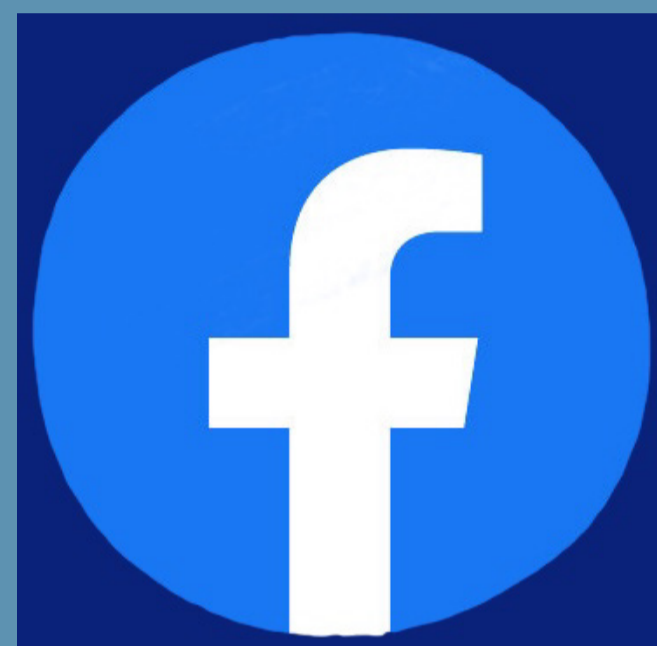


Information Leakage Through Social Media



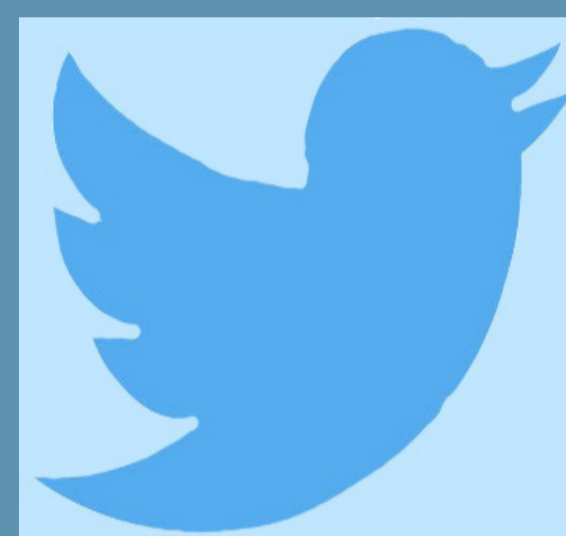
Information leakage through social media is a growing concern, which will only get worse as technology advances. It is not just on social media it involves everything that is done online, financial accounts, online shopping, work accounts, email addresses, school, college and university accounts, these are all places if breached would be a gold mine for a fraudster.

Social media phishing grew by 8.3% of all phishing attacks in 2010 to 84.5% in 2011



Affected Users

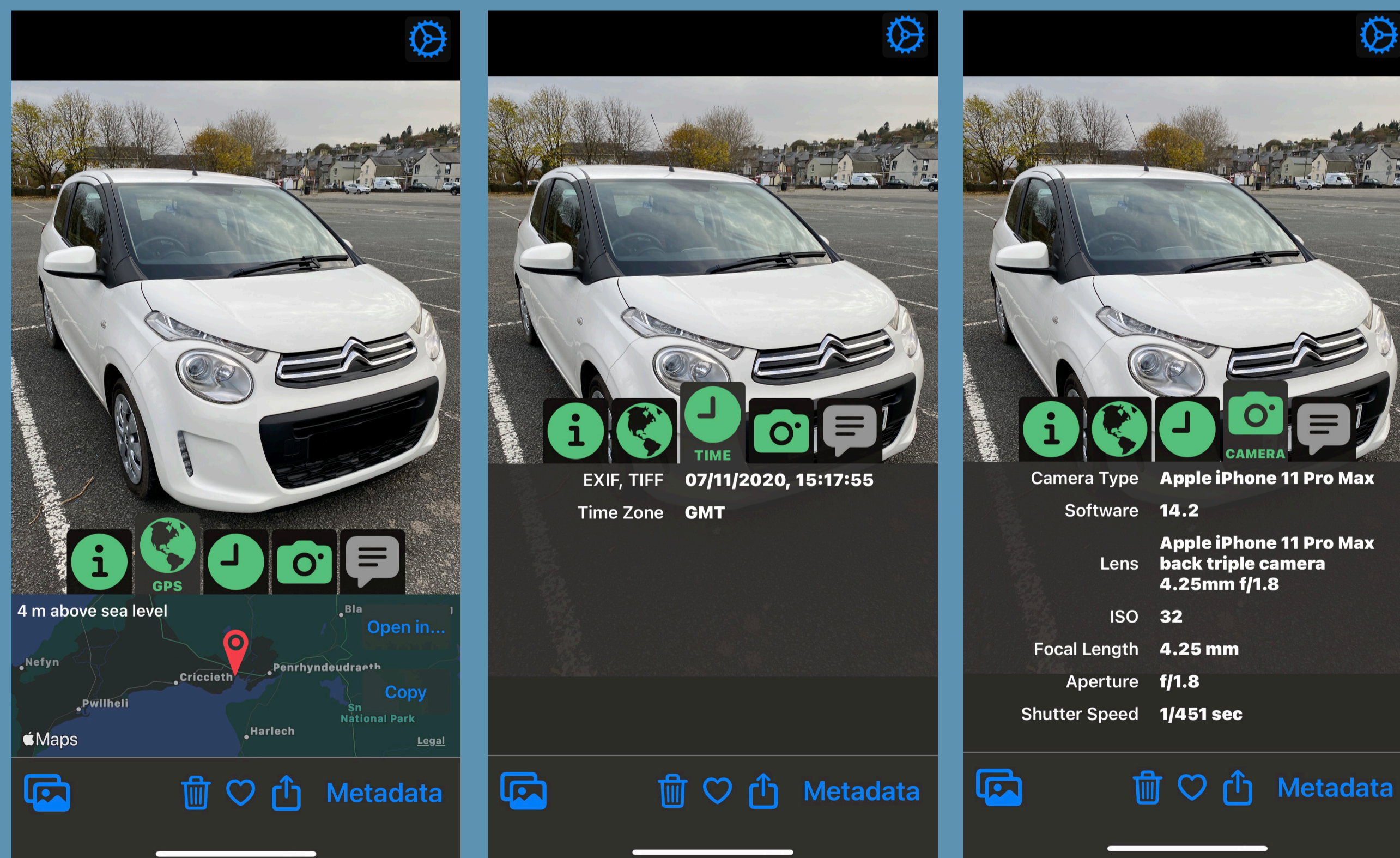
2013 - 6 Million
2018 - 50 Million
2019 - 540 Million



Affected Users

2013 - 250,000
2016 - 32.8 Million
2018 - 330 Million

Location and data of images when posted to social media



Below are the effects stolen information has had on people:

Emotionally

- 74% feeling stressed.
- 69% fear related to personal financial safety.
- 60% reported anxiety.
- 42% fearing for the financial security of family members.
- 8% reported feeling suicidal.

Physically

- 23% of ID theft victims feared for their physical safety.
- 39% experienced an inability to focus.
- 29% new physical illnesses such as body pain, sweating, heart and stomach issues.
- 41% had sleep issues.
- 10% couldn't go to work due to resulting physical issues.

Identity Theft Growth Rate:

- In 2019, 14.4 Million consumers became victims of identity fraud.
- 33% of U.S adults have experienced identity theft, more than twice the global average.
- New victims of identity theft every 2 seconds.
- Consumers lost more than \$1.9 billion to identity theft and fraud in 2019
- 187.2 million online identities were stolen in 2011 for online fraud.
- Social media attacks have rapidly grown and will be the future of phishing.

Alison Grace Johansen, NortonLifeLock, 2018, 4 Lasting effects of identity theft, Available: <https://www.lifelock.com/learn-identity-theft-resources-lasting-effects-of-identity-theft.html> (visited on 23 March 2021)

Jennifer Bellemare, Identity Force, 2020, Identity Theft Odds, Available: <https://www.identityforce.com/blog/identity-theft-odds-identity-theft-statistics>, (visited on 8 March 2021).