

DESIGNING FOR TRUST :

USER EXPERIENCE

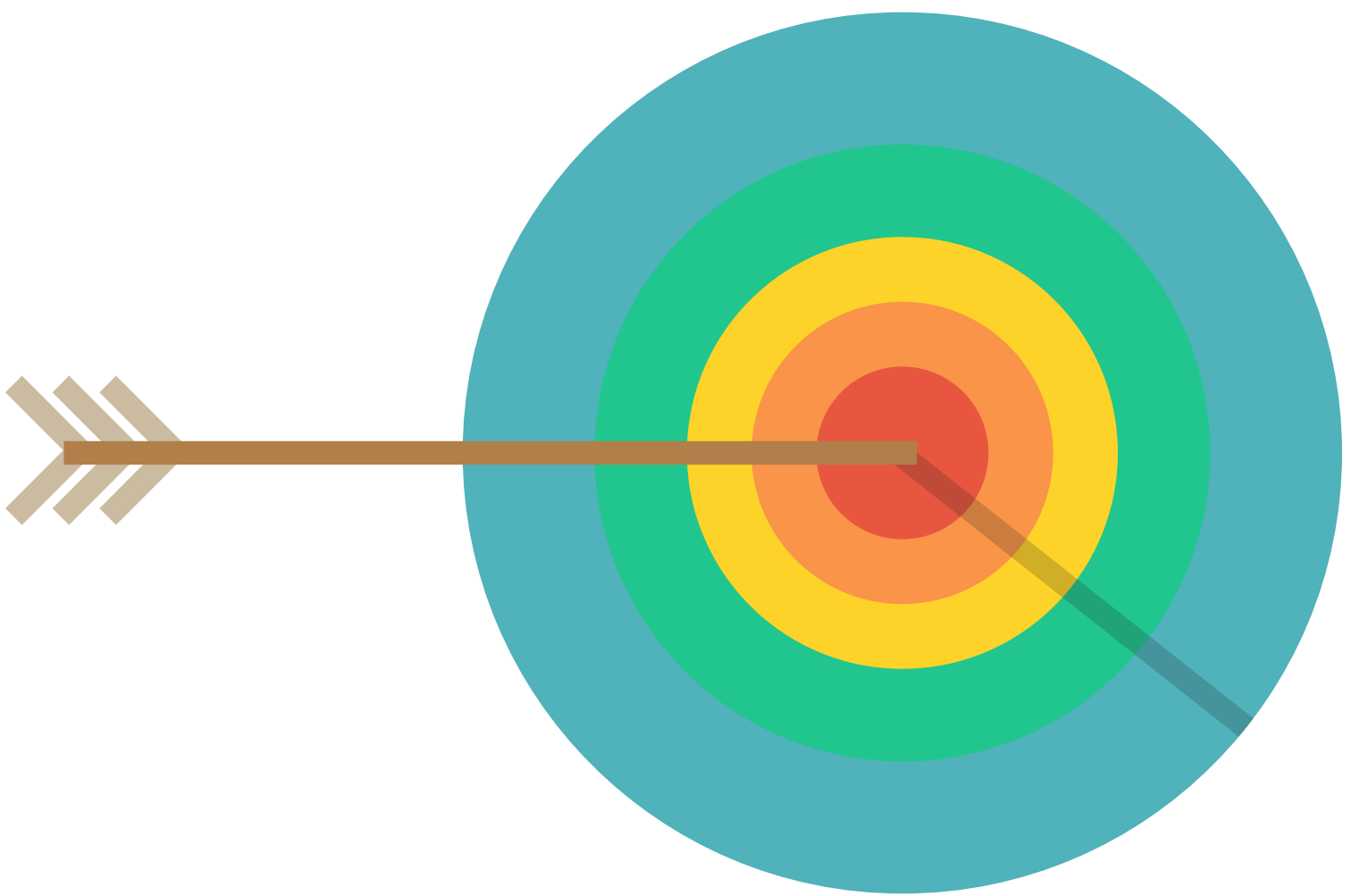
& PRIVACY

@ameellio

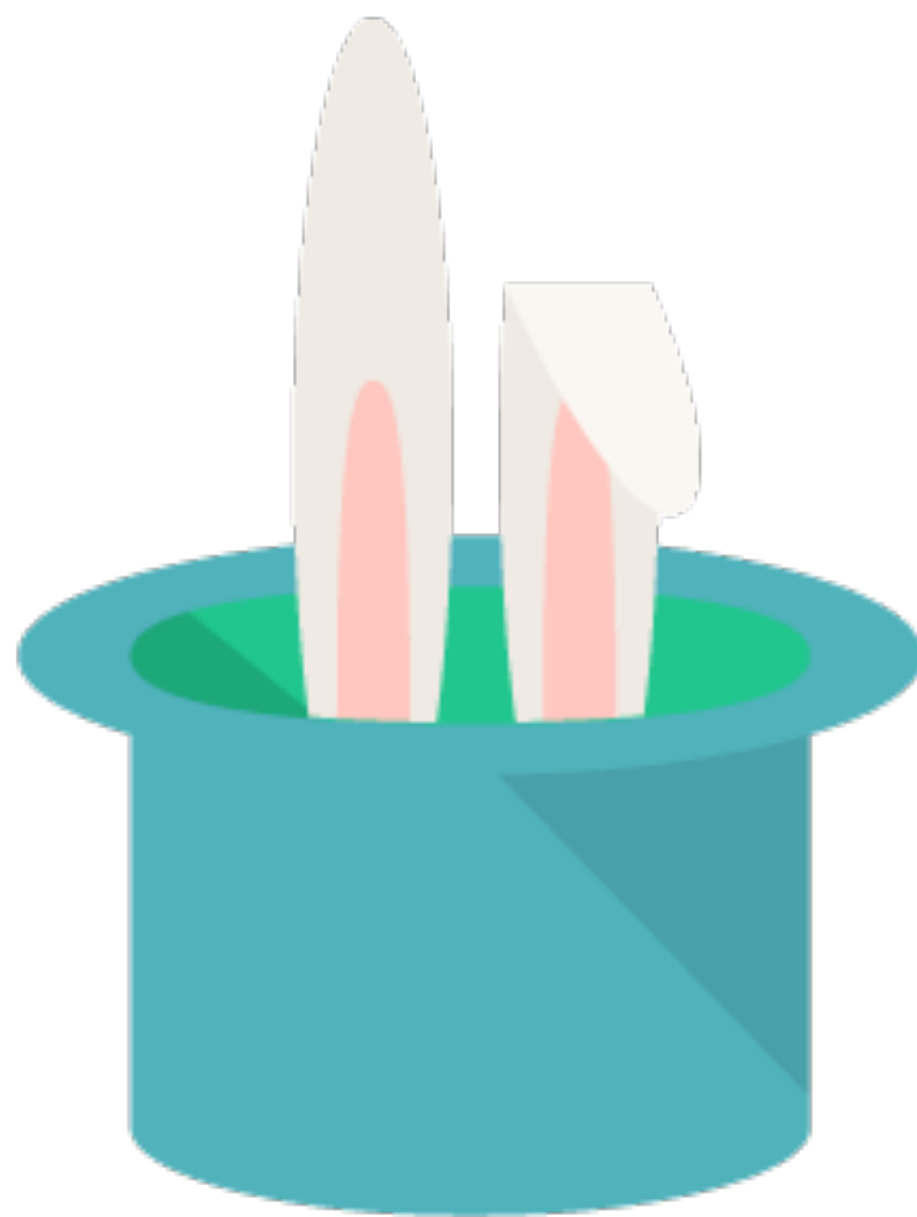
ame@simplysecure.org

Simply Secure

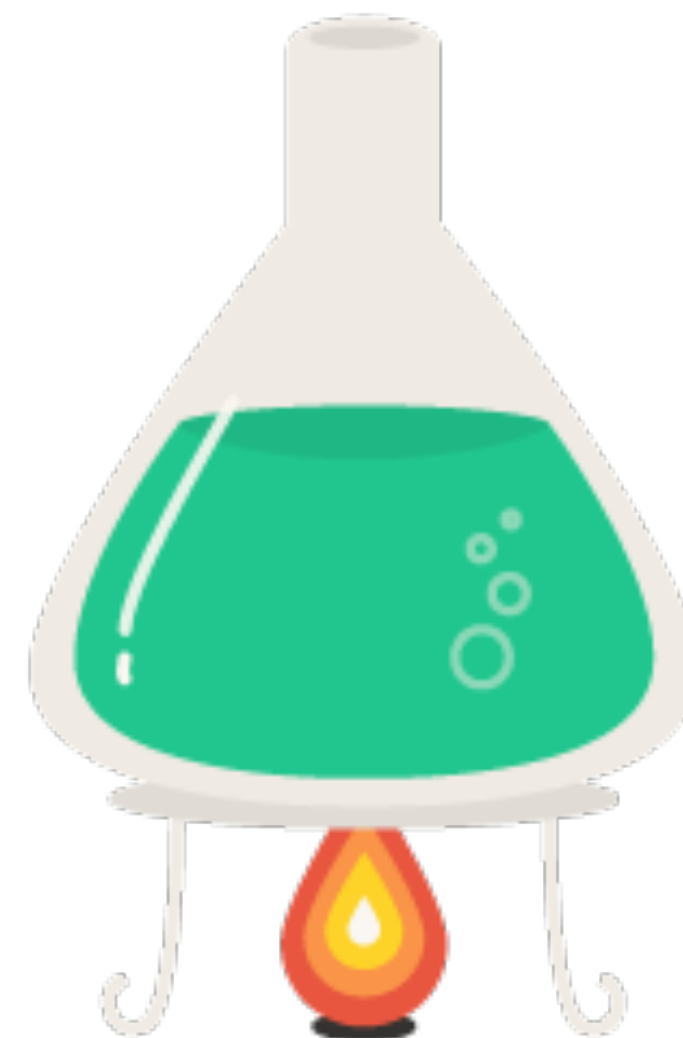




DESIGNERS



DEVELOPERS



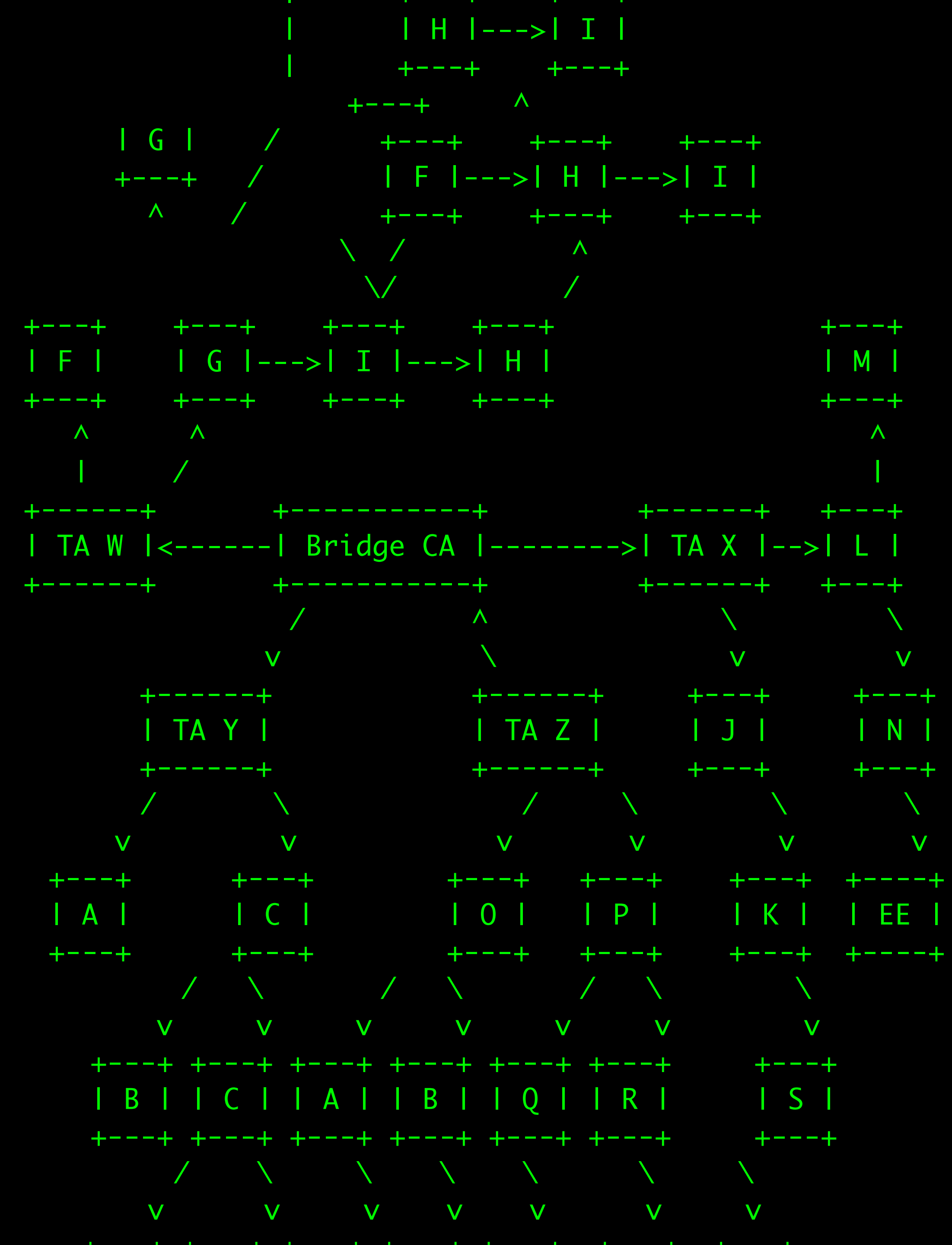
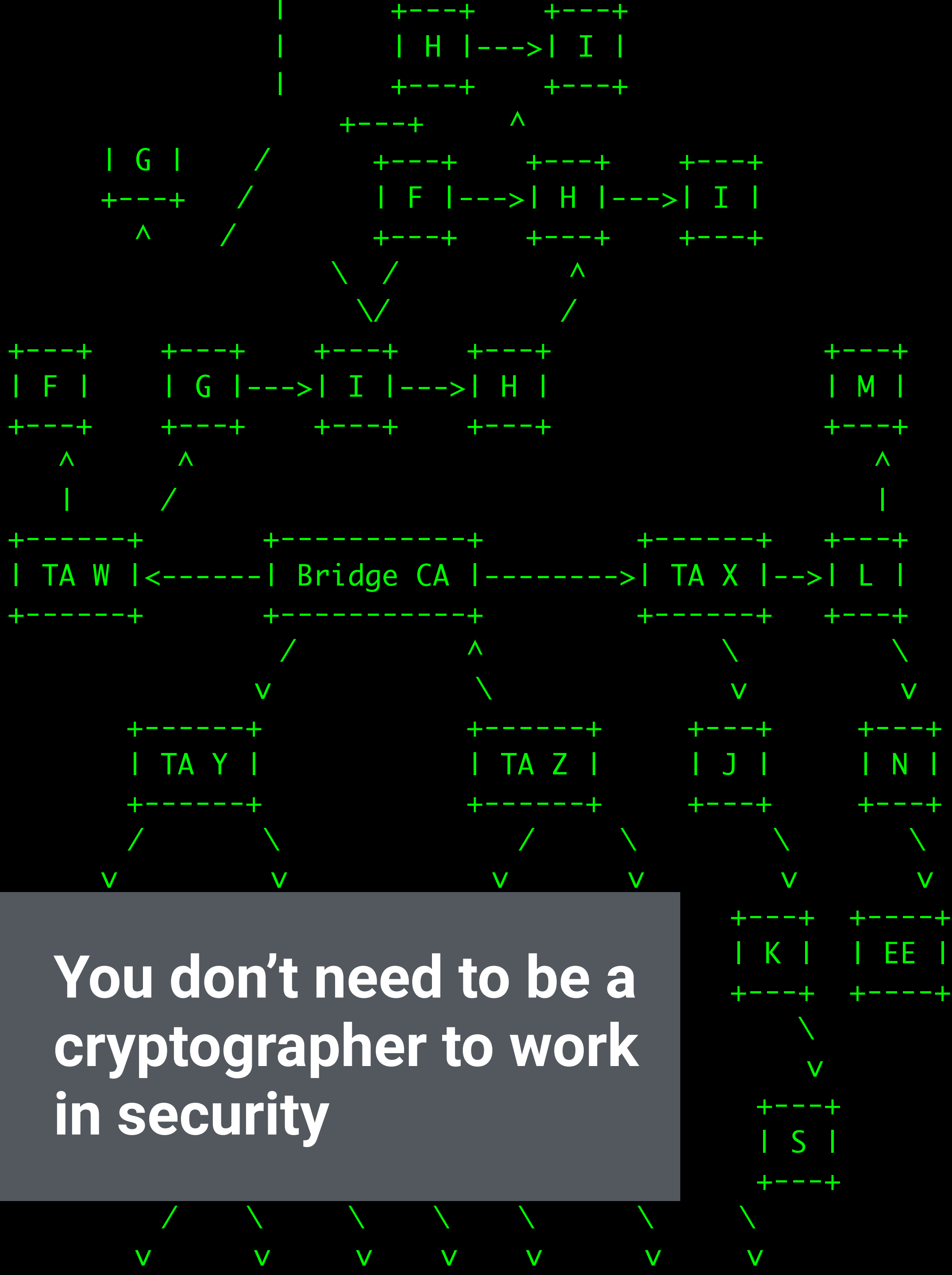
RESEARCHERS



USERS

Simply Secure is a nonprofit for security, privacy, ethics, people

You don't need to be a cryptographer to work in security



NO

YES

German culture
is positioned for
leadership in
security



German culture is positioned for leadership in security

So schützen Sie Ihr Handy

Telefonieren scheint nur noch eine nebensächliche Funktion zu sein. Die vielfältigen Daten auf dem Gerät sind ein gefundenes Fressen für Betrüger



Handys mit einer bestimmten Einstellung können geortet werden

Das kostenlose WLAN im Café ist zwar praktisch, aber auch gefährlich. Hacker nutzen es als Sicherheitslücke

Fotos, persönliche Nachrichten, Zugangsdaten für Interneteinkäufe und Onlinebanking... Unsere Handys zeichnen fast unser gesamtes Leben auf. Fatal, wenn diese Daten in fremde Hände gelangen. Deshalb sollten sich Nutzer auf verschiedene Arten davor wappnen.

Sichere Bildschirmsperre
Es gibt verschiedene Möglichkeiten, den manuellen Zugriff auf das Smartphone zu schützen. Dazu gehört nicht nur die PIN-Nummer für die SIM-Karte nach dem Anschalten. Beim Aktivieren im Stand-by-Modus sollte eine weitere Sicherheitsabfrage stattfinden. Meistens ist ein einfaches Wischen über den Bildschirm voreingestellt. Doch man kann auch eine weitere Zahlenkombination eingeben, ein Muster ziehen, ein Passwort eintippen oder manchmal sogar den Fingerabdruck scannen. Am sichersten ist ein Passwort aus Zahlen, Buchstaben und Zeichen.

Ein Muster sollte möglichst kompliziert sein. Der Fingerabdruck scheint im ersten Moment zwar die beste Alternative zu sein, doch Hacker können ihn abfangen und eine Attrappe nachbilden. Und da man den Abdruck nicht ändern kann, hat der Verbrecher uneingeschränkten Zugang. Einen Code kann und sollte man regelmäßig wechseln.

Offene WLAN-Netze
An öffentlichen Orten gibt es immer mehr WLAN-Netze, die den Handynutzern die Chance geben, das eigene Datenvolumen zu sparen. Es bietet aber auch Kriminellen die Möglichkeit, ganz leicht fremde Daten zu stehlen. Zum Beispiel eröffnen sie ein stärkeres Netz mit dem gleichen Namen. Die Geräte verbinden sich dann automatisch mit dem besseren Empfang, wodurch der Hacker Zugriff bekommt. Wirklich sicher ist öffentliches WLAN nur, wenn jeder Interessierte ein eigenes Passwort bekommt.

Verschlüsselte Daten
Nutzer eines iPhones haben das Glück, dass ihre Daten ohnehin schon verschlüsselt werden und die Hacker dadurch kein leichtes Spiel haben. Menschen mit einem Android-Handy müssen es erst einrichten. Im Programm „Einstellungen“ gibt es den Unterpunkt „Sicherheit“. Dort kann man wiederum auf „Telefon verschlüsseln“ tippen. Auch die Inhalte einer eingeschobenen Speicherkarte sind damit gesichert.

Ausreichender Virenschutz
Nicht nur für den Computer, auch für Smartphones gibt es inzwischen schädliche Software. iPhone-Besitzer haben den Vorteil, dass im iTunes-Store die Apps schon auf Viren geprüft wurden. Im Playstore von Android ist das leider nicht der Fall. Doch es gibt zum Glück auch schon dementsprechende Antivirenprogramme, die unsichtbare Schädlinge fernhalten. Das Institut AV-Test hat in einer Überprüfung die

sichersten Virens Scanner ermittelt. Es sind die Apps von BitDefender, Kaspersky, Intel, Sophos und Symantec. Sie alle schnitten sehr gut ab.

Aktivierter Handyortung
Geht ein Smartphone verloren oder wird es gestohlen, können Betroffene es unter bestimmten Voraussetzungen orten. Das funktioniert sowohl bei Apple-Geräten als auch bei Handys mit dem Android-Betriebssystem. Die gespeicherten Daten können außerdem über das Mobilfunknetz zur Not gelöscht werden. Damit das möglich ist, müssen iPhone-Nutzer die iCloud benutzen und Android-Nutzer müssen die Funktion in den Einstellungen aktivieren. Dort ist diese unter dem Punkt „Standort“ zu finden, wo „Google-Standortverlauf“ ausgewählt werden muss. Ein iPhone-Nutzer kann unter www.icloud.com den Aufenthaltsort seines Gerätes abrufen, alle anderen unter: www.google.com/android/devicemanager

RÄTSEL Spaß

Jetzt mitmachen und tolle Preise gewinnen!

ange- sehen	ein Hof- beamter im MA.	weib- licher Mensch	iranische Univer- sitäts- stadt	Vorname der Nielsen †	durch Fakten belegt	Stadt in Böhmen	usbeki- sche Währung
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LEASEN				Tanz- feste	Färber- pflanze, Resede		
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Schrott	Wadi in Marokko			franz. Mehr- zahl- artikel		Tages- heim für Kinder	
				Baby- mund- tücher	Spuk- gestalt	H	
			süd- deutsch- schnee- frei	Kinder- bau- stein	LEGO		
Fett als Salben- grund- stoff	iranische Provinz- haupt- stadt	Frauen- name	Südost- europä- er			ER	
ein- faches Lokal				Arbeits- platz	Kfz-Z. Steinfurt	SD	Tinten- fisch- art
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Bild von da Vinci (... Lisa?)		Wind- schatten- seite		Haupt- stadt von Kanada	Heroin- konsum- ter (ugs.)	U	Brief- anrede
			franzö- sischer Polizist	Hafen des antiken Roms		OS	unbe- stimmtes Fürwort
höflich, ritter- lich	Ufer- streifen am Meer	flink, schick			lang- haarige Woll- sorte	TT	Wagen- teil
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			Kose- name e. span. Königin	A	US- Ameri- kaner (Mz.)	R	Fahr- rad- antrieb
Eingang (franz.)			zu den Akten (ad ...)	britan- nische Sagen- könig	eigen- licher Name der Monroe	A	Fahr- rad- antrieb
		Stamm- vater der Iren	Wohl- geruch		Frauen- unter- kleidung (engl.)	U	latein- sch: sol
eh. US- Tennis- profi † (Arthur)	franzö- sisch: Dankel			2	giftiges Schwer- metall	O	halb- gefrore- nes Getränk
nordi- scher Meer- rieser			tropi- sche Nutz- pflanze				verrückt
Vorname Eulen- spiegels		franz. Autor † (Marquis de ...)			Rhein- last- kahn		Fluss durch Kufstein (Tirol)
							1 2 3 4 5 6 7

Schönheit & Gesundheit

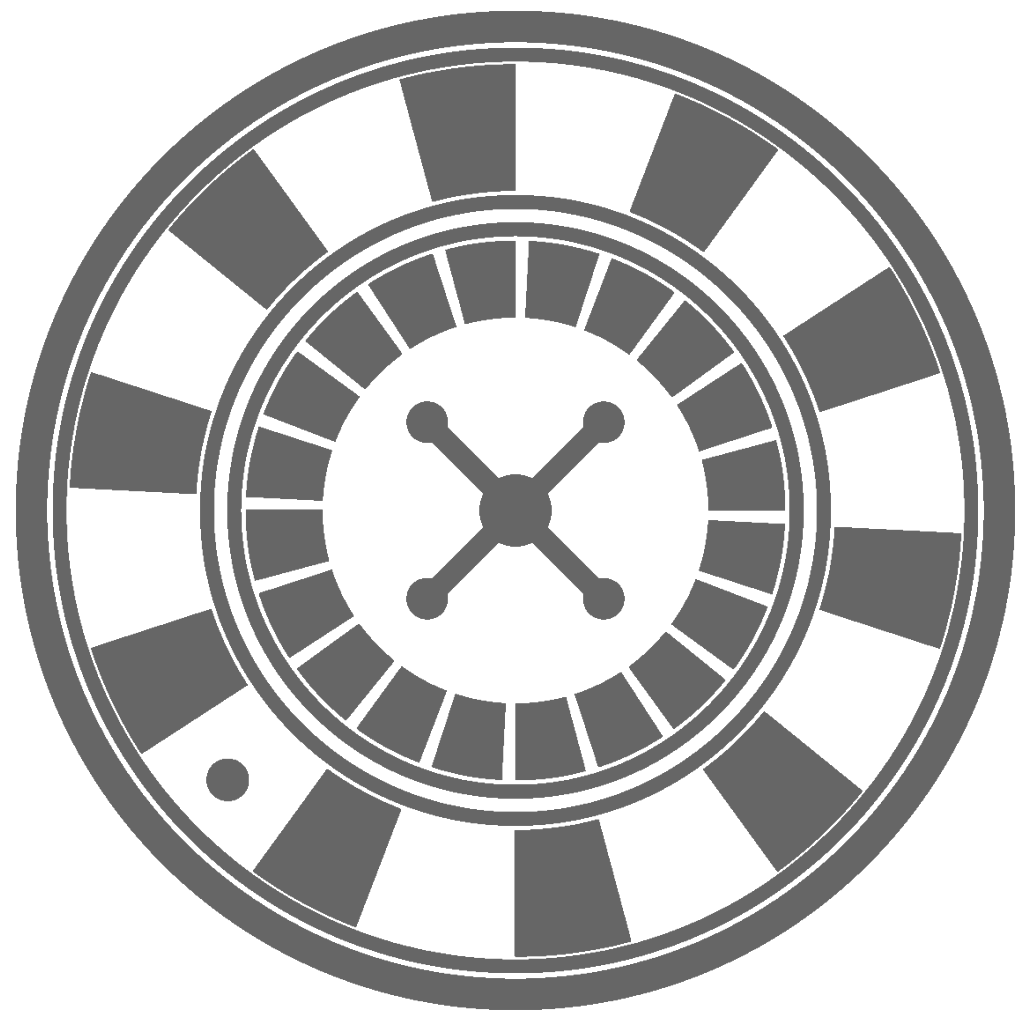
Ein ausbalancierter Säure-Basen-Haushalt verhilft zu lang anhaltender Gesundheit. Markenbotschafterin Monica Meier-Ivanca vertraut seit vielen Jahren auf die hochwertigen Produkte von P. Jentschura. Ein Set beinhaltet alle Marken-hauptprodukte aus der Welt der basischen Körperpflege und der basischen Ernährung. Gewinnen Sie das Set!

www.p-jentschura.com
Der Preis wurde unentgeltlich vom Hersteller zur Verfügung gestellt.

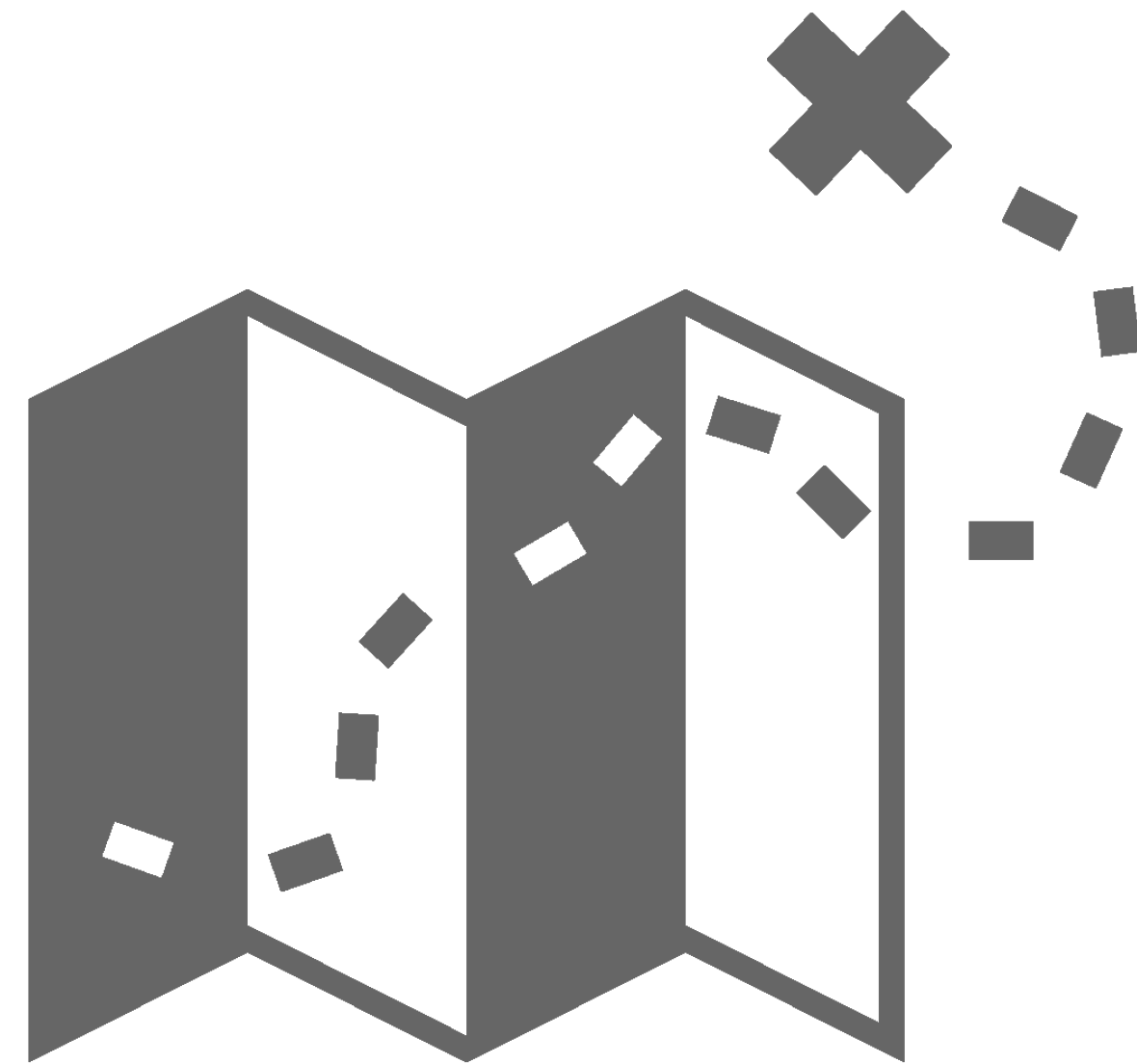
1x1 Produktset zu gewinnen!

You are part of something, and people are depending on you





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**PRACTICAL
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Corporations and governments gather data about us



Image: Kajart Studio's Tor Browser explanation
<http://www.kajart.com/portfolio/tor-project-educational-animation-english/>

National Security Letters

transparency report

Twitter

Government

Popular Posts

Twitter fights for disclosure of national security letters

Posted Feb 14, 2017 by [Kate Conger \(@kateconger\)](#)



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AdChoices

Crunchbase

Twitter

FOUNDED
2006

OVERVIEW

Twitter is a global social networking platform that allows its users to send and read 140-character messages known as "tweets". It enables registered users to read and post their tweets through the web, short message service (SMS), and mobile applications. As a global real-time communications platform, Twitter has more than 400 million monthly visitors and 255 million monthly active users around ...

LOCATION

San Francisco, CA

CATEGORIES

Twitter and US National Security Letters in 2014

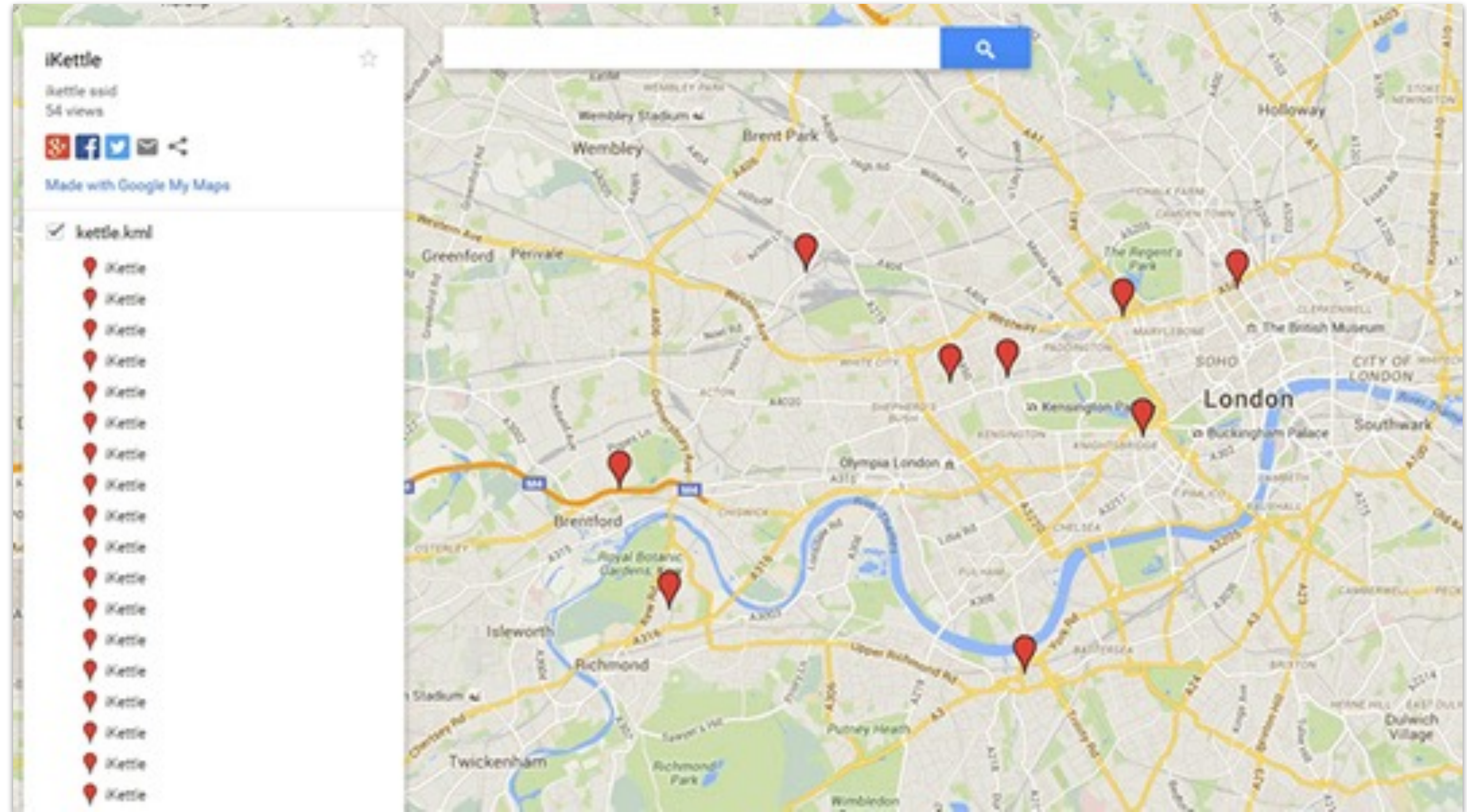
Twitter is fighting to disclose how many times the government has secretly accessed its users' data — and a judge may soon allow the company to do so. Twitter's fight has been ongoing since 2014, and the company recently saw progress when it was allowed to publish two national security letters.

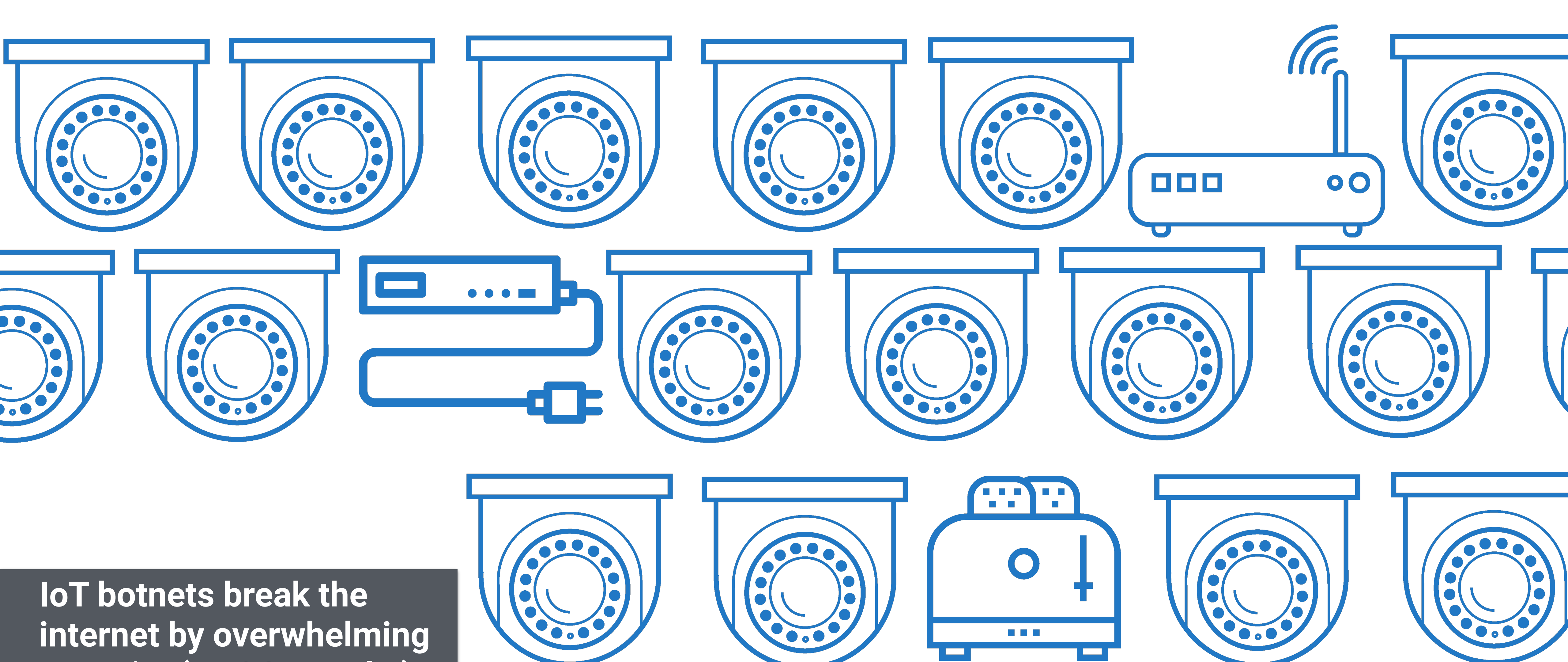
The government uses national security letters (NSLs) to extract user data from tech companies that are often unwilling to hand it over without a legal fight.

The letters are not reviewed by a judge and are instead issued directly by the FBI. They're also often accompanied by indefinite gag orders that prevent companies from ever disclosing that they received the letters, or notifying their users that they were targeted for surveillance.



iKettle hack proves wifi vulnerability #IoT #securityfail





IoT botnets break the internet by overwhelming capacity (DDOS attacks)

People give away personal data for the price of a coffee



24 HOURS
7 DAYS A WEEK



App permissions surprise people



Dunkin' Donuts

Dunkin' Brands Germany

Version 1.2.3 can access:

Location

- approximate location (network-based)
- precise location (GPS and network-based)

Photos/Media/Files

- read the contents of your USB storage
- modify or delete the contents of your USB storage

Storage

- read the contents of your USB storage
- modify or delete the contents of your USB storage

Wi-Fi connection information


- view Wi-Fi connections

Other

- receive data from Internet
- view network connections
- full network access
- prevent device from sleeping
- read Google service configuration

Updates to Dunkin' Donuts may automatically add additional capabilities within each group. [Learn more](#)

Close



Login

Username

Password

Your login information is not correct. Please try again.


[Login](#)

Forgot your username or password? [Click Here](#)

You must have a valid "Username" and "Password" to access our services. [Please click here to register.](#)

For additional service or support, please [Contact Us](#).

This login flow leaks user data without being hacked



Forgot Password?

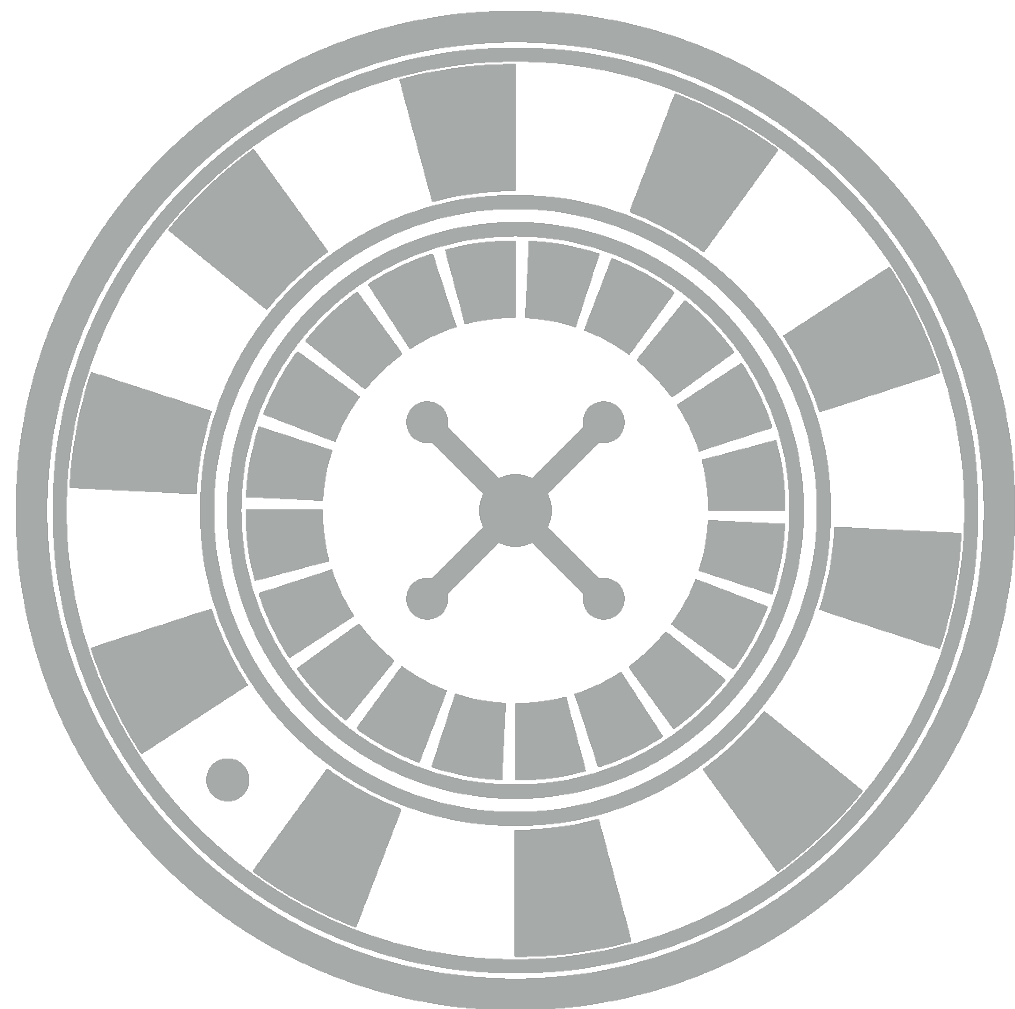
Please enter the email address used on your Ad Profile. Your log-in information will be sent to this email address.

Email Address

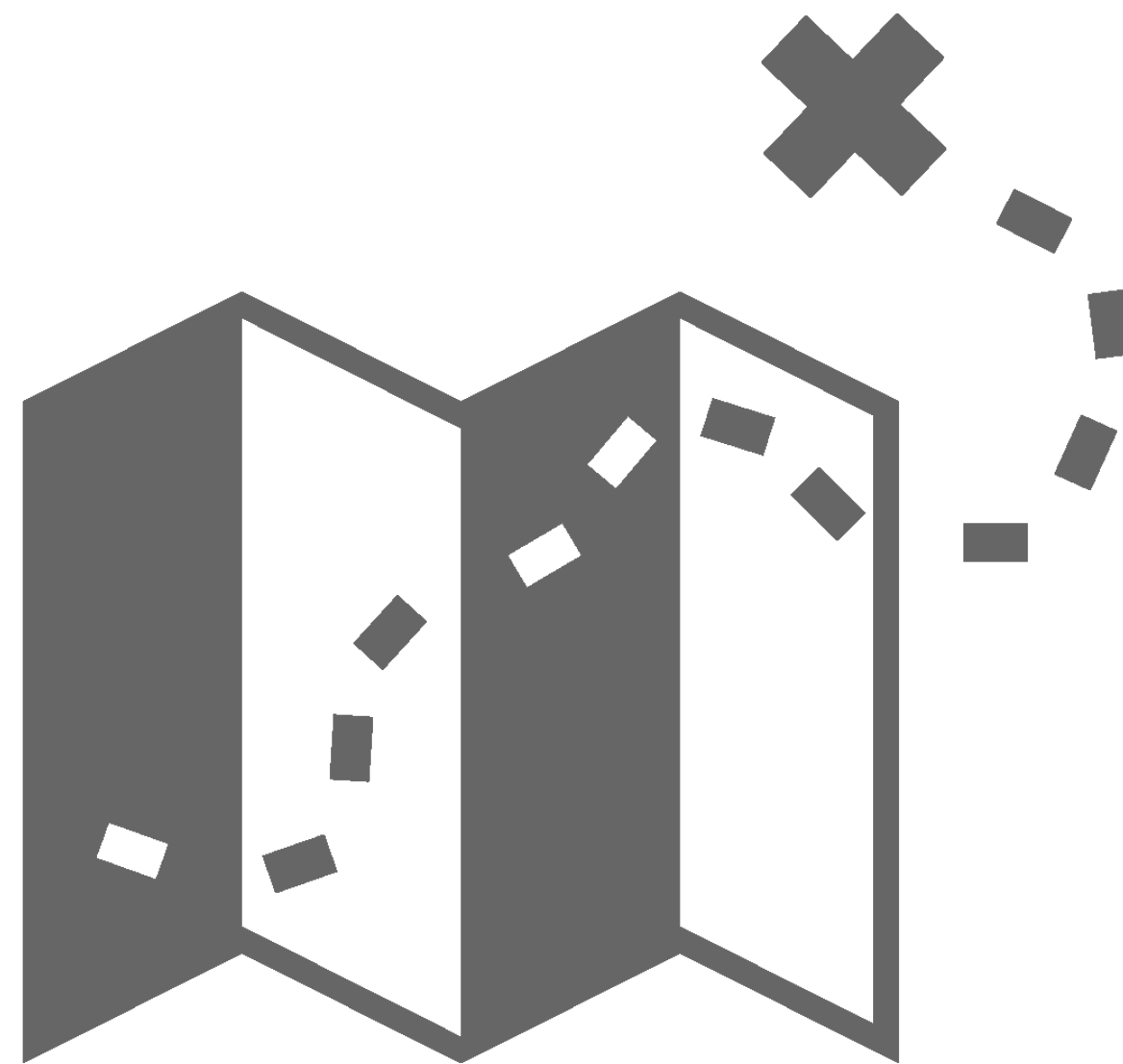
[Send](#)

For additional service or support, please [Contact Us](#).

If you are already a member and have accessed this page in error, [click here](#) to login.



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Sina Weibo



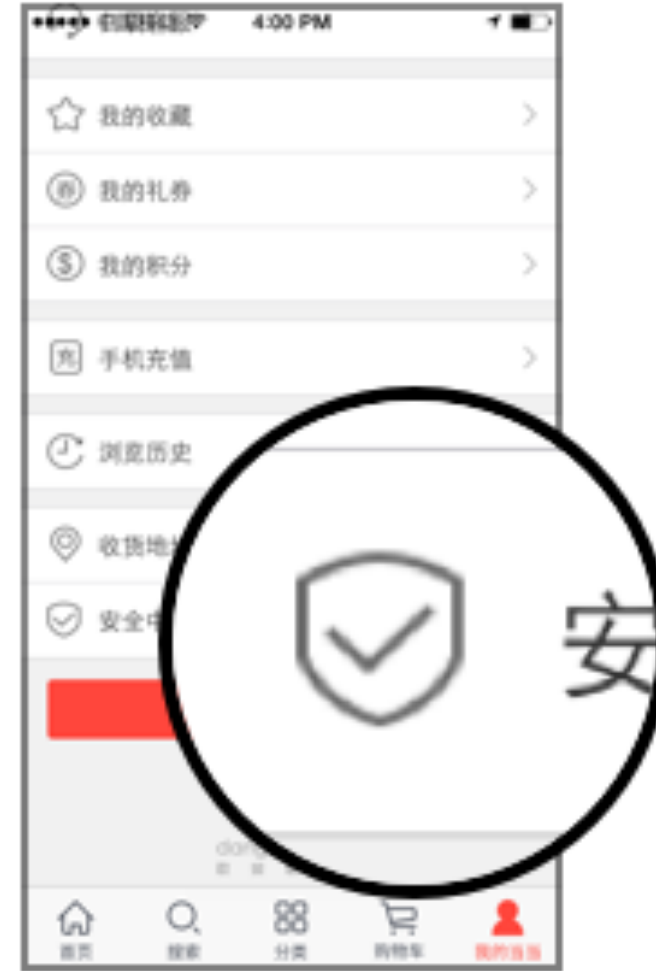
WeChat



Dianping



Dangdang






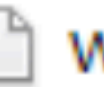



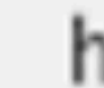

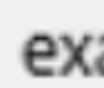






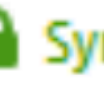


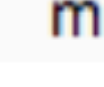
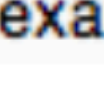
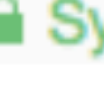
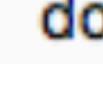








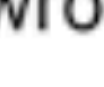












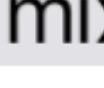



Baidu "Security Kit"



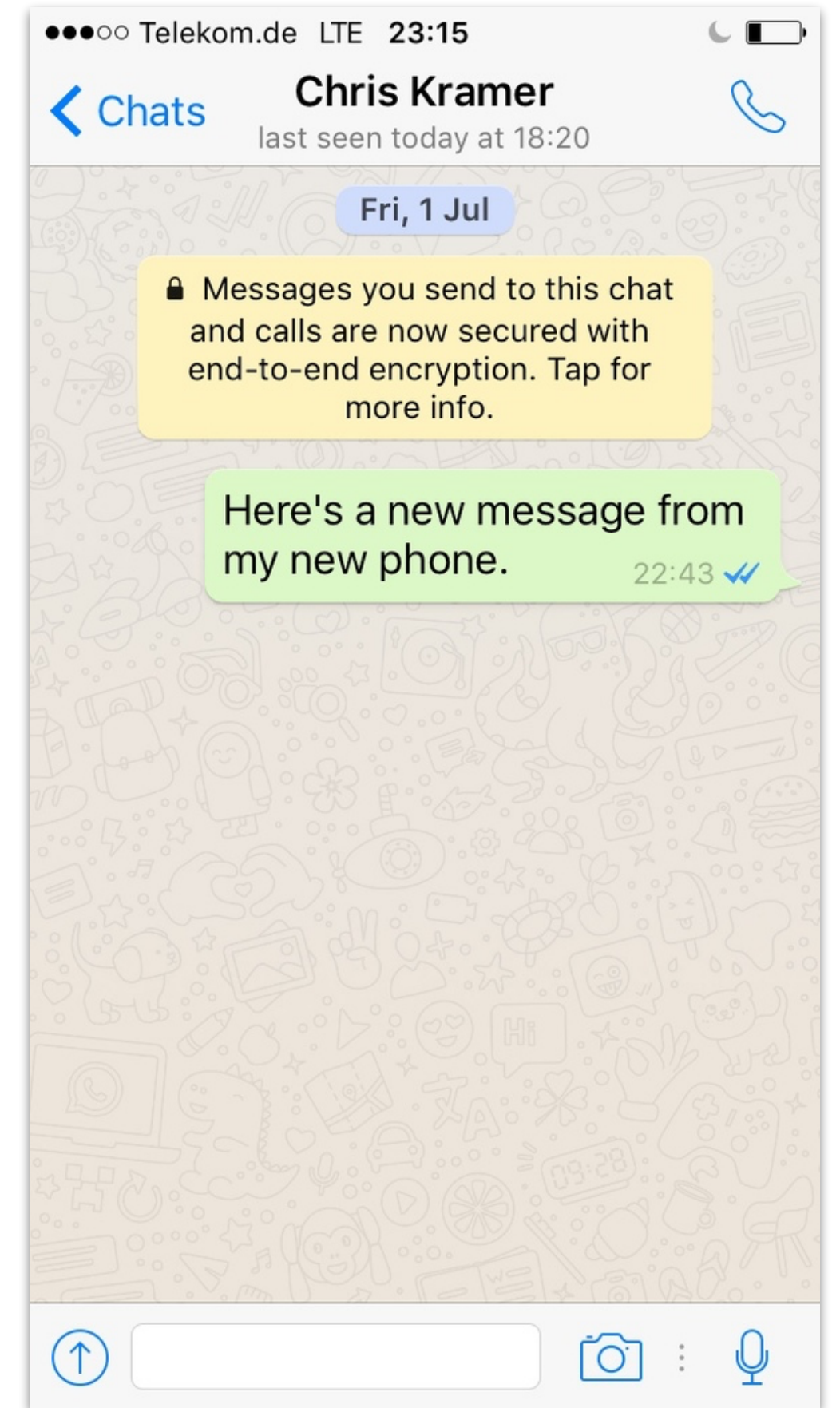
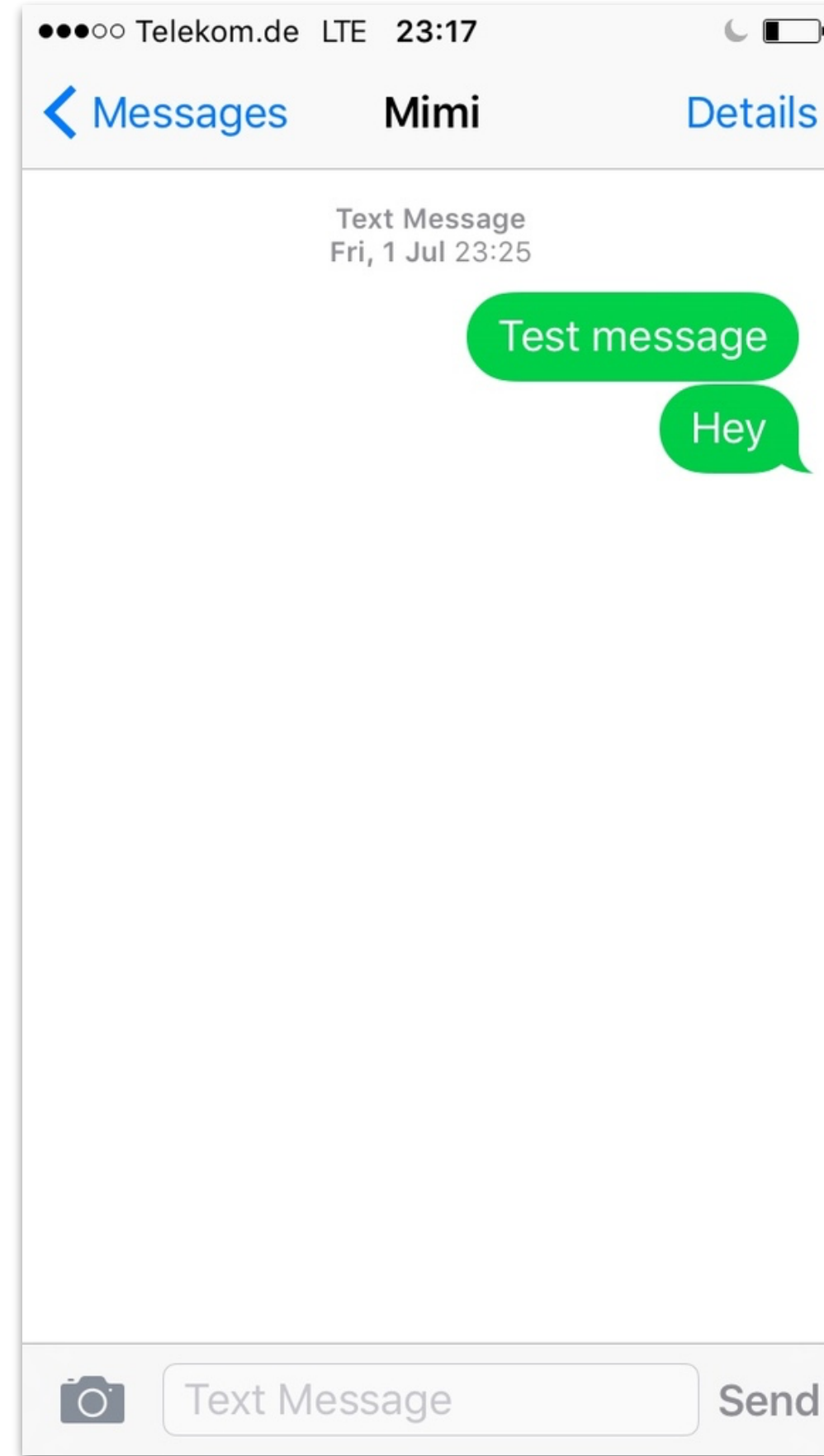
QQ Phone Butler



**Beyond "usable,"
interfaces must be
understandable,
accountable, trusted**

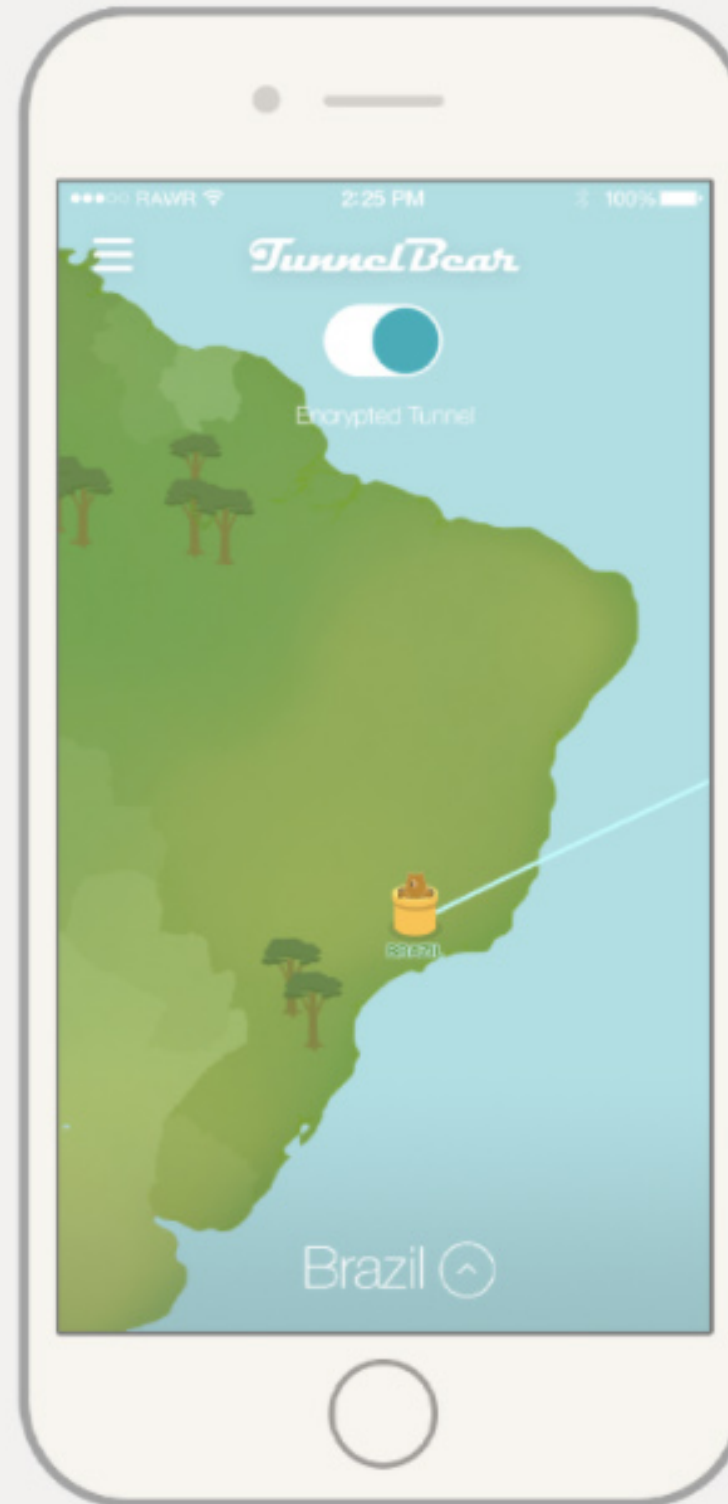
Browser	HTTPS	HTTPS minor error	HTTPS major error	HTTP	EV	Malware
Chrome 48 Win	 https://www	 https://mixe	 https://wro	 www.exam	 Symantec Co	 https://dow
Edge 20 Win	 example.	 https://mix	 wrong.host.bad:	 example.com	 Symantec Co	 Unsafe website dem
Firefox 44 Win	 https://www.e	 https://mixed	 https://expire	 www.example	 Symantec Corpo	 https://spacet
Safari 9 Mac	 example.com	 mixed.badssl.c	<i>URL hidden</i>	 example.com	 Symantec Cor	 downloadgam
Chrome 48 And	 https://v	 https://mixe	 https://v	 www.examp	 https://v	 https://spac
Opera Mini 14 And	 www.exam	 mixed.badssl.c	 wrong.host.ba	 www.example	 www.syma	<i>Unavailable</i>
UC Mini 10 And	 Example D	 mixed.bad:	<i>Blocked</i>	 Example D	 Endpoint, C	<i>Blocked</i>
UC Browser 2 iOS	 Example Do.	 mixed.bads..	 wrong.host..	 Example Do.	 Endpoint, C.	<i>Unavailable</i>
Safari 9 iOS	 example.c	 mixed.badss	 wrong.host	 example.com	 Symantec	<i>Unavailable</i>

Browsers also use icons to communicate security risk



Read receipts use a limited visual vocabulary to change behavior

Why Tunnel to Canada?



Browse Privately

Hide your IP address & location from ISPs, advertisers and browse the web as if you're in Canada



Block online trackers

Use TunnelBear to limit advertisers from tracking everything you and your family do online.



Public WiFi

Secure your browsing on public Wifi from prying third-parties or anyone else while using an open network.



No Logging

TunnelBear does NOT log activity of users connected to our service. Period.

Content strategy, brand, and tone are opportunities to communicate privacy




By using @channel, you are about to notify **63 people** in 7 timezones. Are you sure?

[Edit message](#) [Send it now](#)


Esc to edit Return ↵ to send

Pssst... admins! [Team settings](#) control this warning




 **slackbot** 10:57 AM


@scout shared your private file [Design in Tech Report](#) in the group 'ss-ssg'.

 **Aaron Mackie** 12:23 PM


What is the wifi password for the office?

 **slackbot** 12:23 PM

Hey there! The password for the **Acme WiFi** network is: **AcmeSites2016**


 **Aaron Mackie** 12:23 PM

Thank you!

 **slackbot** 12:23 PM

No problem.

Slackbot reads all, but doesn't comment in 1:1 direct messages

 **Note:** Custom Slackbot responses occur in channels and in conversation with Slackbot – not in direct messages with other team members. (That would be rude!)

OFF TARGET

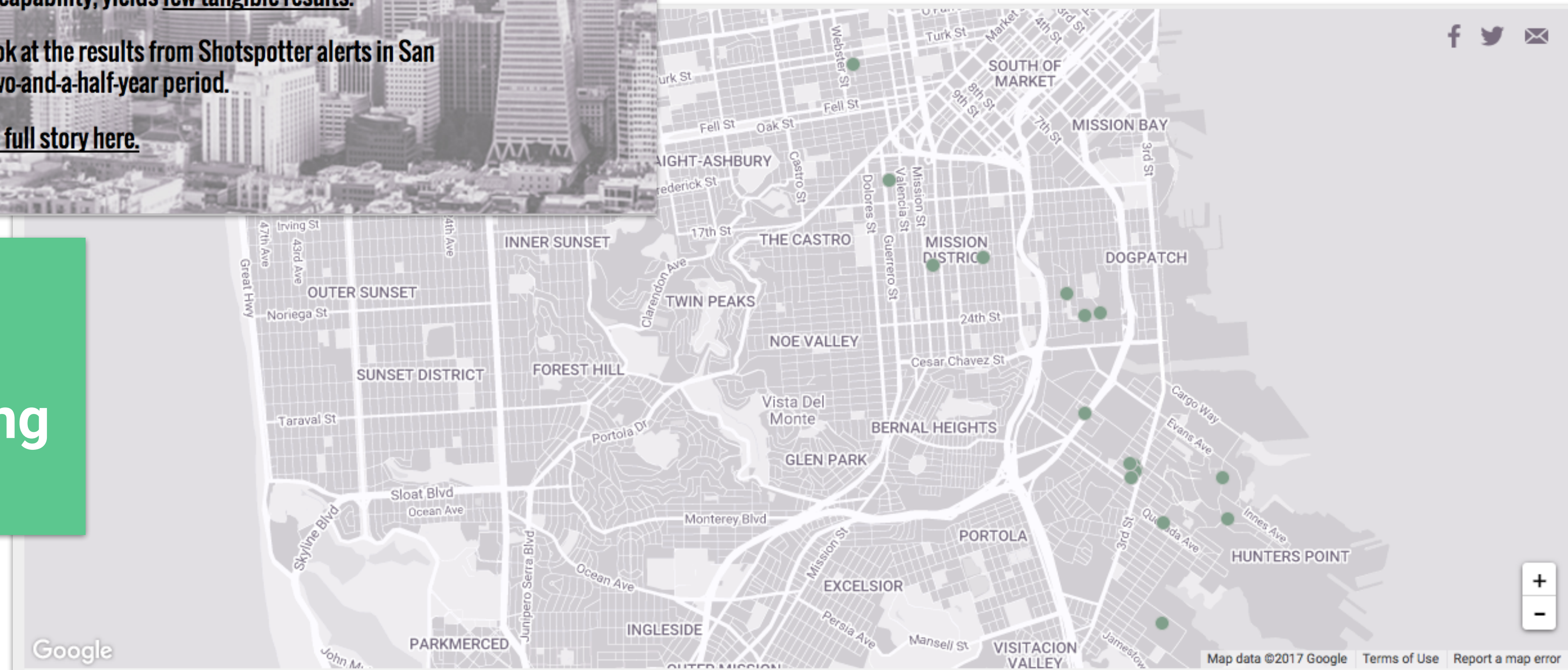
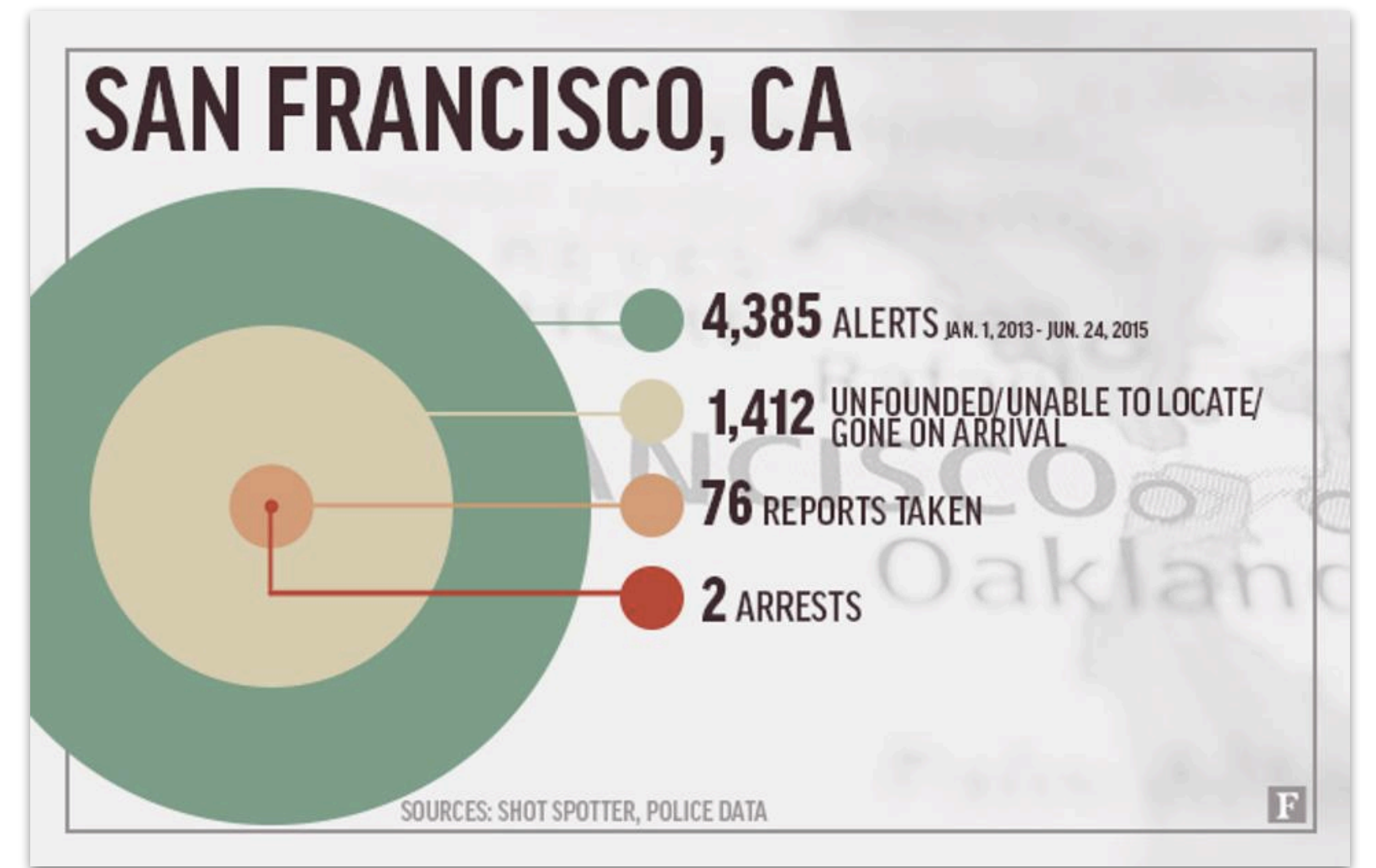
IS A HIGH-TECH GUNSHOT
DETECTION SYSTEM ACTUALLY
REDUCING GUN VIOLENCE?

Shotspotter is a gunshot detection system that pinpoints the location of suspected gunfire and alerts law enforcement. The system is currently used in more than 90 U.S. cities but, for all its monitoring capability, yields few tangible results.

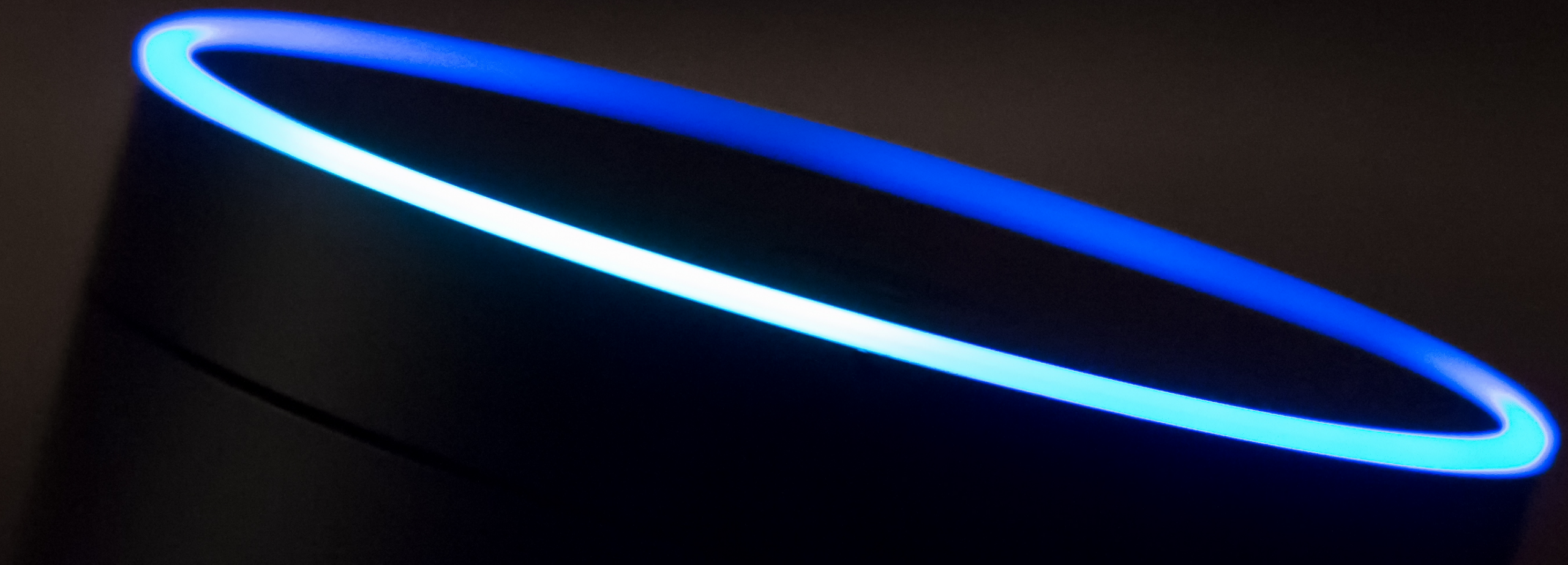
The following interactive is a detailed look at the results from Shotspotter alerts in San Francisco over a two-and-a-half-year period.


[Read the full story here.](#)

San Francisco and other US cities have microphones listening for gunshots



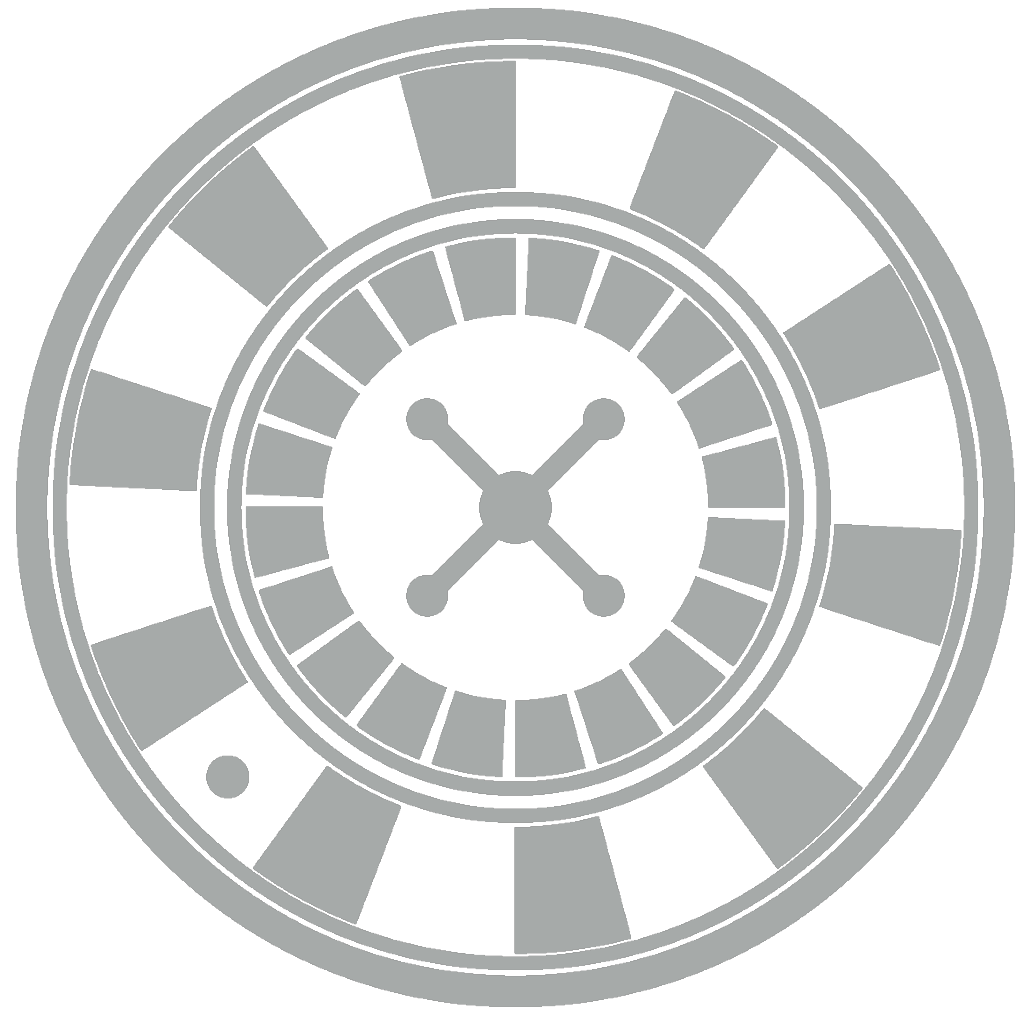
**Alexa and voice-based
assistants know if
English is our second
language**



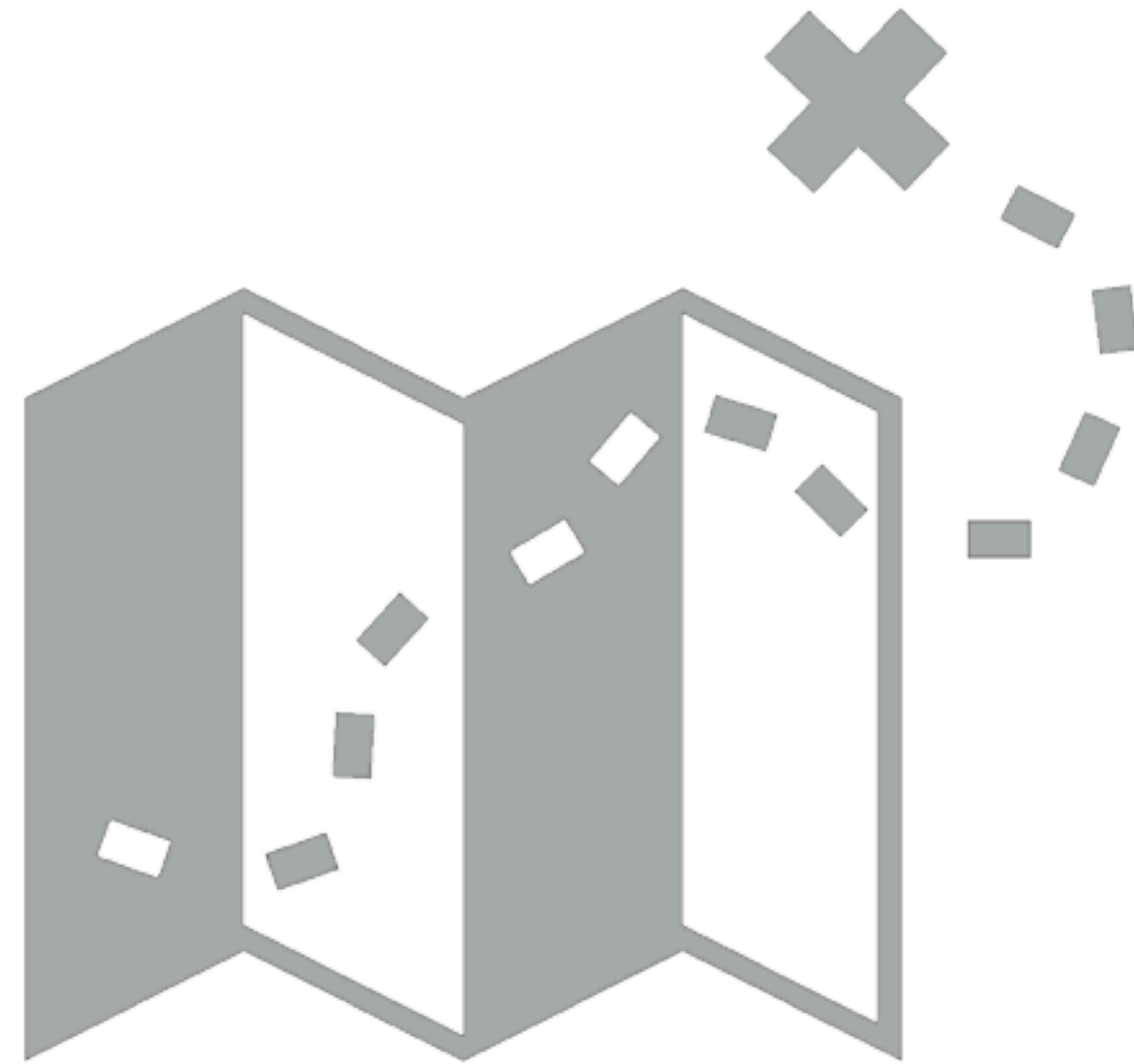
This is what 8 million Instagram followers does to your notifi... 



Current notification practices won't scale to an IoT/machine learning world



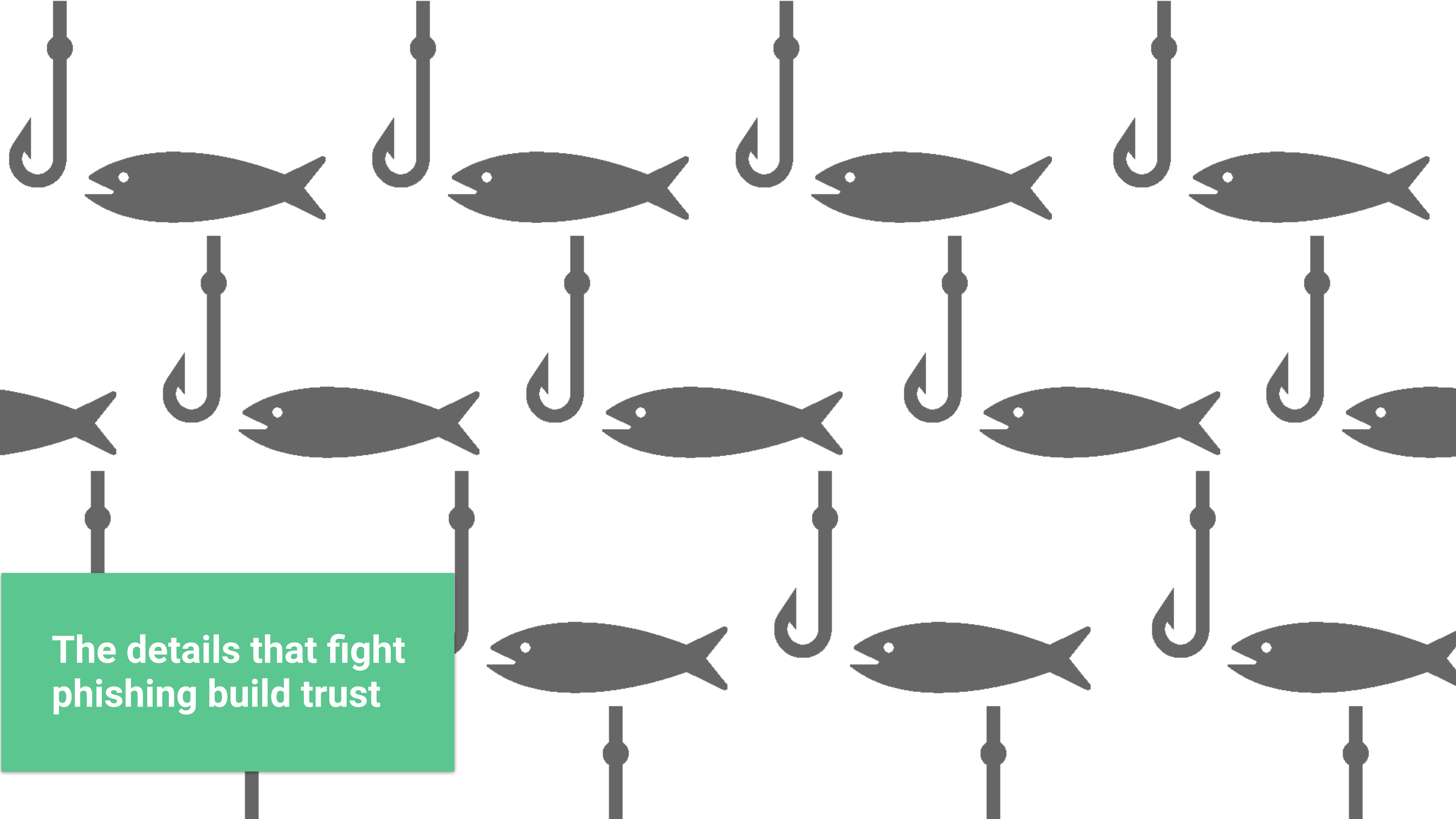
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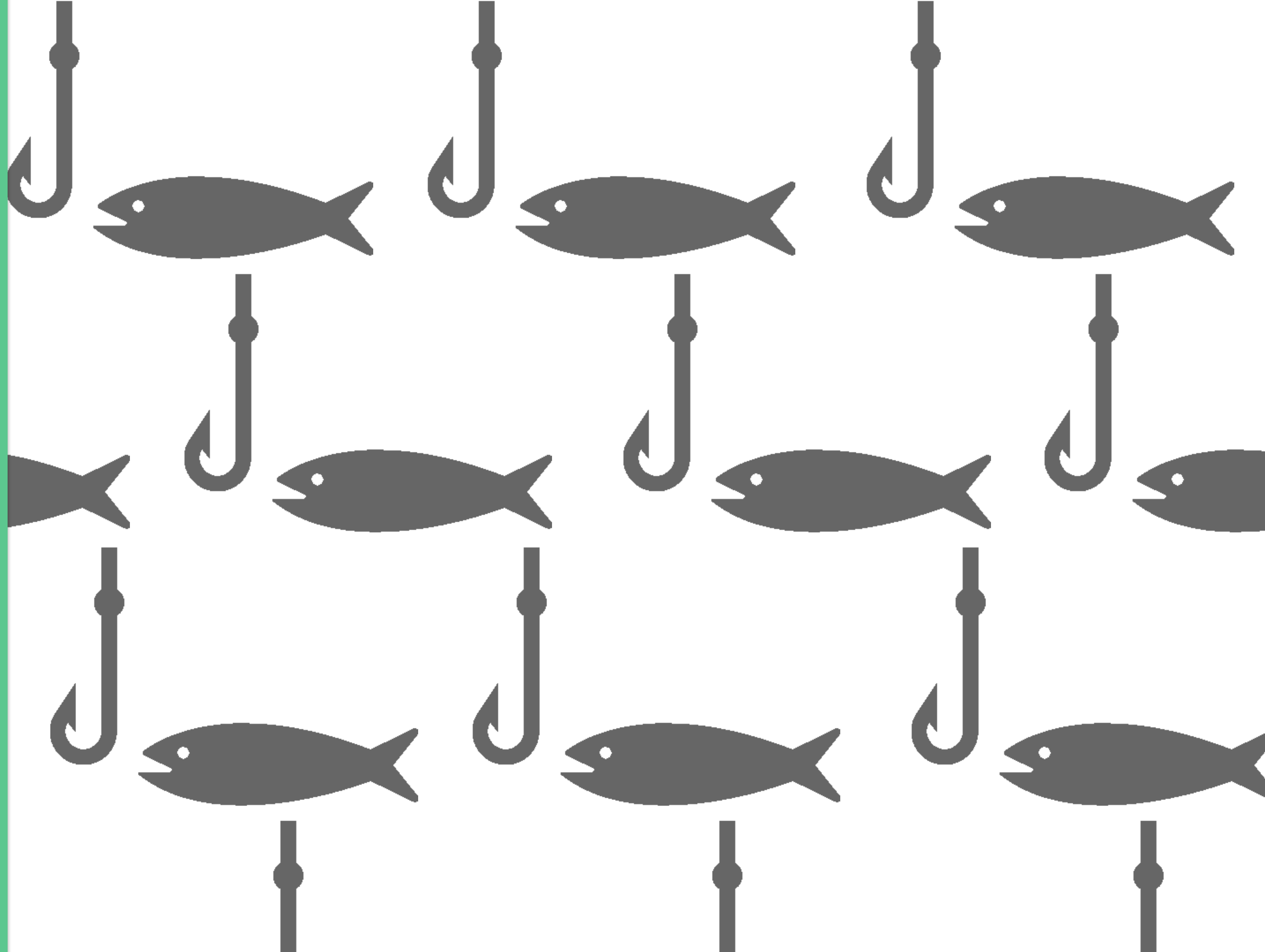
The details that fight phishing build trust

Phishing is the attempt to obtain sensitive information like

- _ user names
- _ passwords
- _ credit card details

by masquerading as a trustworthy entity in an electronic communication.

– Adapted from Wikipedia



Easy to spoof

<https://berlinstreetwear.siliconallee.com>
<https://berlinstreetwear.siliconallee.com>

Your site, not 3rd party

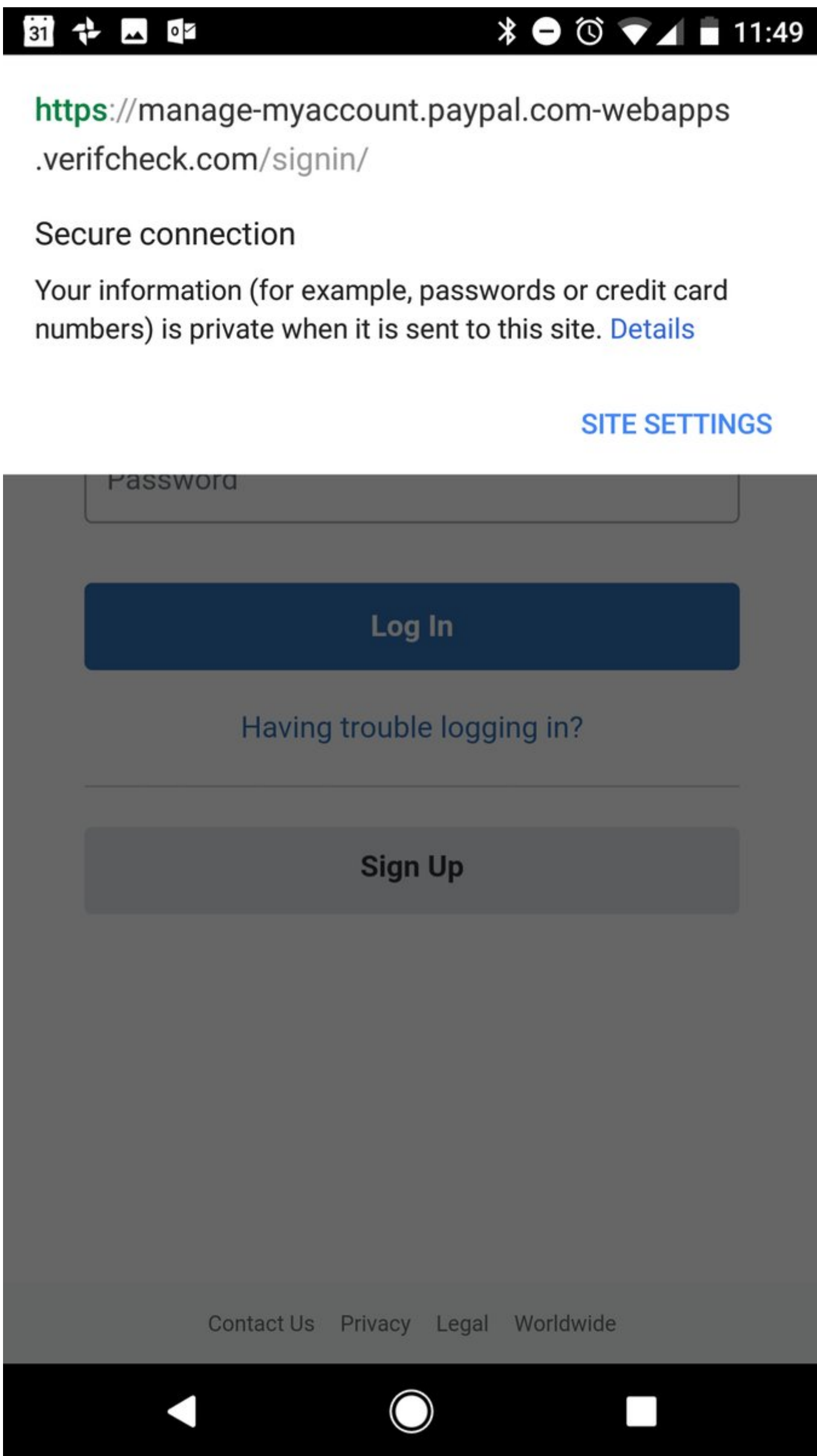
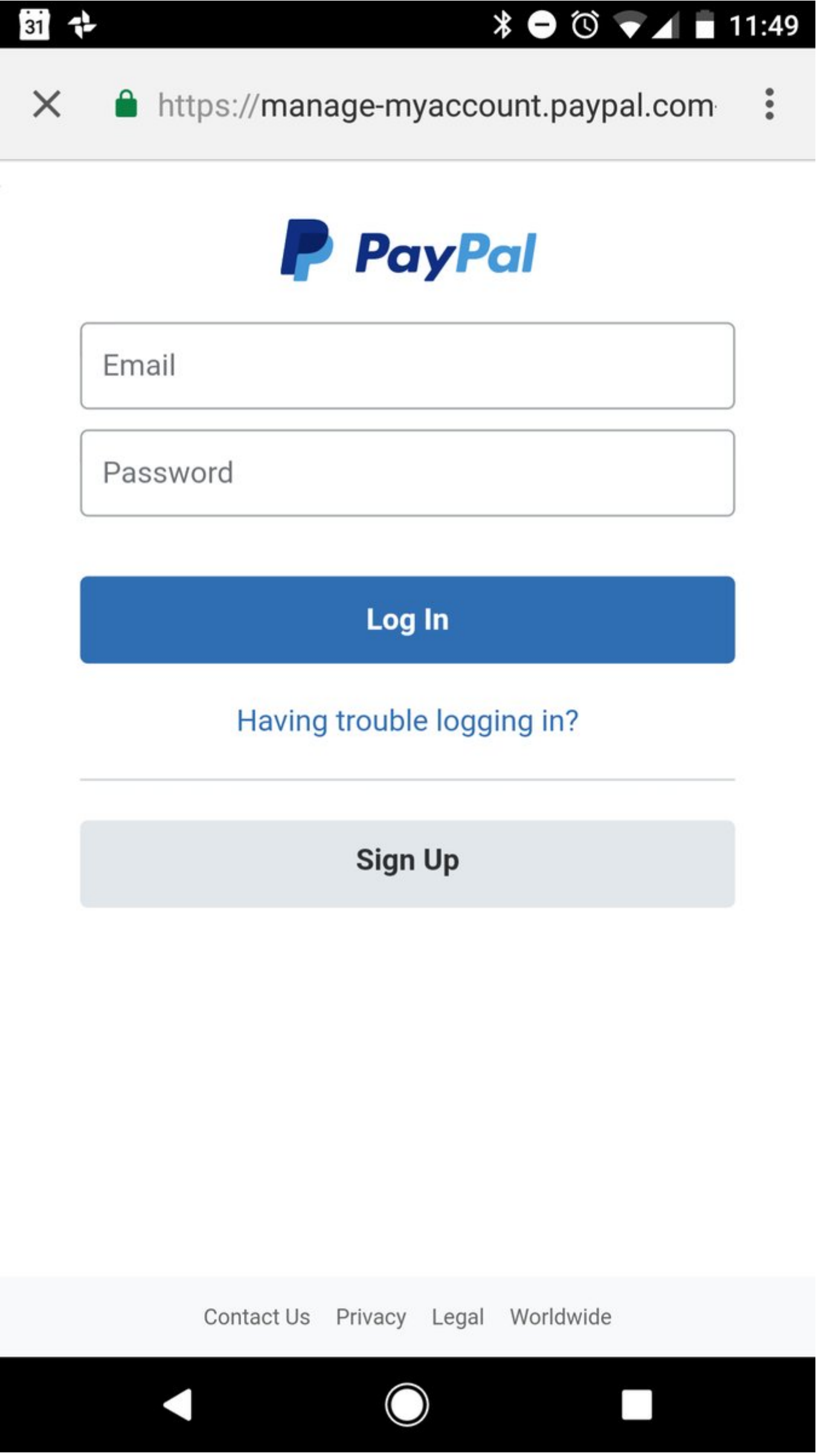
<https://berlinstreetwear.com/ezpay>
<https://berlinstreetwear.ezpay.com>
<https://ezpay.com/berlinstreetwear>

Content strategy and site information architecture prevent phishing with good URLs


<http://berlinstreetwear.com/signup/?id=43289s32>

<http://acm.us2.list-manage.com/track/clicku=db7c289da&id=e70bf2b789&e>

Dangerous URLs are hard to detect on mobile



Via Eric Lawrence @ericlaw <https://twitter.com/ericlaw/status/900429796240277504>

The G Suite Team  Archive - a...ott.com (All Mail) June 14, 2017 at 8:26 PM

Reminder: Upgrade to G Suite Business

To: Ame Elliott

Reply-To: The G Suite Team

See how G Suite Business makes a difference. [Upgrade today >](#)

G Suite

Boost team productivity with G Suite Business.

Switch to G Suite Business to improve productivity and collaboration. Get unlimited storage and advanced admin features that offer greater controls and protection for your business.*

UPGRADE TODAY



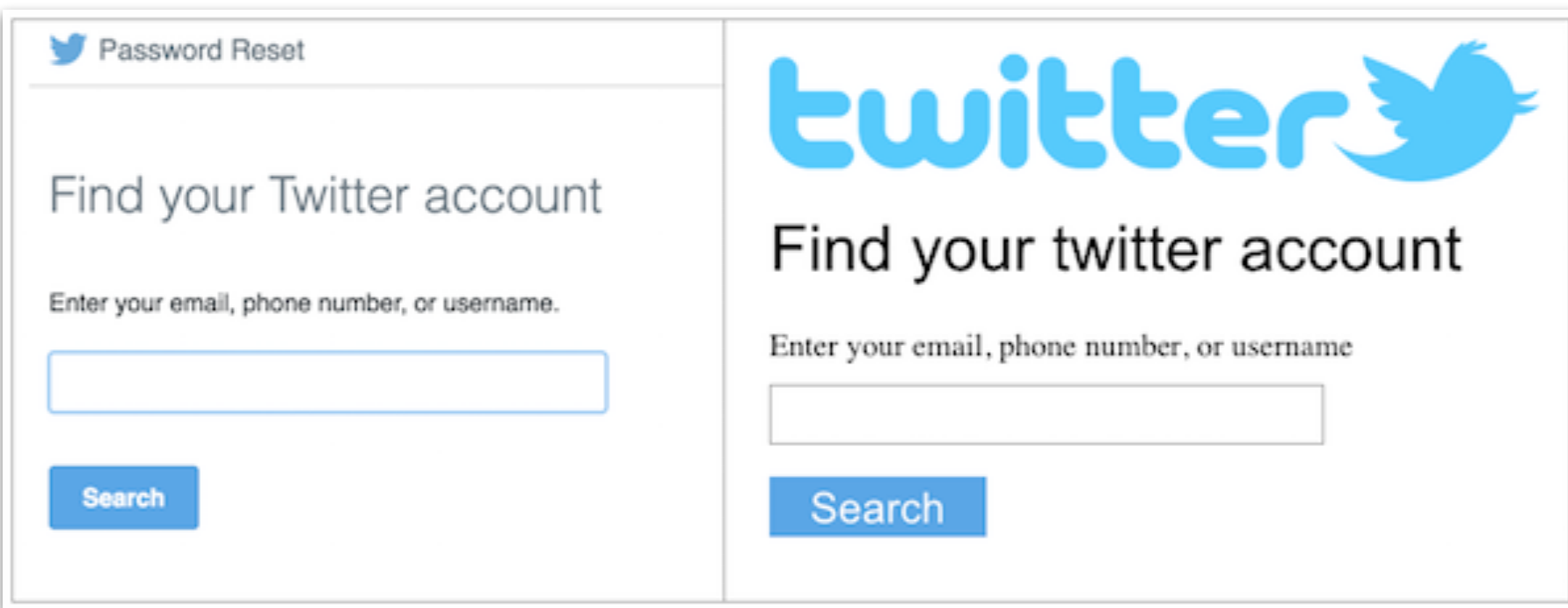
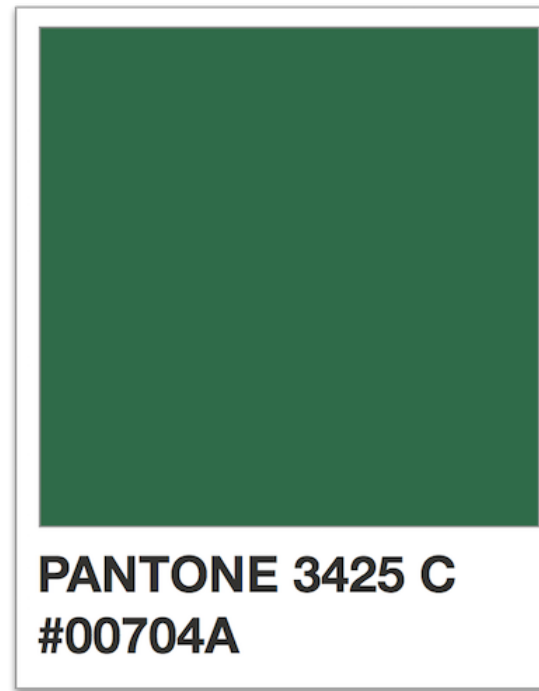
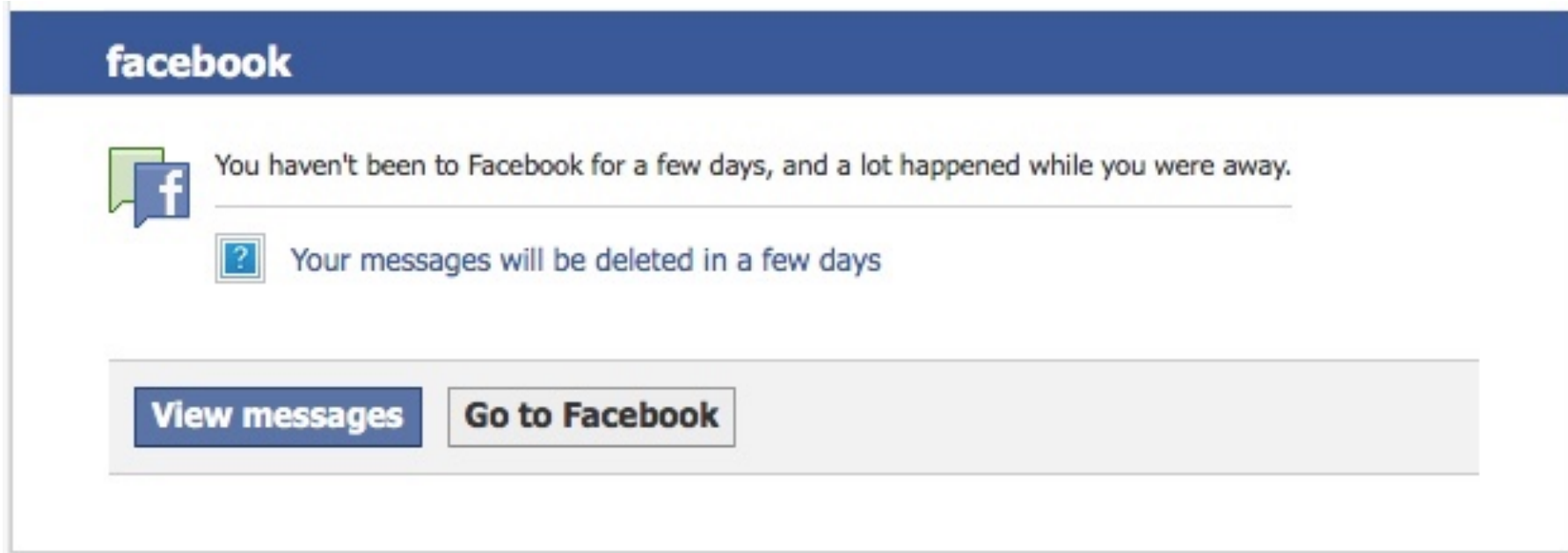
Aw, Snap!

Something went wrong while displaying this webpage. To continue, reload or go to another page.

Reload

If you're seeing this frequently, try these [suggestions](#).

**Defense: Writing style
guide for consistent
tone builds trust**





Colors



Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color palette

Don't use the secondary colors by themselves, always try to pair them with a primary color

Primary colors

		
Green RGB: 26, 191, 122 HEX: #1ABF7A CMYK: 86, 0, 36, 25 Pantone Solid Coated 7479 C	Red RGB: 232, 86, 64 HEX: #E85640 CMYK: 0, 63, 72, 9 Pantone Solid Coated 7625 C	Blue RGB: 63, 164, 174 HEX: #50B2BB CMYK: 64, 6, 0, 32 Pantone Solid Coated 7709 C

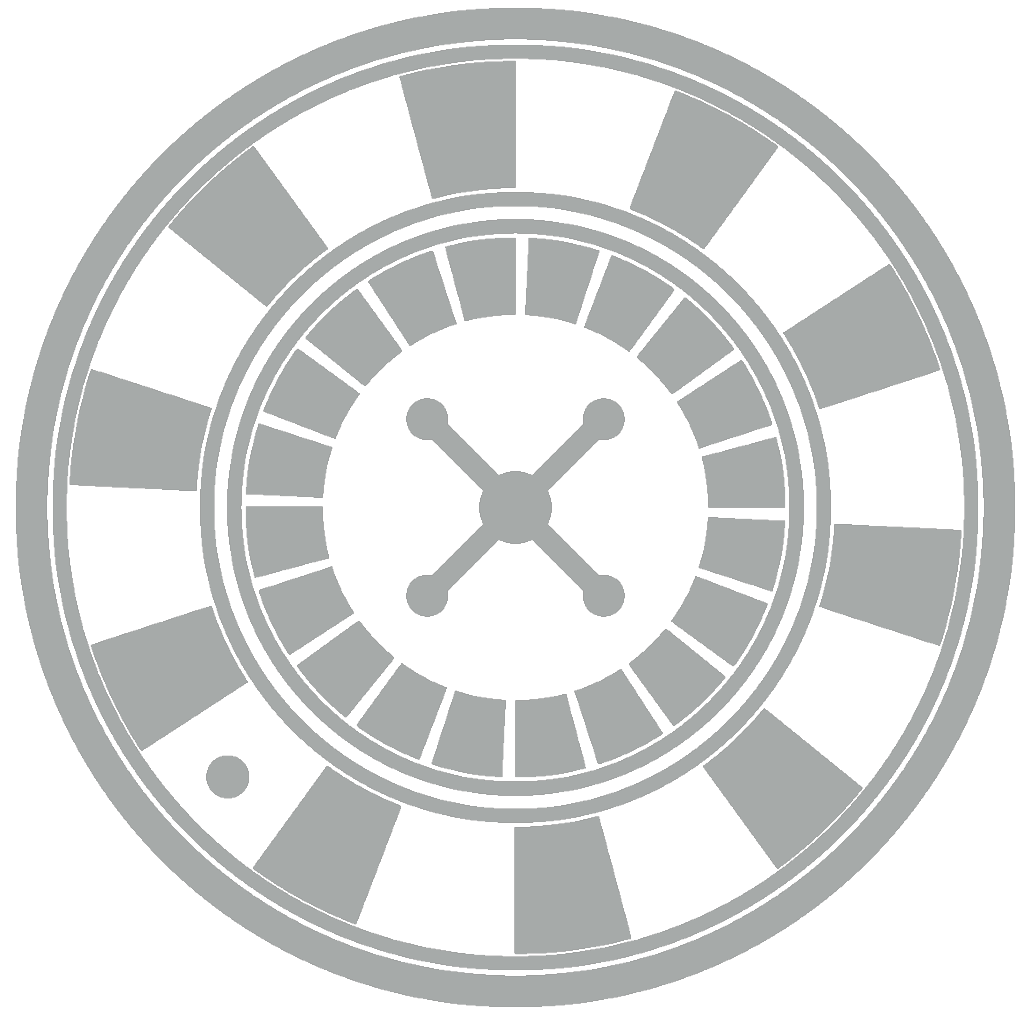
Secondary colors

	
Orange RGB: 250, 148, 73 HEX: #FA9449 CMYK: 0, 41, 71, 2 Pantone Solid Coated 715 C	Yellow RGB: 253, 205, 0 HEX: #FDCD00 CMYK: 0, 19, 100, 1 Pantone Solid Coated 7405 C

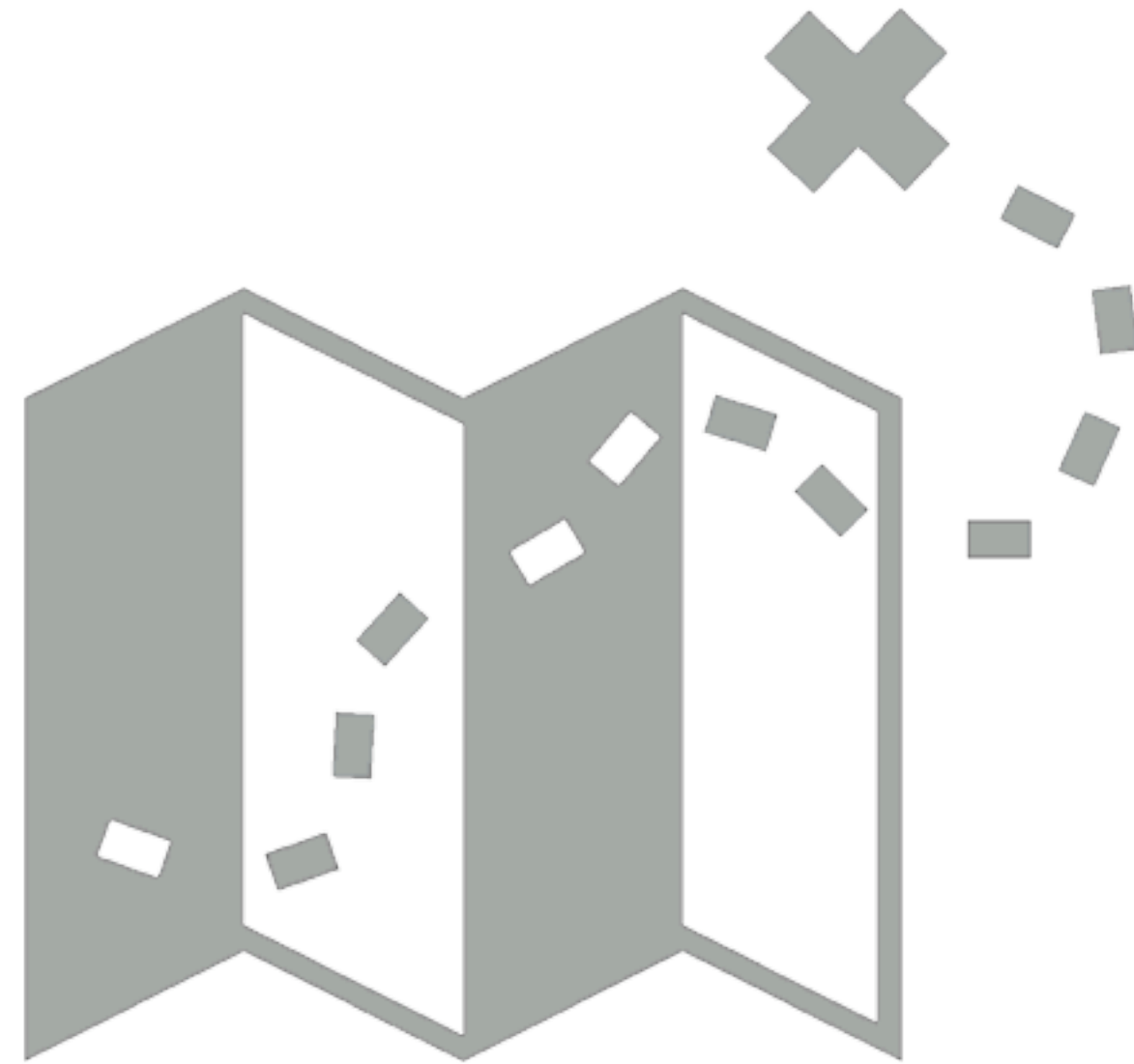
Typography

HEADING 1 Roboto bold @ 54px	Security's got to be easy and intuitive
HEADING 2 Roboto bold @ 40px	Security's got to be easy and intuitive
HEADING 3 Roboto bold @ 30px	Security's got to be easy and intuitive
HEADING 4 Roboto bold @ 19px	Security's got to be easy and intuitive
BODY TEXT Roboto regular @ 17px	We are a service organization that works with users, software developers, user-experience experts, designers, and the community of people striving to make ubiquitous privacy and security a reality. We seek to understand existing challenges

Defense: Style guides codifying visual design build trust



**UNDERSTAND
RISK TO
USERS**



**LEAD
THROUGH
DESIGN**



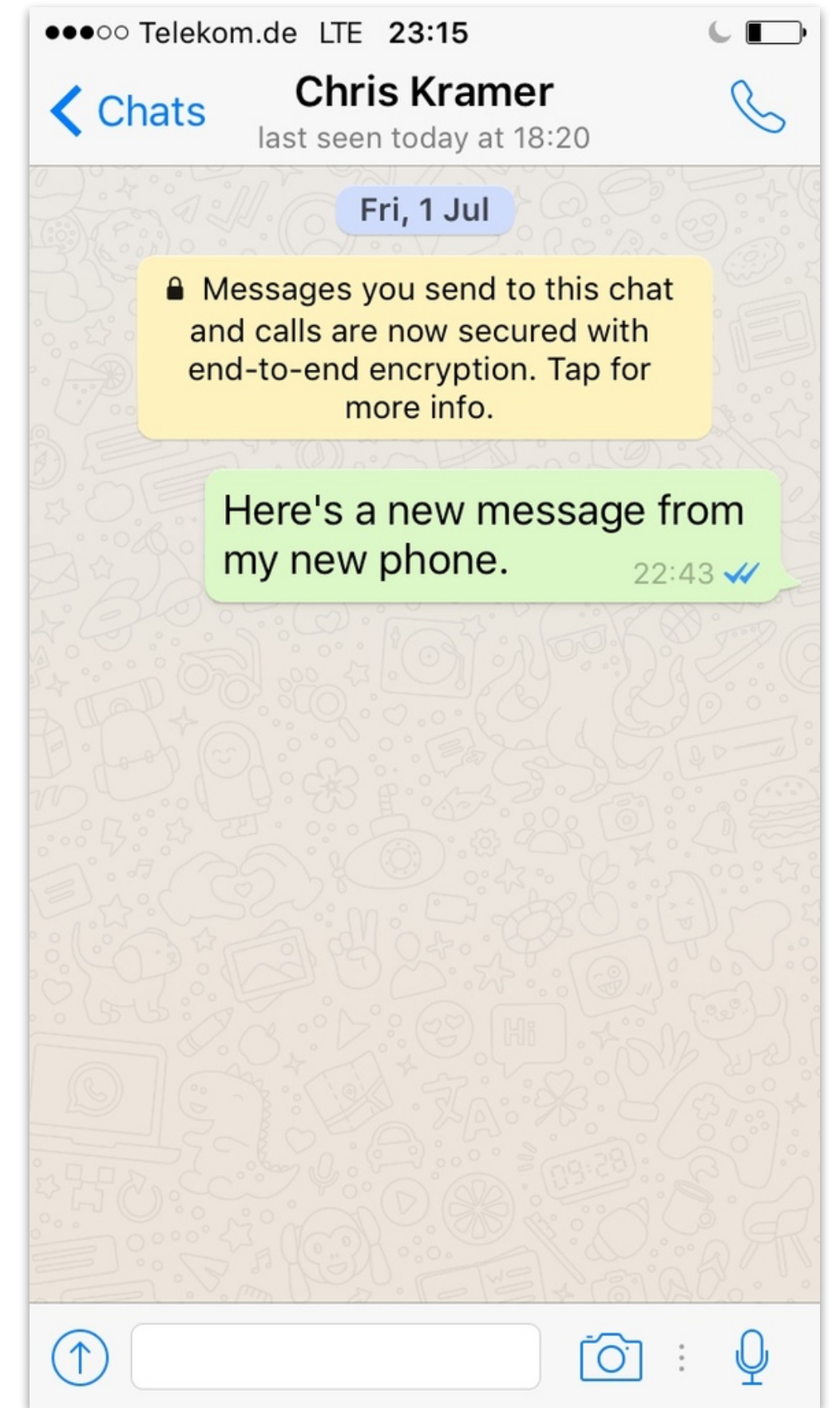
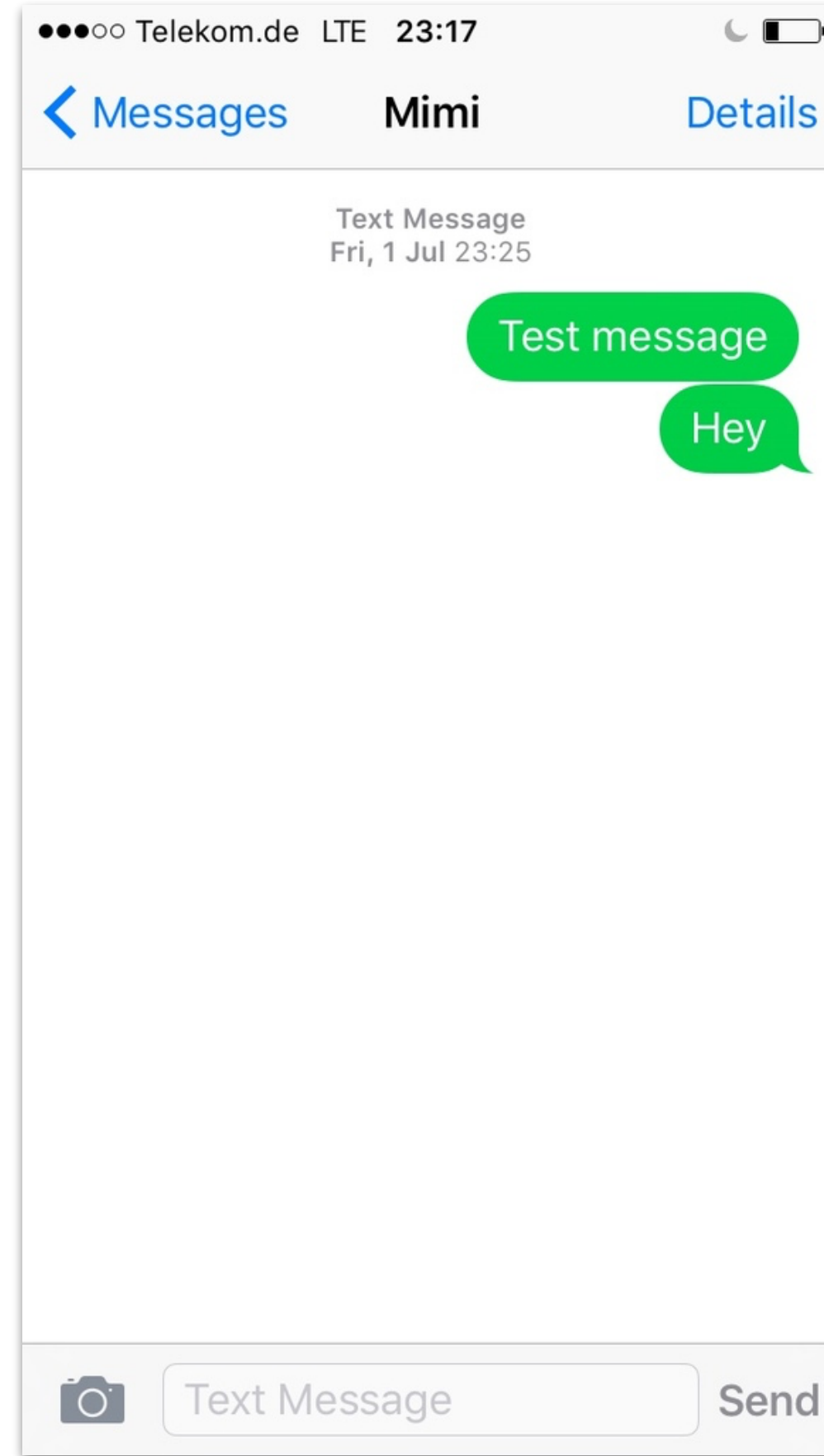
**PRACTICAL
ADVICE**

People give away personal data for the price of a coffee

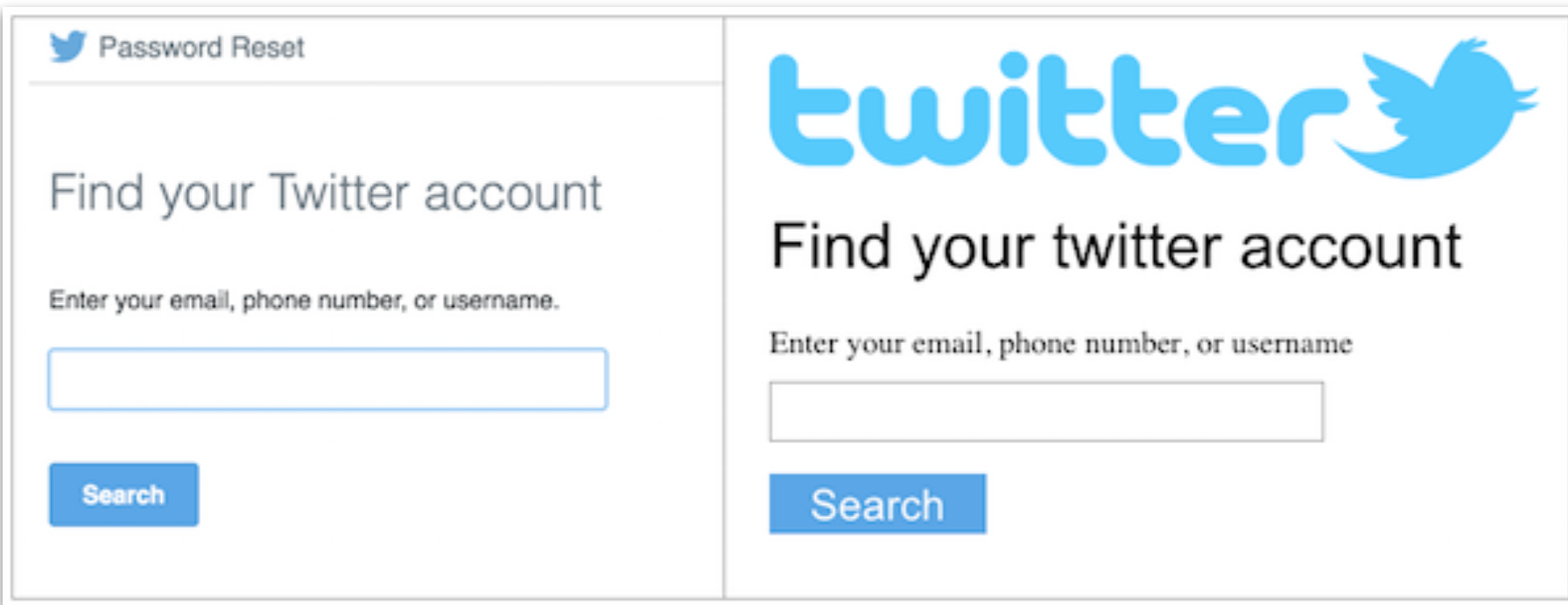
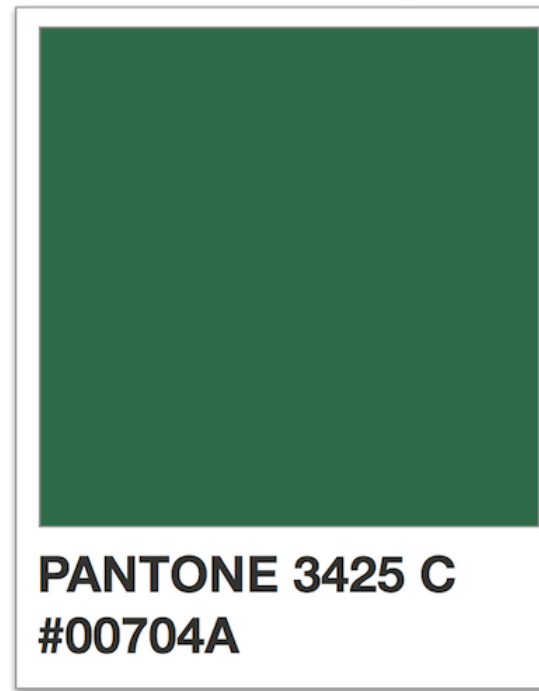
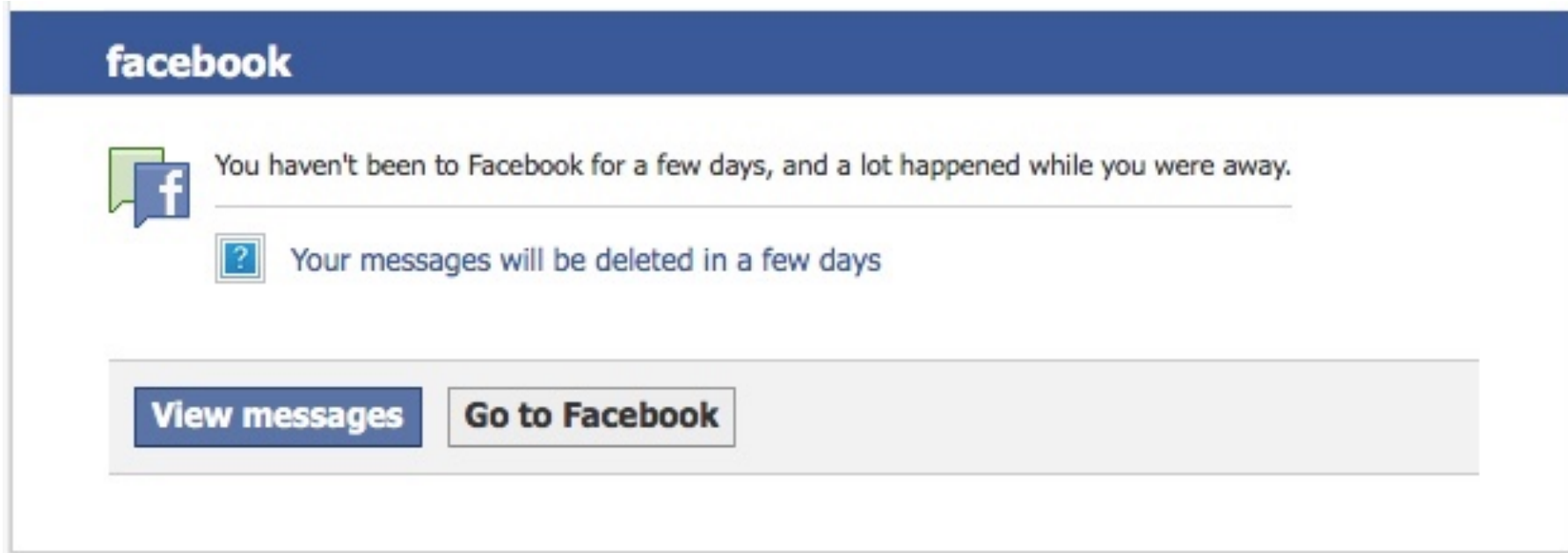


24 HOURS
7 DAYS A WEEK





Read receipts use a limited visual vocabulary to change behavior



Colors

Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color palette

Don't use the secondary colors by themselves, always try to pair them with a primary color

Primary colors

Green RGB: 26, 191, 122 HEX: #1ABF7A CMYK: 86, 0, 36, 25 Pantone Solid Coated 7479 C	Red RGB: 232, 86, 64 HEX: #E85640 CMYK: 0, 63, 72, 9 Pantone Solid Coated 7625 C	Blue RGB: 63, 164, 174 HEX: #50B2BB CMYK: 64, 6, 0, 32 Pantone Solid Coated 7709 C

Secondary colors

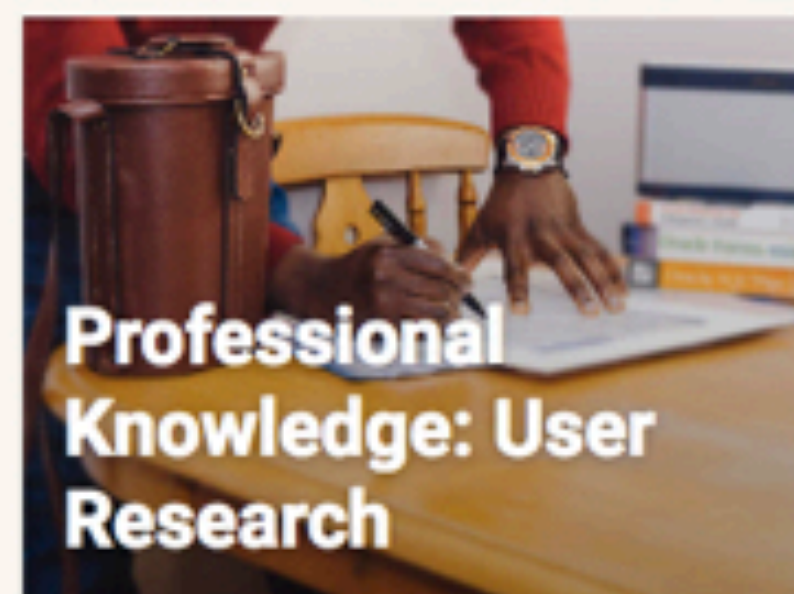
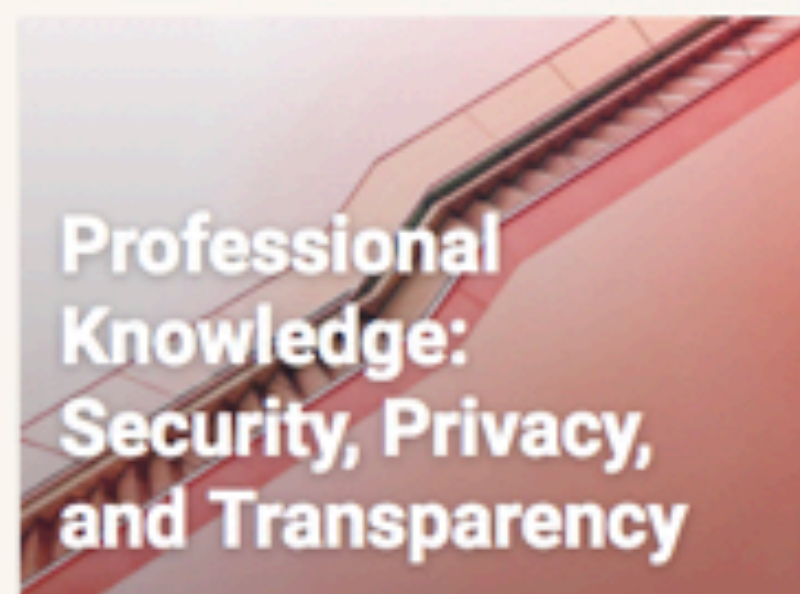
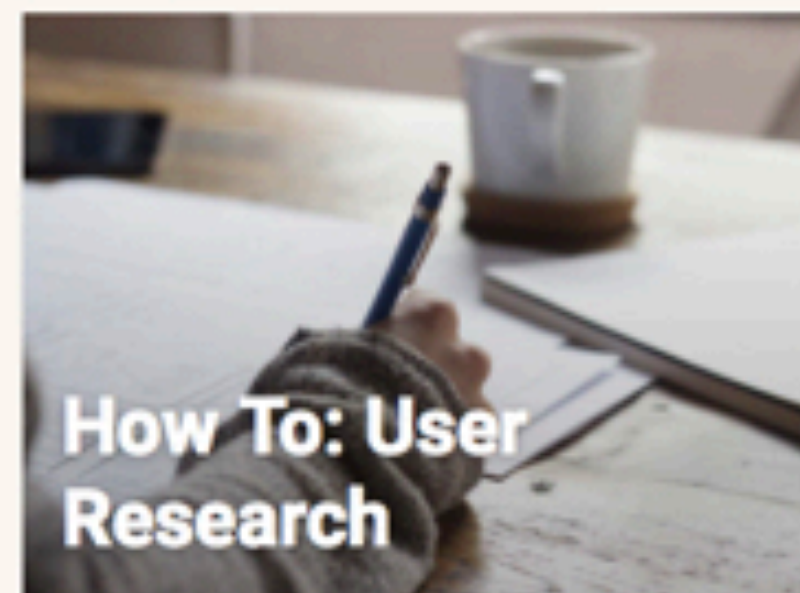
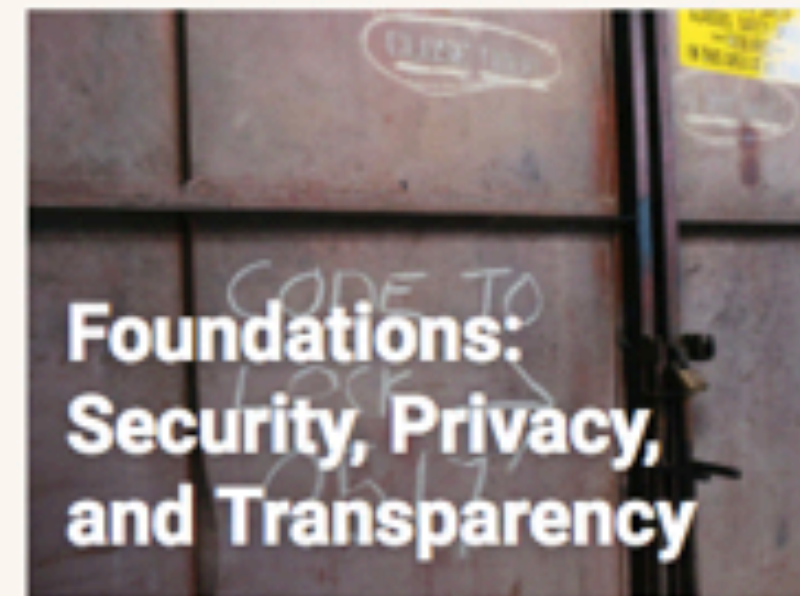
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Style guides codify visual design, and that consistency builds trust

Topics from the Knowledge Base



[https://
simplysecure.org/
knowledge-base](https://simplysecure.org/knowledge-base)

underexposed

**Deep Forgetting: Designing for Privacy
in a World of Machine Learning**

Join us 8 November in Berlin for a salon on UX + privacy

<https://simplysecure.org/underexposed/>

THANK YOU !

GET INVOLVED

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Simply Secure

