

# **Your Power, Our People, the Worlds Defense**

In More Ways Than One

ANNUAL SUMMARY

December 11, 2018

PREPARED FOR:

FACEBOOK, INC

PROJECT COMPLETED BY:

KATHLEEN K. WATERS, MS PSYCHOLOGY

COLONEL BRYAN DENNY (RET.), MA STRATEGIC STUDIES, AND MA MILITARY ART AND SCIENCE

## **INTRODUCTION**

This is an annual summary of provided quarterly reports released by Colonel Bryan E. Denny and Mrs. Kathleen Waters throughout the dates of November 1, 2017 to November 1, 2018. The goal of gathering this information was to uncover platform security concerns, and reporting processes that were found to be successful or ineffective in hopes to find the best way to combat the issue of duplicated accounts and identity theft within the platforms of Facebook. The year delivered more than expected, and hope the findings will help in future plans, decisions and changes.

## **FACEBOOK SUMMARY**

The initial report provided an overall look at the deficits and trials amongst the fraudulent account reporting along with its accurate results. The report focused on fake accounts built with Col. Denny's personal pictures along with four other case studies. The final summary of the research showed the Facebook's recognition software and account detection averaged a mere 20.5% accuracy rate of detecting fraudulent accounts. The 79.5% inaccuracy showed a change was needed within the security system.

For the first 6 months of gathered information, Facebooks reporting response notification was operational. Those reporting falsified accounts were notified, normally within 48 hours, if the account was found to be within Facebook's "Community Standards" and remained on the platforms or deemed in violation and removed. The results of the total successfully deleted accounts from the month of November, 2017 to April, 2018 for Mrs. Waters was 34.37%, Colonel Denny had a success rate of deletion at 56.17%. The reporting process was completed by the "standard" reporting manor, not through the "Media Partner Support Program". Beginning June 1, 2018, the reporting response notification was no longer active, therefore accurate percentages of deleted or remaining accounts were not obtainable.

## **MEDIA PARTNER SUPPORT PROGRAM**

On November 1, 2017, Col. Denny was entered into a pilot portal named the “Media Partner Support Program”. Fifty-one pictures stolen from Colonel Denny’s personal Facebook account were sent to a Facebook Team member on October 18, 2018 per Facebooks request during the face to face meeting in Washington D.C. that same day. Mrs. Waters and Col. Denny were informed by a different Facebook Team member, 4 months later, on February 26, 2018 that 23 of the 51 photos had recently been flagged for the program. The purpose of flagging the photos was to alert and remove any accounts being built with Col. Denny’s photos. Facebook was not allowed to tell us which of the 23 were flagged. A representative of Facebook stating during the October 12, 2018 video conference “some of this gets into technical stuff we can’t really share”. Unfortunately, without the known flagged photos, Col. Denny and Mrs. Waters could not provide an accurate assessment of progression or failure within the pilot program. Records of Col. Denny and Mrs. Waters have indicated that all 51 photos reported are continuing to be used.

During the October 12, 2018 video conference, Col. Denny and Mrs. Waters were questioned by the Facebook Representatives on how they were utilizing the Media Partner Support Program. Col. Denny and Mrs. Waters assumed Col. Denny was already in the program since additional instructions were never given, just the fact that Col Denny was admitted. Over months of reporting Col. Denny’s fake profiles, the Facebook’s Media Partner Support Program team, and the team Col. Denny and Mrs. Waters are in continuous contact with, did not recognize the monthly reported fake accounts never went through the Media Partner Support Program nor was the inability to remove the accounts questioned. Neither Col. Denny, or Mrs. Waters were informed of how the Pilot program was being monitored for errors or progression.

## **INSTAGRAM SUMMARY**

Within the year, all reporting of the fraudulent accounts throughout Instagram containing Colonel Bryan Denny's photos, were not removed. A total of 62 accounts from the dates of November 1, 2017 and April 26, 2018 (last monthly report sent) were found and reported to the Facebook team where they were later reviewed and manually removed. From May 1, 2018 to November 1, 2018 accounts found were not reported for other purposes not specified in this report.

## **ANTI-SCAM GROUPS**

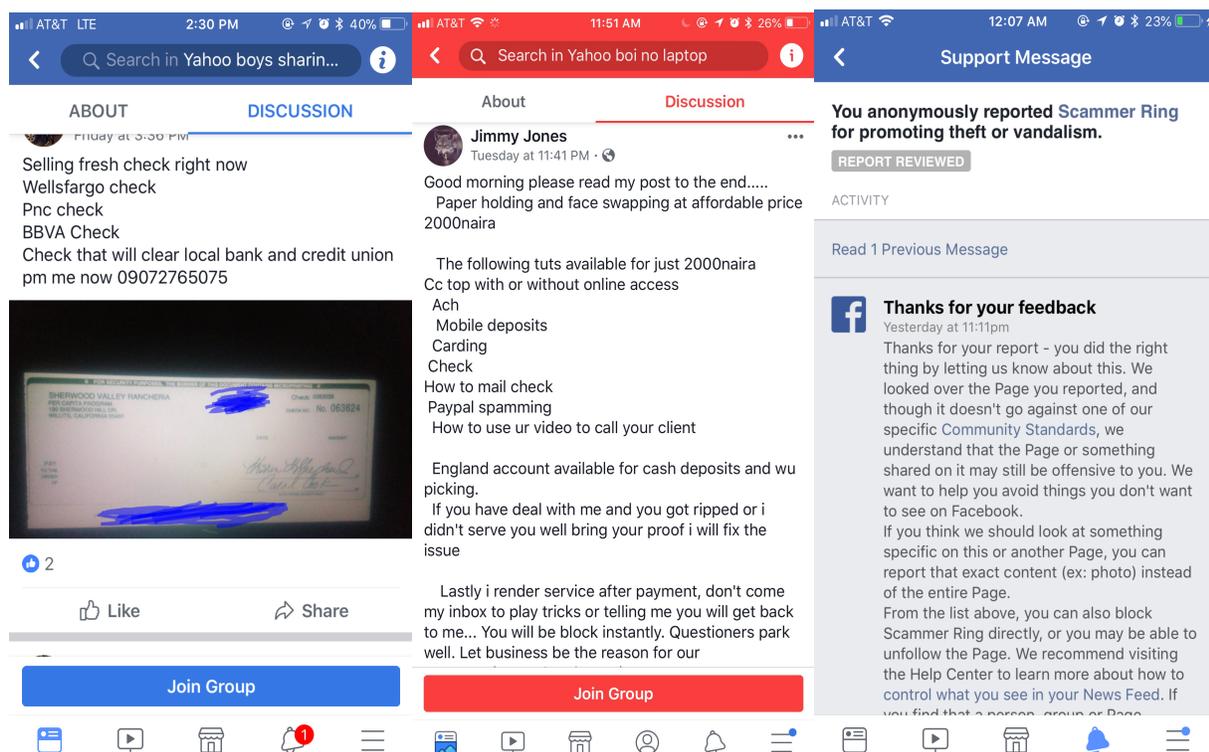
Mrs. Waters continues to be a member of over 150 Facebook groups pertaining to scams and fake accounts. Mrs. Waters has heard concerns regarding customers being blocked from reporting fraudulent accounts (due to a high rate of reporting in a short amount of time) to no longer being informed of which accounts were removed from the platforms after reporting. Customers are concerned when Facebook's CEO Mark Zuckerberg, admitted at the 2018 Cambridge Analytica hearings, that Facebook needs their customers to report and flag the fake accounts to help keep up the platform safety. The customer's concerns lie with who provides the safety and security when the reporters Mr. Zuckerberg depends on, are blocked.

Mrs. Waters was also able to be a point of contact for numerous account holders (identity theft victims and group administrators) whose accounts (Facebook and Instagram) were mistakenly removed. Mrs. Waters was able to inform the Facebook team of the probable mishaps. The Facebook team assisted with these accounts when brought to their attention and were found to be highly vigilant with all matters. Of the 8 reported cases all but 1 were reinstated and categorized as an error on Facebook's part. The 1 remaining presented previous concern in regard to participating in hate speech and or a hate speech group.

## CRIME BASED ACCOUNTS

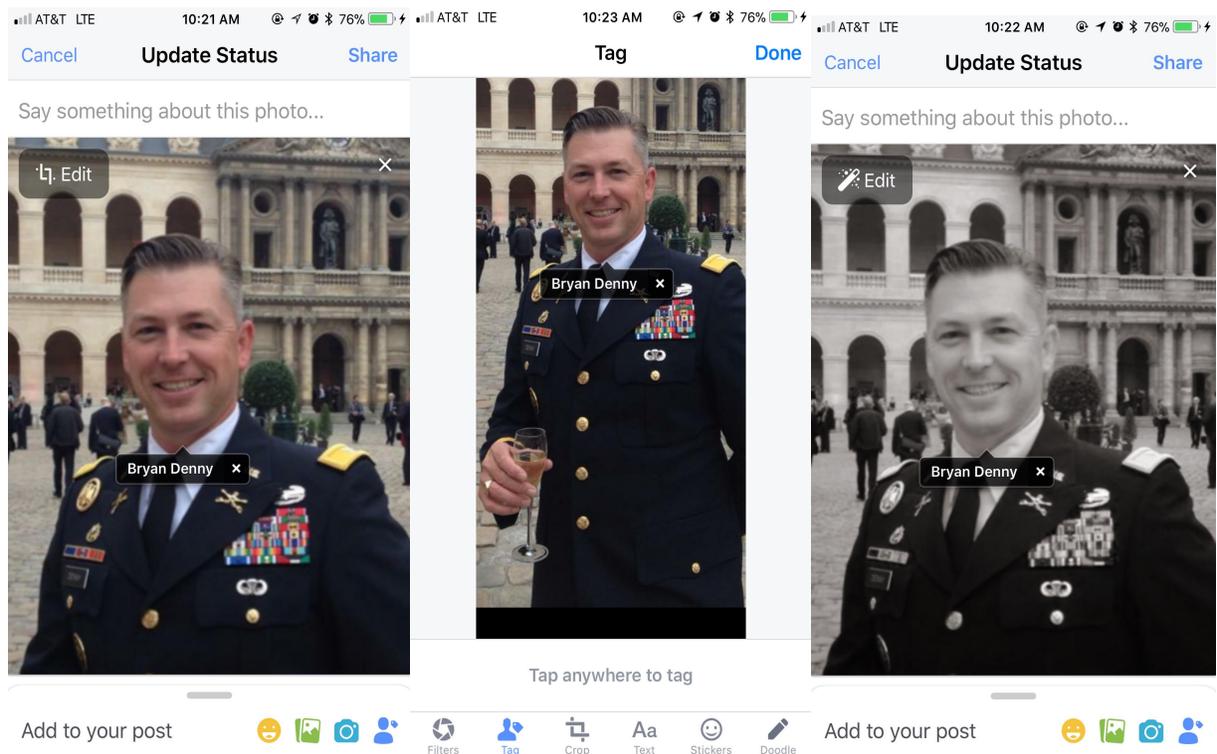
Accounts such as the Yahoo Boys were introduced to the Facebook team on January 29, 2018. The information found on these such accounts pertain to the selling of gift cards, money laundering, selling of “mature” Facebook accounts, requests of military photos to build fraudulent accounts, “how to’s” of creating fake videos and personalized photos, etc... In a March 23, 2018 email, the Policy Advisor stated “...making some strides against this group. Will update you two soon.” There have been no further emails regarding these criminally based groups.

On July 8, 2018 a list of 61 links to the criminal based accounts were sent to the Facebook Team, along with a targeted page named “Scammer Ring”. This page was found to be within Facebook’s Community Standards after reporting on multiple occasions (screen shot included). Accounts were addressed and removed, but there was no verbal or email acknowledgment by the Facebook team. These kinds of accounts continue to remain on the platform in heavy numbers and can be found under the given names such as Yahoo Boys, and Gee Guys, amongst several others.



## FACIAL RECOGNITION

During face to face meetings in Washington D.C. on March 1, 2018 as well as the Menlo Park Headquarters meeting on May 4, 2018, the facial recognition topic was visited. Col. Denny and Mrs. Waters were informed photos on Facebook that have been cropped or shaded are highly unlikely to be recognized by their facial recognition program; therefore, when the scammers edit Col. Denny's photos, the flagged portal pictures "slip through the cracks" making Facebooks facial recognition program faulty. Mrs. Waters attempted an investigation on this theory and found each time she cropped and or shaded the greatest used photo by scammers of Col. Denny, the facial recognition did recognize Col. Denny's face and provided a "tag option"; consequently, resulting in the question why Col. Denny's photos are still being found on a large scale amongst scammer accounts and what part of the Media Partner Support Program is failing.



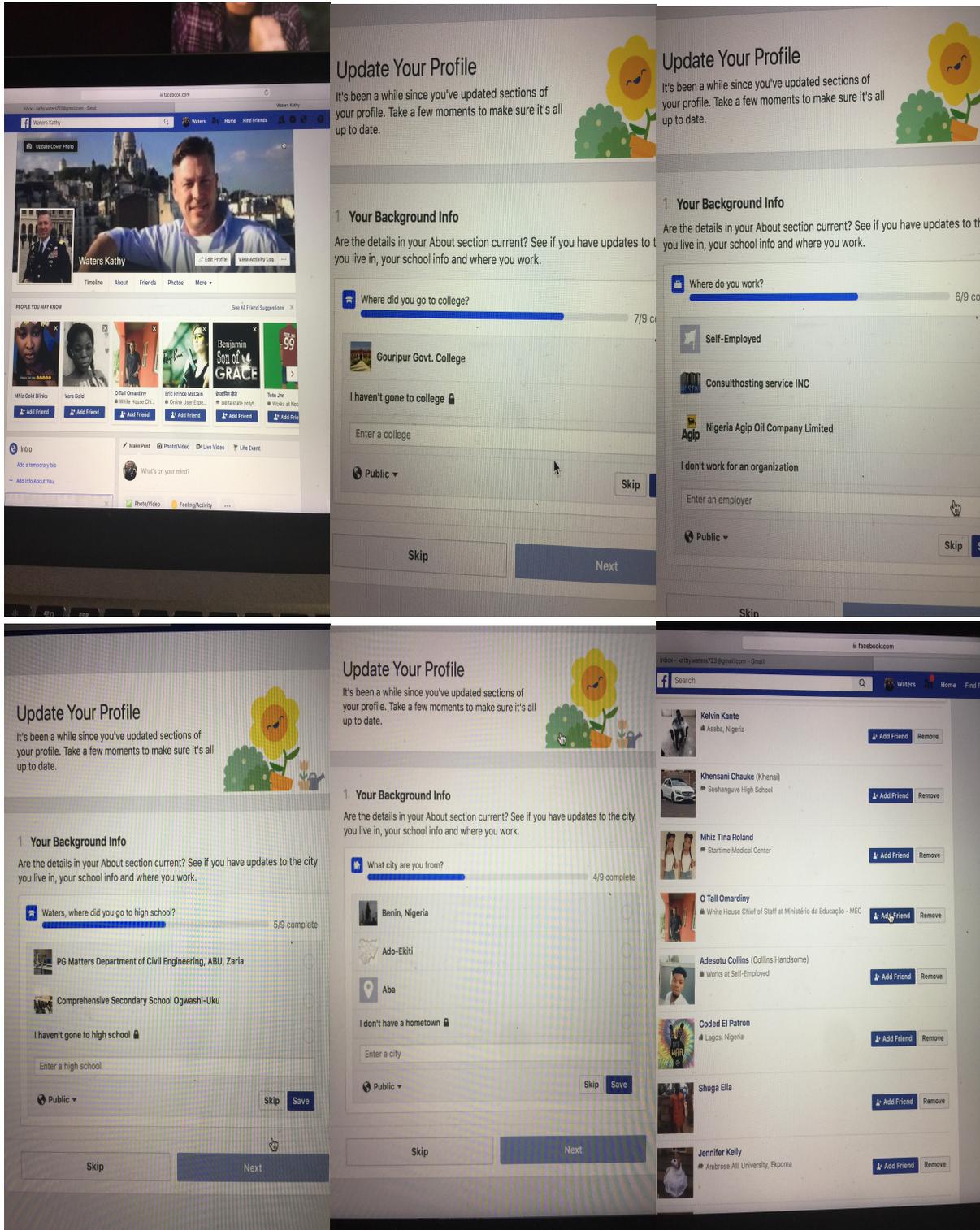
## **COMMUNITY STANDARDS/REPORTING**

Facebook's Community Standard show great potential and are shaped to be followed by the company itself, i.e. self-regulation, however these standards are known to be overlooked and or not enforced.

During the October 12, 2018 phone conference with Facebook representatives, Mrs. Waters and Col. Denny were informed that Facebook's procedure to report under "fake accounts" was primarily focused on accounts created by bots and by scripts, not manually built fake accounts. According to the Facebook Representative, Facebook's Engineering and Operations teams are currently in the process of being more focused on the manually driven fake accounts. Supporting the fact that accounts found to be within Facebook's "Community Standards" (see reporting results under Facebook Summary) from Mrs. Waters and Col. Denny's months of past reporting, were a result of Facebook's inability to recognize fake manually built accounts; thus, allowing, to this day, a significant number of manually fake accounts to remain on Facebooks platforms and considered authentic and within Facebooks "Community Standards".

The Facebook's Community Standards under IV. Integrity and Authenticity, 18. Misrepresentation, Misuse our profiles product by: "Maintaining multiple accounts" is widely abused. The question remaining is, why is the ability to create multiple accounts an option? Mrs. Waters investigated on the building of multiple accounts attached to her primary account. Mrs. Waters found the process to be easily achievable, with only the need of a new email. Mrs. Waters proceeded to build the account using Col. Denny's most used photo by scammers which was not only not rejected due to the Media Partner Support Program but was linked to friends, work and school suggestions tied to Ghana, Africa (Please see screen shots below). This account is under the name Waters Kathy and can be found at <https://www.facebook.com/waters.kathy.7> Mrs. Waters proceeded to build an additional account using The United States Army Chief of Staff, General Mark Milley's, most used military photo. This account (found under Denny Waters) was not tied with suggestions to Ghana, Africa, proving Mrs. Waters primary account did not tie to Ghana Africa like showed in the Waters Kathy account, as the Facebook Representative's implied in an email on October 29, 2018.

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## **GOALS PROVIDED AND MET**

During the initial report the following were three key areas that were proposed for amending: technology, man power and education.

Mrs. Waters and Col. Denny were informed by the Facebook Team that a Public Service Announcement (PSA) was constructed based on the suggestion provided within the initial report. The PSA was launched on March 10, 2018.

There were also a set of commercial PSA's provided by Facebook, during mid 2018 in regard to platform safety. This too was a suggestion in the initial report.

During the January 19, 2018 phone conference, the Facebook team stated there was currently a safety team of 7500 people reviewing the fraudulent reported accounts with a plan to double this number by the end of 2018.

Also, during the January 19, 2018 meeting the Facebook team informed Col. Denny and Mrs. Waters that Facebook was investing heavily in outside machines smart enough to find and recognize the fake accounts. Metrics or other forms of proof have not been provided to show changes in the areas of staffing or technology, therefore they cannot be considered as "goals met".

## **FUTURE**

Over the past year the world has been witness to Facebook's tribulations such as the Cambridge Analytica hearings on the "Hill", voter's fraud, and a security breach that affected 50 million users and considered the largest breach in the companies fourteen-year history. Col Denny and Mrs. Waters want to continue to work as a team with Facebook and help the company succeed in more ways than one. There have been talks that the only way certain areas of customer safety can be secured is by Federal Regulation. A goal in the next two years is for Col. Denny and Mrs. Waters to work with Facebook Corp. on a successful Federal Amendment or Bill that will not only benefit the customers, but help Facebook and other Social Media companies become trusted once again in the name of identity theft. Facebook is the Social Media giant, they hold the clout and respect that other small and large social media companies seek. Regain the admiration of your customers, staff and countries worldwide. Platforms help keep people in contact with their family and friends, aid in building working relationships,

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promote jobs, as well as much needed causes. Platforms are definitely a key to the future, as long as that future can show hope and success.

## **REFERENCES**

United States. Cong. House and Senate. Committee on Judiciary and Commerce, Science and Transportation. *Data Privacy and Protection. Hearings, April 10, 2018, April 11, 2018.*