Veriato

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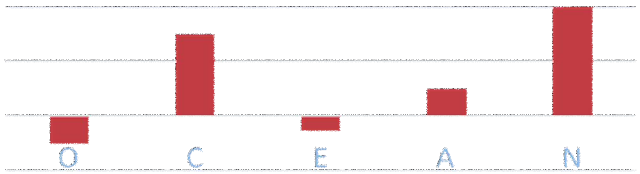
Disinformation-as-a-Service
Transforming Insiders Into Insider Threats

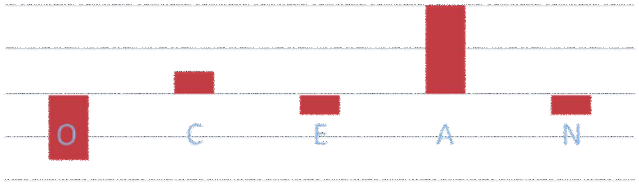
The Era of Big Data

Cambridge Analytica model + Facebook (50,000,000 users)

- Behavioral Science - More sophisticated than just demographics
  - ❑ Utilized OCEAN model to identify behaviors
  - ➢ Openness, Conscientious, Extroversion, Agreeable, Neurotic
- Data Analytics/Big Data (in 2016 boasted 4-5,000 data points on every US adult)
  - ❑ Demographics (Age, Sex, Ethnicity, Religion, Income, Job, Geographics, etc.)
  - ❑ Psychographics (Consumer & Lifestyle Habits)
  - ❑ Personality/Behavioral (OCEAN, Persuasion)
- Addressable "Ad" Technology

Addressable “Ads” Employing OCEAN Model





Online Disinformation not an anomaly

- Internet Research Agency/ГлавСЕТЬ
  - Stir up conflict over issues: race, immigration, gun control, politics
  - Goal: Disable US ability to respond decisively to global issues/threats
  - E.g. Charlotte, NC riots in 2016 instigated and enflamed by IRA
  - US Cyber Command executes Denial of Service during 2016 midterms
- Archimedes Group (Tel Aviv) + Facebook
  - Targeted West African nations in 2019
  - Boasts: “Change reality”

Archimedes Group

May 2019, Facebook removed

•65 Israeli accounts

•161 pages

•dozens of groups

•4 Instagram accounts

assoc'd with Archimedes Group

Archimedes Group
2019 African Election Medling Campaigns

Formula for a Disinformation-as-a-Service Campaign

(Customer + $$$) + Service[Social Media platform + data] = Outcome

(Ted Cruz 2016) + Cambridge Analytica[FB] = improved primary results

(Trump 2016) + Cambridge Analytica[FB] = 2016 election victory

(Russian gov't?) + Internet Research Agency[FB+] = NC riots/social unrest

(Russian gov't?) + Internet Research Agency[FB+] = Antivax/distrust

(UI entity) + Archimedes Group[FB] = African election interference

Turning Insiders into Insider Threats

Disinformation-as-a-Service is not an anomaly

Similar tactics have been seen in campaigns globally:

- U.S Elections
- Anti-Vaxers
- African Elections
- U.S. Race riots
- Brexit/US
- Anti-EU
- Ukraine
- Australian Elections
- Insider threat/whistleblower recruitment?
- What else?

The Global Leader

The Biggest & Best use Veriato

6 out of 10 — Technology

7 out of 10 — Financial

8 out of 10 — Health

Deployed

in 110+ countries

In 3,000+ enterprises & thousands of SMBs

SONY Amway TaskUs BRIDGESTONE

Questions?

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