



**SpyCloud**

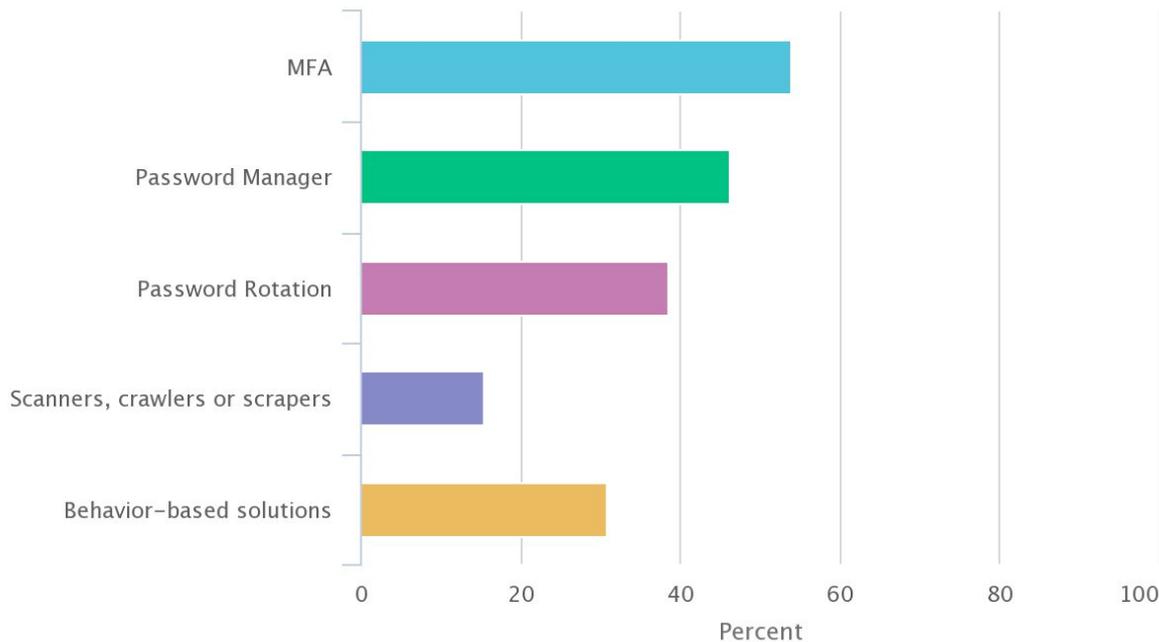
**Webinar:**

---

**6 Myths About Account Takeover**

# Poll #1

What technology are you currently using to prevent account takeover?



# Your Presenter

---



**David Endler**

President and Co-Founder  
of SpyCloud

## Contact Information:

---

Linkedin: <https://www.linkedin.com/in/davidendler/>

# Account Takeover

Account Takeover (ATO) is real and it's growing at an alarming rate:

- ⊗ On average, people over 55 only have 12 passwords, Millennials have 8 and Gen Z only have five. 59% of people use the same password everywhere.
- ⊗ The **#1 most common** breach action in 2017 was the use of stolen credentials
- ⊗ **43%** of logins submitted through most sites are account takeover attempts.



# Myth #1: Multi-Factor Authentication

Multi-factor Authentication doesn't stop all ATOs because:

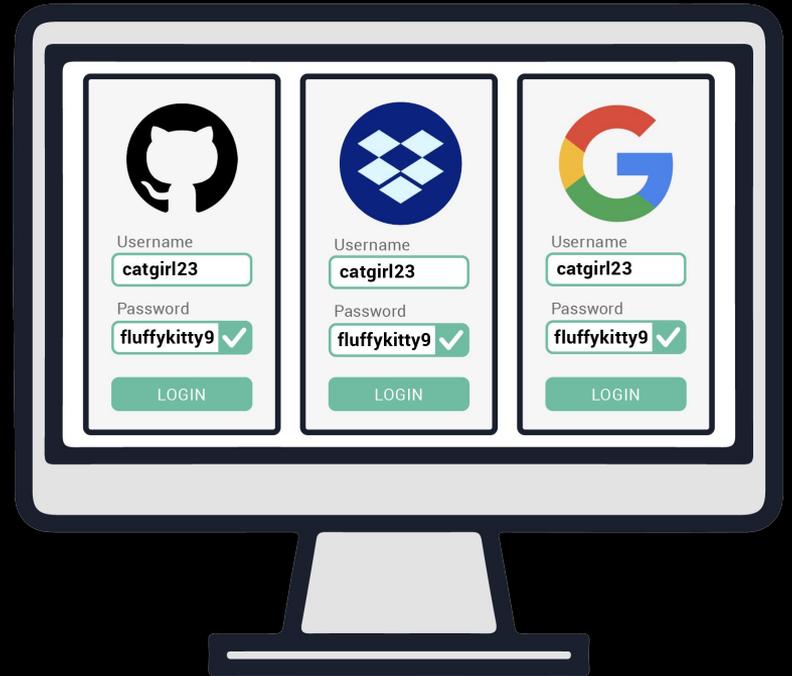
- ⊗ Adoption is usually low
- ⊗ Criminals use phishing tools to steal access codes
- ⊗ Personally identifiable information (PII) is often exposed - Criminals use PII to guess account security questions



# Myth #2: Password Managers

Password managers don't stop all ATOs because:

- ⊗ Most employees don't use password managers at home
- ⊗ Employees often use work applications using personal emails



# Myth #3: Password Rotation

Password rotations don't stop all ATOs because:

- ⊗ Users most often begin with a weak password
- ⊗ Users often change their passwords in predictable, guessable ways (e.g. mrsnuffles2 to mrsnuffles3)
- ⊗ Password rotation turns out to be a criminal's best friend



fluffykitty9 ✓

fluffykitty8 ✗

fluffykitty7 ✗

fluffykitty6 ✗

fluffykitty1 ✗

fluffykitty3 ✗

fluffykitty2 ✗

fluffykitty4 ✗

fluffykitty5 ✗



# Myth #5: Scanners, Crawlers and Scrapers

Scanners, crawlers and scrapers don't stop ATOs because:

- ⊗ Automated tools only find things typically late in the breach lifecycle
- ⊗ Stolen credentials are rarely posted in their entirety on these dark web forums
- ⊗ Fullz can only be obtained through covert relationships with threat actors



# Myth #6: Corporate Policy

Corporate policies don't stop all ATOs because:

- ⊗ The majority of employees admit to not following corporate policies
- ⊗ Threat actors target corporate accounts using reused personal account passwords
- ⊗ Cyber crime tactics evolve faster than corporate policies can be established



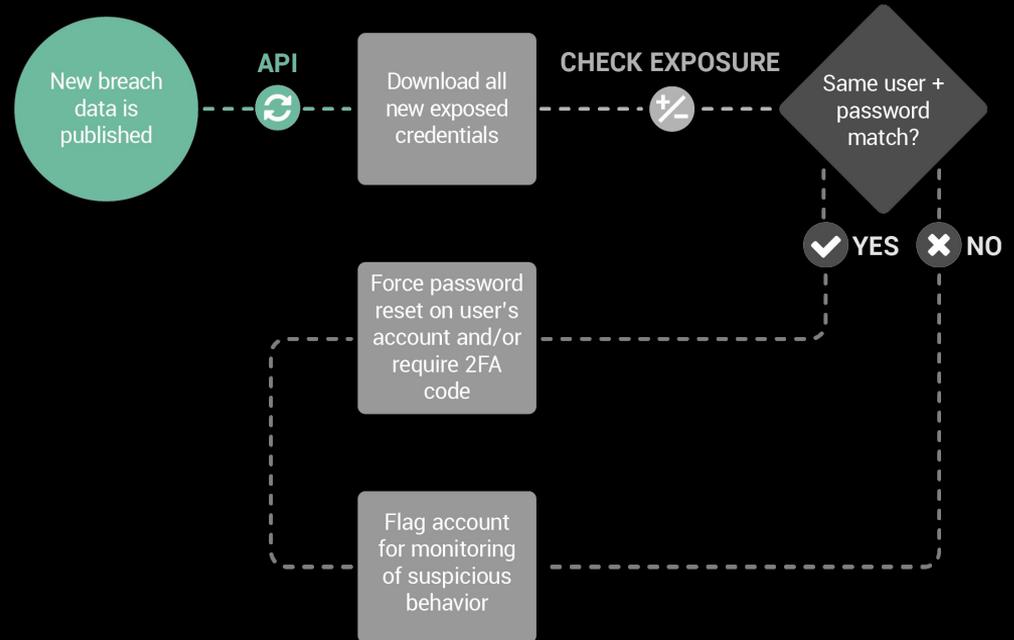
# What Does Stop Account Takeover?

Exact-match technology

SPYCLOUD

YOUR SECURITY  
OR FRAUD TEAM

YOUR USER  
DATABASE



Thank You!

---



**SpyCloud**

David Endler, President of  
SpyCloud