Information Security in Social Media
Challenges for Corporate IT strategy

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Agenda

- Corporate use of Social Media
- Organization and Responsibilities
  - IT operations
  - Roles
  - Regulatory compliance
- Challenges and Technological Approaches
  - E-ID and Identity Management
  - Authorization and Internal Processes
  - Ownership and Copyright Issues
Use: New communication channel

- Social Media are an additional channel for corporate communication.
- Communication processes and roles are often organized for older channels. But new channels might create temporary confusion.

Use: Purpose of Social Media


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Organization and Responsibilities

► Who owns data, processes, governance and responsibility?
  ▪ Own organization? IT department? Risk panel? Board? Facebook?

► Who controls ‘e-ID’s and profiles?
  ▪ Platform vendor, platform owner, own organization, users, 3rd party provider?

► Are there any contracts on service levels?
  ▪ Reaction time, Ownership, SPAM, DDOS, defacing, data breach, access to data, compliance?
Corporate roles in Social Media

Who talks to whom?

- Press
- Marketing
- Sales
- Developer
- Tester
- Researcher
- Quality Assurance
- Development
- Procurement
- Customer support
- Controlling
- Administration
- HR
- Strategy
- Board

Roles

External
- Multiplikators
- Press
- Bloggers
- People
- Users
- Public
- Partners
- Business partners
- Cooperation partners
- Authorities
- Revision & Audit
- Regulatory Authorities

Internal
Corporate roles in Social Media

- Who talks to whom?

«Company role»
«Function role»
«Private role»
«Friend»
«Lobbyist» - «Spy»
«Marketing» – «PR»

It is necessary to keep roles separate!
Regulatory limits of Social Media

Examples:

► Age verification (legal age?)
► Privacy and data protection, consent, information rights
► Responsibility for wrongful personal data, loss or its abuse.
► Business secrets and classified documents
► Health sector regulation
► Financial market requirements
► Civil liability with public advising in Social Media
Challenge: Identity Management

► Authenticity of persons and e-ID
  ▪ Who is talking on behalf of the organization? In which role?
  ▪ Who are we actually talking to?
  ▪ Who does that person have access to our groups/staff/information?
  ▪ Who owns and manages these e-IDs?

► ID theft can expose internal affairs to other parties.

► Risk analysis for both the organization’s immaterial assets (customers, innovation, reputation) and for IDM and security concepts on the Social Medium.
Communication Roles in Social Media

► Who is talking to whom?

- Press
- Marketing
- Sales
- Development
- Procurement
- Customer support
- Internal functions
- Controlling
- Administration
- HR
- Strategy
- Board
- Multiplikators
- Press
- Bloggers
- People
- Consumers
- Users
- Public
- Partners
- Cooperation partners
- Authorities
- Revision & Audit
- Regulatory Authorities
Challenge: Authorization & Responsibility

- Many processes need authorization from a person with a certain role, or certain privileges.
- Press officers or the legal department often clear public statements in a company.
  - There is a significant difference between a company’s official statements and its employees personal statements.
  - Stock exchange listed corporations might have report duties that get undermined by employees public tale.
- Both a policy for use of Social Media and well-defined roles for various functions are useful.
- Processes with explicit authorization, esp. concerning confidential documents or regulated issues, are needed.
Authorization process example

Where is the border between management information system, social media, and corporate archive? Who controls them?
Challenge: Integrity & Ownership

- Falsification vs. authenticity of content
  - integrity on archives, authentic e-identities and roles, non-repudiation

- Copyright (Crowdsourcing) and origin
  - Participants in innovation processes should comply to policy/NDA – and conform to a security policy!

- Physical and virtual control (Access, Backup, Deletion)
  - Who owns disk, database and content?

- Access control and usage policies for users

- Mechanisms for information flow control
Content, Origin, and Ownership

Origin and copyright of ideas? Plagiarism?

Is there an agreement? Confidentiality? Roles defined? Ownership issues?
Summary

► Separate professional and private roles on Social Media
  ▪ Use different profiles for different roles
  ▪ Don’t blend networks that belong to different roles!

► Create awareness of secrecy requirements, sensitive data, and business secrets
  ▪ Restrictive content management, explicit policy
  ▪ Block access to Social Media in critical offices
  ▪ Clearly defined responsibilities and authorization processes

► Protect business interests against platform owner and other users
  ▪ Copyright, ownership issues (hardware, access, database)
  ▪ Registration, administration of users (Identity Management)
If social tools don’t cost you anything, then it’s you who is being sold for someone else’s profit.