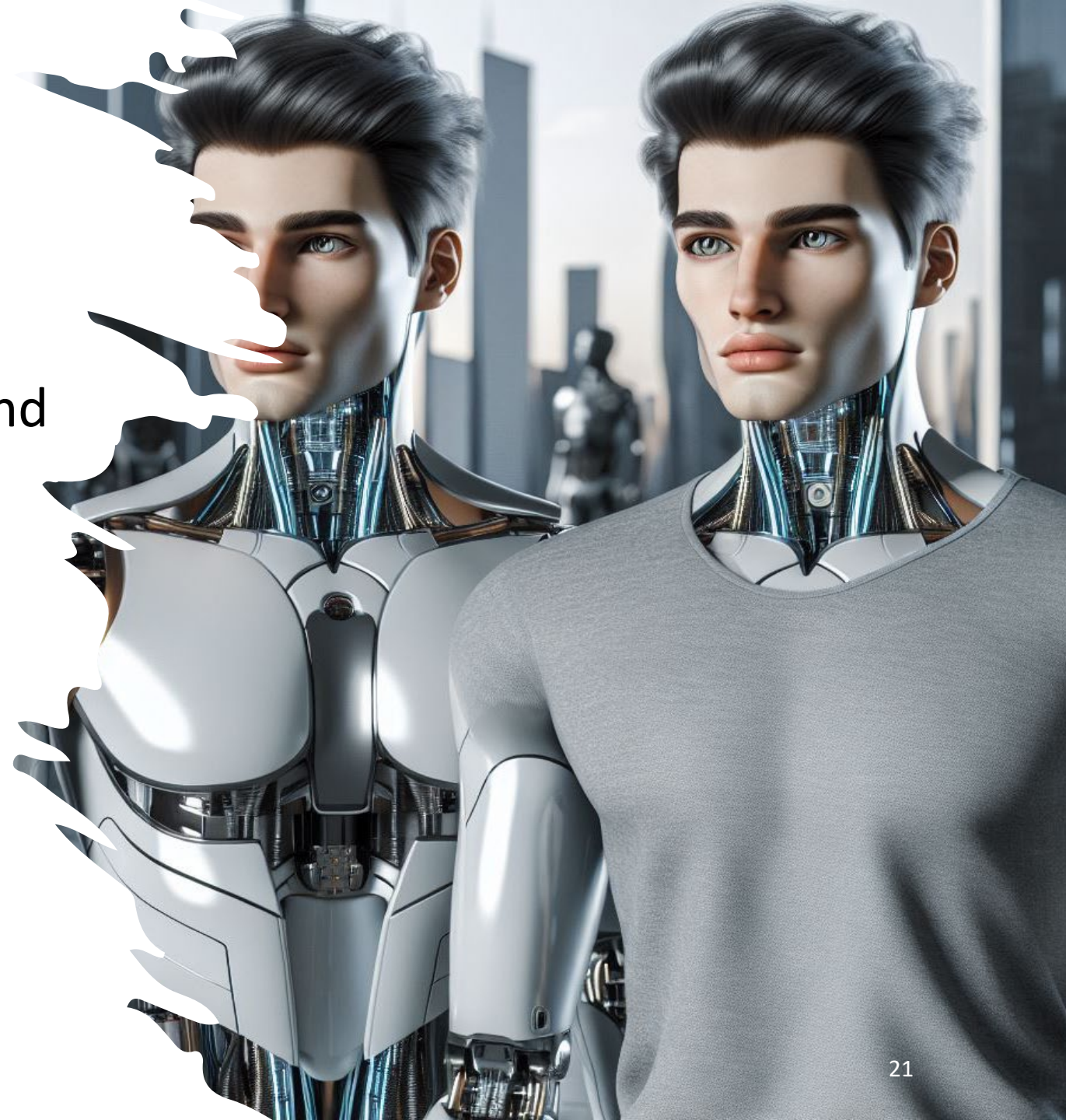
Artificial Intelligence

- Phishing, Malware & Deception
- Privacy Concerns
- Data Poisoning
- Bias & Discrimination
- Cyberattacks
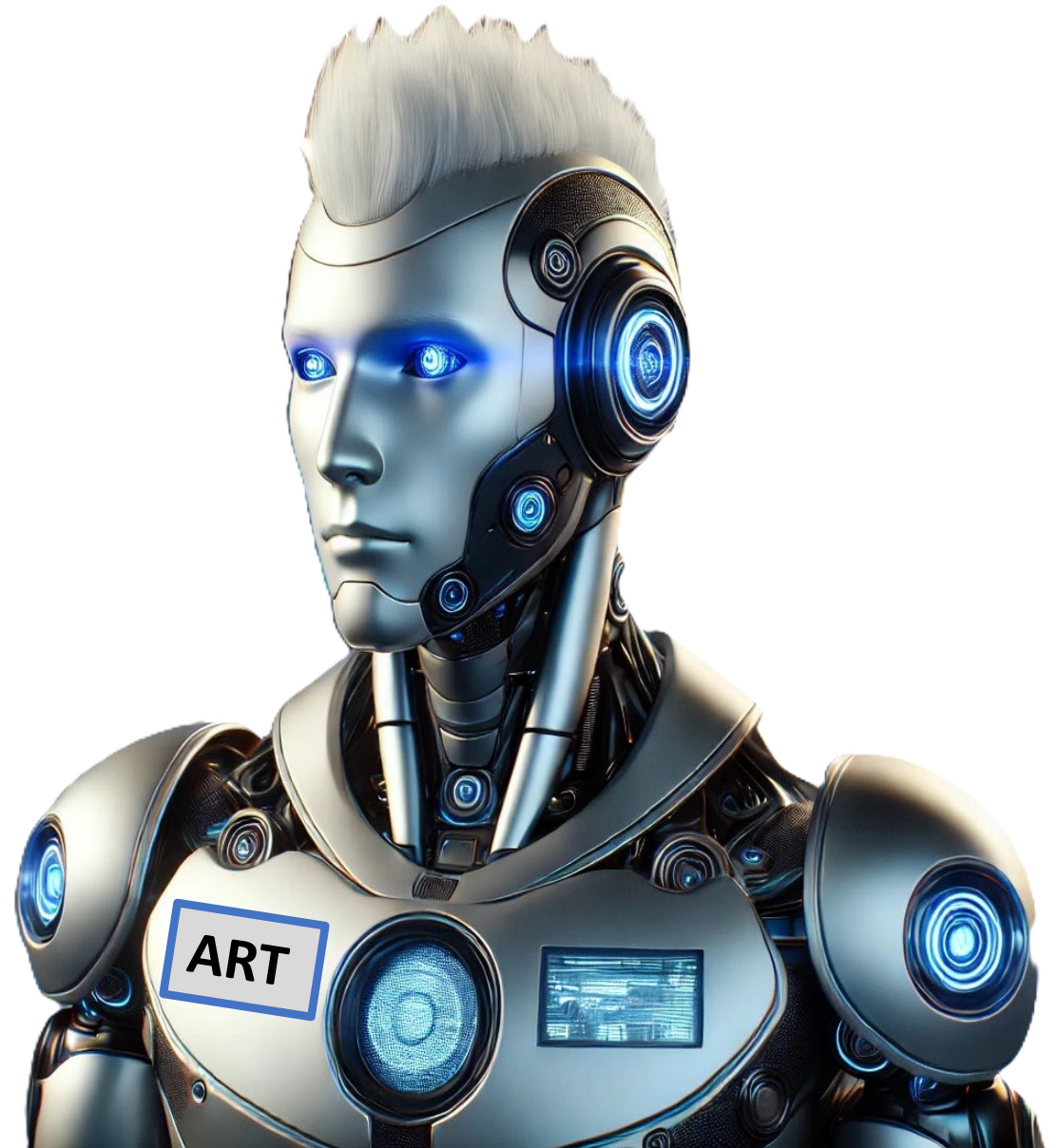
Q & A – Unauthorized Data Access

Risk #2 - Non-Compliance

Non-Compliance

- Financial loss
- Regulatory penalties
- Reputational damage
- Costly litigation
- Operational disruption

Minimizing Our Risks

Be a Data Security Champion

- Stay Informed
- Practice safe emailing
- Practice good Data Governance
- Use Strong Authentication
- Use data access controls
- Know your compliance requirements

Minimizing Our Risks

Stay Informed

Minimizing Our Risks -- With Safe Emailing

OLD FOCUS
It is less about checking for bad grammar, fuzzy logos, generic greetings, unfamiliar sending addresses, suspicious links or unsolicited messages.

THE NEW GAME
We need to be more knowledgeable about standard business processes and practices and that threats do not merit a response.

# Minimizing Our Risks -- With Safe Emailing

EMAIL SENDER

- Always use your **@elon.edu** account
- Subject line should be concise
- Make it personal
- Provide context
- Attached PDF files only
- Use a Professional signature line
- Is a Service Provider sending emails on your behalf?

EMAIL RECEIVER

- Ask yourself – Is this a valid Elon business request and standard business practice
- Remember the 4S Method to vet the message:
  - **S**ender/**S**ubject/**S**alutation/**S**ignature
- Never provide bank account or personal information via email
- Always think twice before replying to messages on your mobile devices

Minimizing Our Risks -- With Safe Emailing
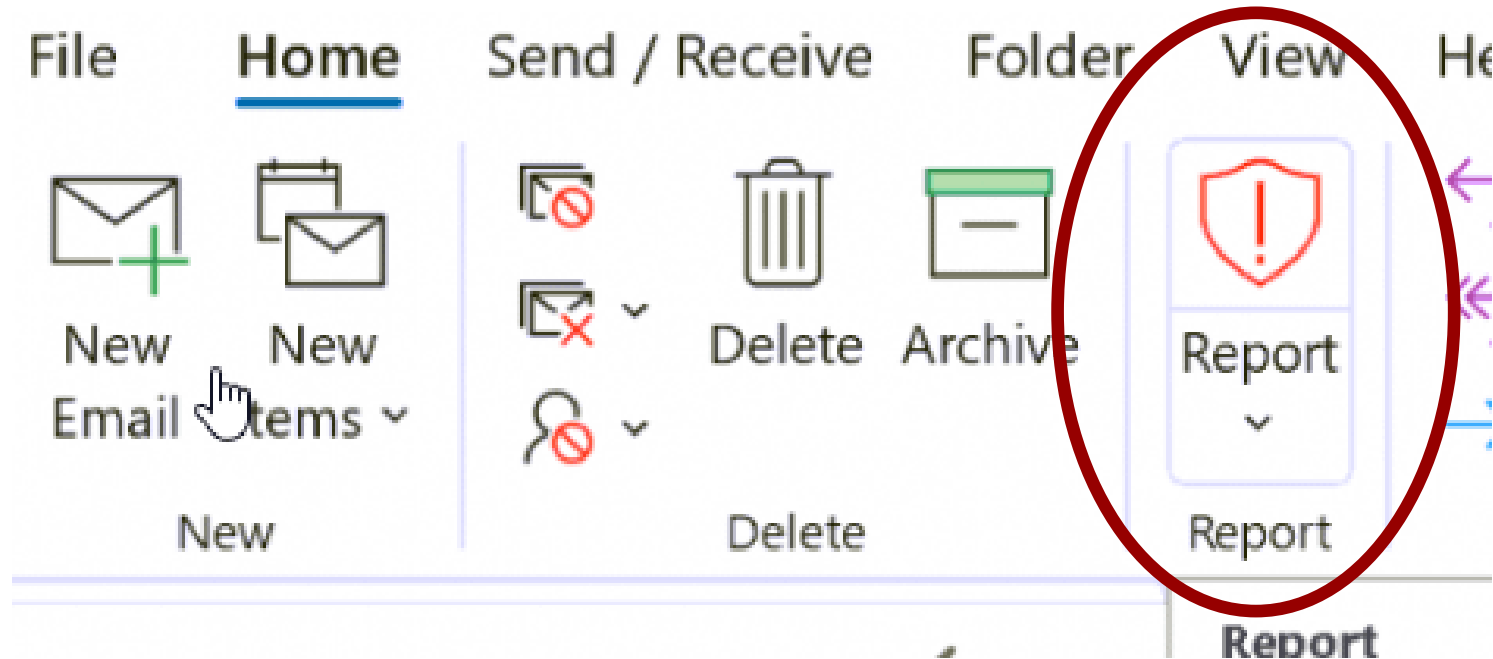
Manage:
- Phishing Emails
- Junk Emails

Minimizing Our Risks

Practice Good Data Governance

- Follow university policy
- Know your data
- Secure your data
  - Inventory
  - Access controls
  - Share with care
  - Data back-up
  - Data retention
  - Data disposal
  - Business continuity planning

Minimizing Our Risks

Use Strong Authentication

Minimizing Our Risks

LastPass •••|

Start using LastPass today!

Log into: https://www.elon.edu/lastpassenterprise/

LastPass Enterprise Enrollment

☐ Activate LastPass Enterprise for my account.

Turn On

If you don't see this screen or can't check the box, contact the Service Desk at X5200

Minimizing Our Risks

Protect Data
(Access Controls)

Minimizing Our Risks

Know Your Compliance Requirements

Regulatory compliance requires a business follow state, federal, and international laws and regulations relevant to its operations.

Minimizing Our Risks

Know Your Compliance Requirements

BENEFITS INCLUDE:

- Legal Protection
- Organizational Integrity and Reputation
- Operational Efficiency
- Employee Well-being and Fairness
- Financial Health
- Innovation and Growth

Minimizing Our Risks

Know Your Compliance Requirements

Area of Compliance	Number of Requirements
Finance (Tax, Accounting, Donors, Financial Aid)	79
Academic	27
Campus Safety	7
Copyright	7
Disabilities Accommodations	13
Environmental	28
Export Controls	8
Health Care	3
Human Resources	54
IT / IT Security	34
Research	7
Miscellaneous	20
	287

Minimizing Our Risks

Compliance

Requirement	Data / Information Impacted	Responsibility
Title IV / - Financial Aid	Manages federal funds disbursed to a student's account in excess of allowable charges.	Patrick Murphy
Health Insurance Portability and Accountability Act **(HIPAA)**	Medical / health related information for all individuals.	Jana Lynn Paterson
Clery Act	A consumer protection law that aims to provide transparency around campus crime policy and statistics.	Sgt. Paul Smith
Title IX	Prohibits sex-based discrimination in any school or any other education program.	Megan Karbley
National Collegiate Athletic Association **(NCAA)**	Institutions must conduct their athletics programs with integrity and in compliance with conference and NCAA rules and regulations.	Jeffrey Scheible
The Americans with Disabilities Act **(ADA)**	Protects the civil rights of people with disabilities in many aspects of public life.	Megan Karbley
Payment Card Industry Standard **(PCI-DSS)**	Credit card processing formation – electronic commerce	Gary Sheehan
Unrelated Business Income Tax **(UBIT)**	Managing tax and tax data on unrelated business income	Susan Kirkland
General Data Protection **(GDPR)**	Personally Identifiable Information for European Union citizens	Gary Sheehan
Gramm-Leach-Bliley Act **(GLBA)**	Student financial information and other non-public student information	Susan Kirkland
Family Educational Rights and Privacy Act **(FERPA)**	Student non-public personal and academic information	Rodney Parks
State Privacy Laws (PII)	Any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means.	All Employees

Summary

**I'm invisible but dangerous, I sneak in with ease,
Through emails and links, I spread like a disease.
I can steal your data and leave chaos behind—
and if you aren't careful, I won't be confined.**

What am I?

<u>**Our Biggest Risk**</u>: Computer Virus / a phishing email / malware / ransomware

Q & A

For Information Security Concerns and Problems: **Infosec@elon.edu**

For Information Security Questions and Advice: **GSheehan2@elon.edu**

For General IT Issues and Concerns: **Service Desk: 336-278-5200**