Security of Personal Data in Social Networks

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Abstract

Nowadays, social networks are some of the fastest growing online services. Take for instance the case of Facebook which is considered to be the second most visited site on the Internet and reports growth rates of 3% per week. Social engineering attacks target human weaknesses instead of the technical vulnerabilities of the system. Usually, the attackers are attracted by the large amount of personal data published on the user's profile. In social networks, the next attacks are specific to reverse social engineering: recommendation-based, visitor tracking-based and demographics-based attacks. In this paper, I will study the risks of using Facebook, the implication of Reverse Social Engineering in social networks and methods of securing a Facebook account.

Index terms: security, attack, vulnerability, profile

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