• Increase Complexity does not mean increase security
  o Economic of commerce
• User experience matters
  o Psychological acceptability
• Incentives matter
  o Music label (want to please user)
    ▪ Risk averse
  o DRM (want to please label)
    ▪ Risk tolerant
  o User (exercise full right)
Each has their own goal

Incentive of Record Label
• Music DRM ineffective at preventing mass privacy (because it takes one person to leak it)
• Prevent CD to CD copy
• Limited distribution
• Enable redundant selling

User’s interest
• Fair user rights
• System security
• System reliability
• System transparency

Sony DRM Fiasco
• DRM manufacture Sins
  o Invaded user privacy
  o Harmed legal users
  o Illegal users left ok
  o Opened backdoor to user system
  o Failed to obtain consent
  o Violated other people copyrights
  o Restricted some legal right

Incentive of DRM Manufactures
• Prevent copying
• To build install base
  o Increase value to their customers
  o Control standards
  o Data harvesting

• Rootkit hides all files and process whose name begin with “$sys$”
• Created directory with system service and open permissions
Uninstall Response
- Install ActiveX control
- Parameter to AX control specifies location to download dll and the execute code
- Active-control was left on user system

Incentive Misalignment
- Party A pays for security
- Party B benefits

Example of Incentive Misalignment
- ATM
  - In US, bank has the incentive to do something
  - In UK, user’s problem
- Apple Security through obscurity, encrypted files with key TPM
- Egress Filter
  - Insensitive misalignment because Amazon benefit but not the router

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