Natalia Bryzhata
G.M. Saksonov, research supervisor
V.V. Zabolotnikova,language adviser
National Mining University, Dnipro, Ukraine

Personal Data Leaks as a Problem of Cyber Safety

Data leak or data breach is a serious problem of global scale. at the moment it is of increased interest in Ukraine which is caused by unstable political and economic situation. Analysing the most interesting cases of losses, leaks and theft of data can help find the most effective solutions that could be applied to solve the problem of personal data protection in our country .

In November 2015, due to the weakness of the security system, 4.8 million records, as well as databases of names, sexes and birthdays of more than 200 thousand children were stolen from Vtech, the manufacturer of developing toys.

Agency Reuters reported that the American company CareFirst, which deals with health insurance in Maryland, Virginia and the District of Columbia, said that the data of 1.1 million former and current clients of the company have been compromised. CareFirst, which has a total of 3.4 million customers, reported that the violation occurred in June 2014, but it was only found in mid-2015.

August 19, 2015, according to the portal C-News, hackers published a hijacked database of the site for married treason Ashley Madison about 10 GB on the torrent sites in free access. It contained collected from 2007 logins and passwords of approximately 32 million site users, their e-mail addresses, information about sexual addictions and committed payments.

The American edition of BuzzFeed reported that because of hacking iCloud into the network appeared intimate photos of Hollywood celebrities. Some actresses have already confirmed the authenticity of the photos, and their lawyers are ready to sue the hackers.

Researchers of Cambridge University found the vulnerability of the mechanism of data deletion when resetting to factory settings on smartphones on the Android platform. According to experts, the vulnerability allows you to restore contacts and messages from both preinstalled and third-party applications. In 80% of the tested smartphones, researchers managed to restore the information necessary to access the accounts of the previous owners in Google and Facebook.

The situations mentioned above demonstrate data protection vulnerability at wide range of situations. Sensitive data like adresses, contacts, dates of births, private photos , details or health treatment and financial state cannot be properly protected even in developed countries and companies with adequate investment. About 70 % of data leaks in Ukraine refer to personal data. Solving problems like above listed it is important both to liquidate the leak and prevent uncontrolled access to sensitive data.