



Bundled software – grey market with dirty rules

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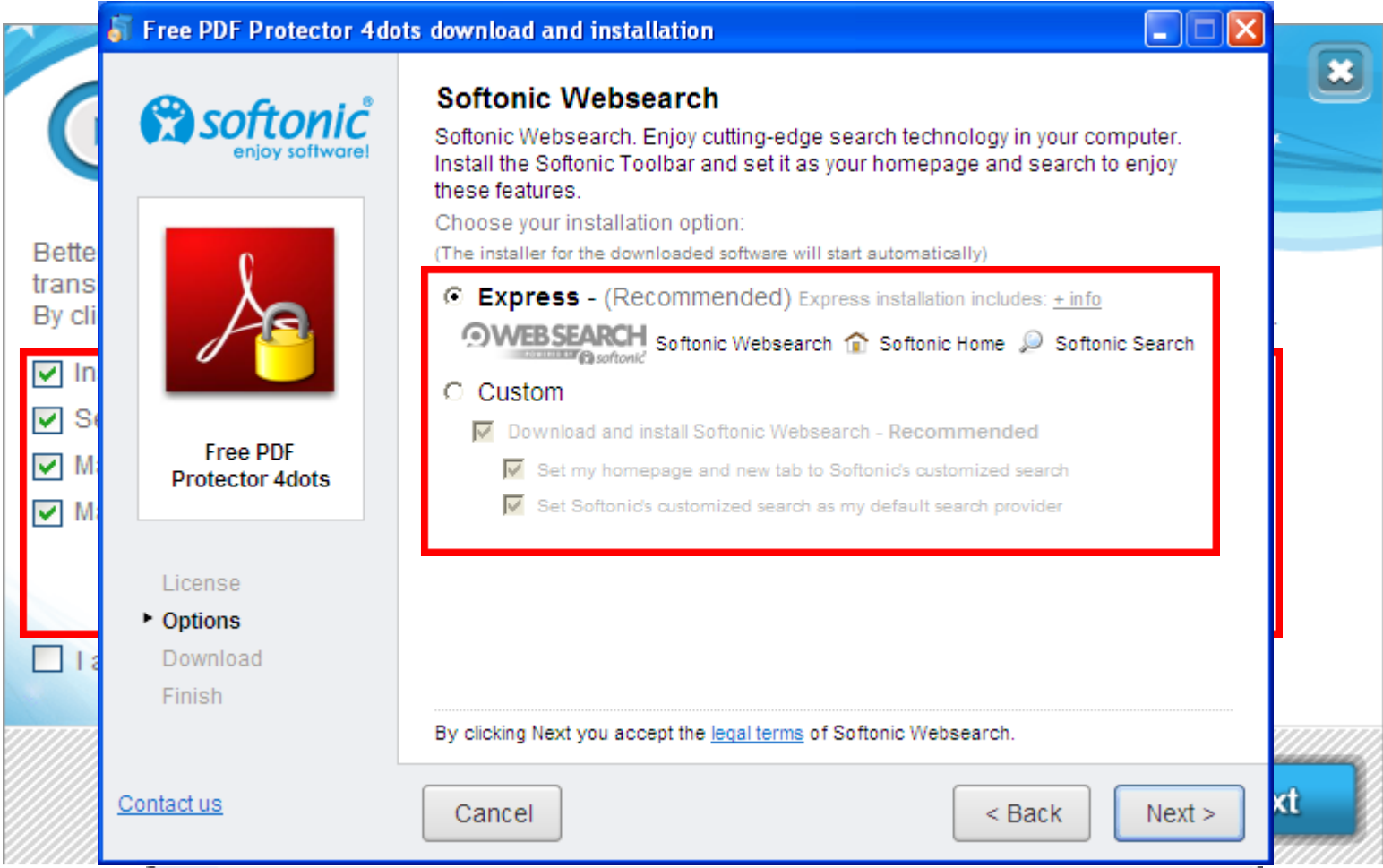
Security Analyst Summit 2013

Agenda

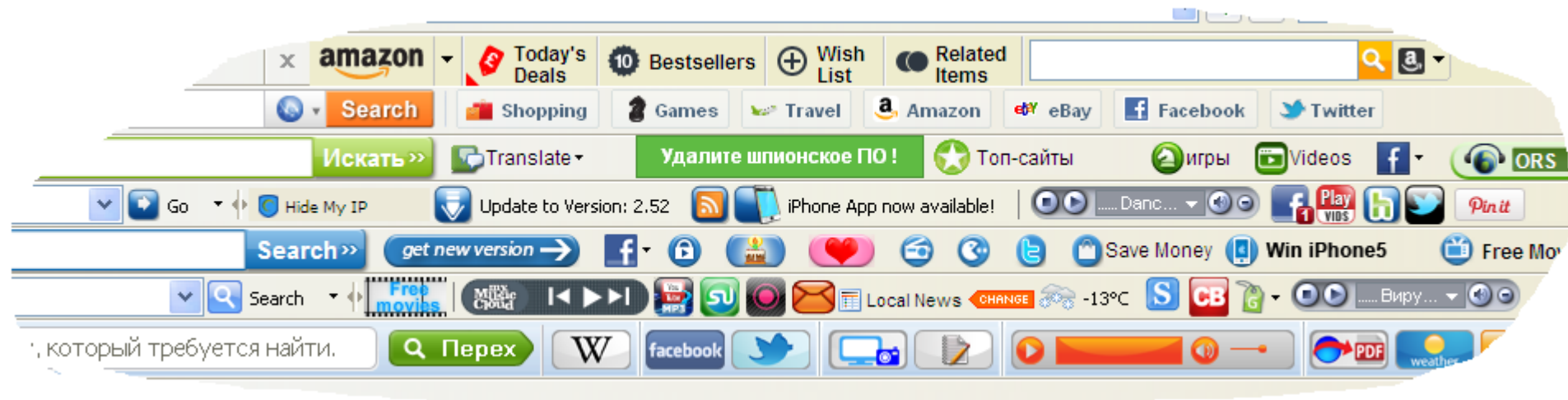
- ▶ What is it?
- ▶ Why is it interesting?
- ▶ How does it work?
- ▶ What to do?

Bundled software comes with free/trial programs

BrotherSoft

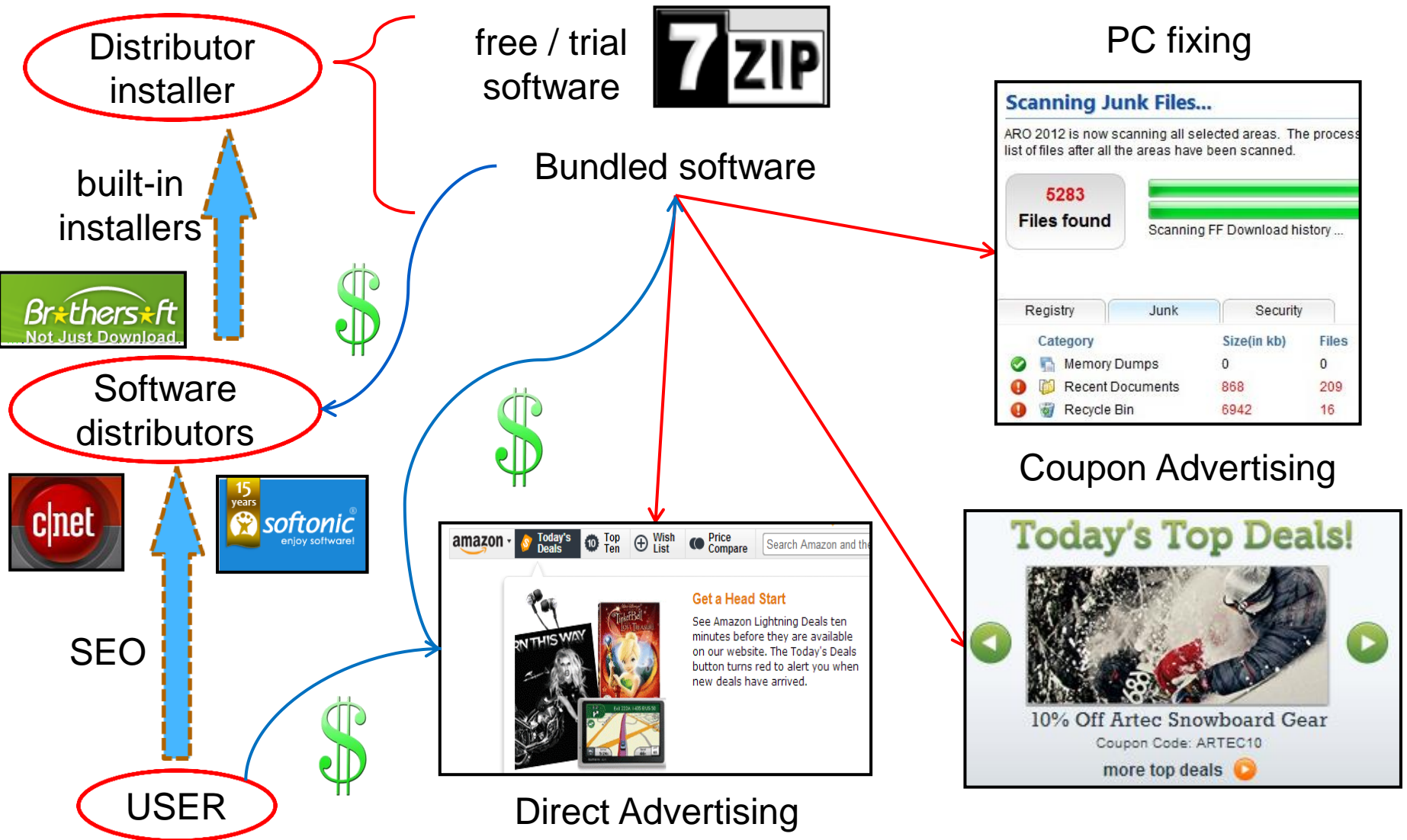


Why bundled software?



- ▶ It works legally
- ▶ It is not being detected by most of AV vendors
- ▶ It does things like malicious programs do

Full monetization scheme



Software distributors: key parts of privacy policies

Toolbar or 3-rd party software will be offered

Click Run Software

Mipony Download manager is a free, open-source download management tool that lets you quickly and efficiently download files from websites and makes downloading as easy and fast as it should be. Users can start, stop or pause downloads, set bandwidth limitations, auto-extract archives and much more.

In the next screen of the installer **you will be offered some additional free softwares**. You may choose not to install them and receive the Mipony software without it



The CNET Download.com Installer is a tiny **ad-supported** stub installer or "download manager" that helps securely deliver your downloads from Download.com's servers. We also **include offers** for carefully screened software that complies with Download.com Software Policies as part of our Installer process.

The Download.com Installer does not install itself on your system and does not leave behind any additional components. If you've accepted an offer for **3rd-party software** during your download the **additional items** that you've agreed to will be installed on your system.



In addition, a toolbar will **be offered**, and it shall change the User's **home page, default search settings and 404 error traffic**, in the event the User selects such options.

Software distributors: key parts of privacy policies

No responsibility or liability

Click Run Software

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When you run Softonic Downloader, you implicitly accept the terms and conditions herein, and that you know about Softonic Downloader and run it under **your own responsibility.**

Bundled software: key parts of privacy policy

Private information gathering



Collected Information

Accessing and Using the Services. When users access or use the Services, certain non-personally identifiable information is collected, stored and used for business and marketing purposes, such as maintaining and improving the Services, conducting research, and displaying more relevant advertisements. This non-personally identifiable information includes, without limitation: **IP address, unique identifier number, operating system, browser information, URLs visited, pages viewed, search queries entered**, and other software and hardware information. If you access the Services from a mobile or other device, we may collect a unique device identifier assigned to that device or other information for that device in order to serve content to it. This collected data may also be supplemented with information obtained from third parties or submitted by users.

Bundled software: key parts of privacy policy

No responsibility or liability



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Bundled software: key parts of privacy policy

Collected information may be shared

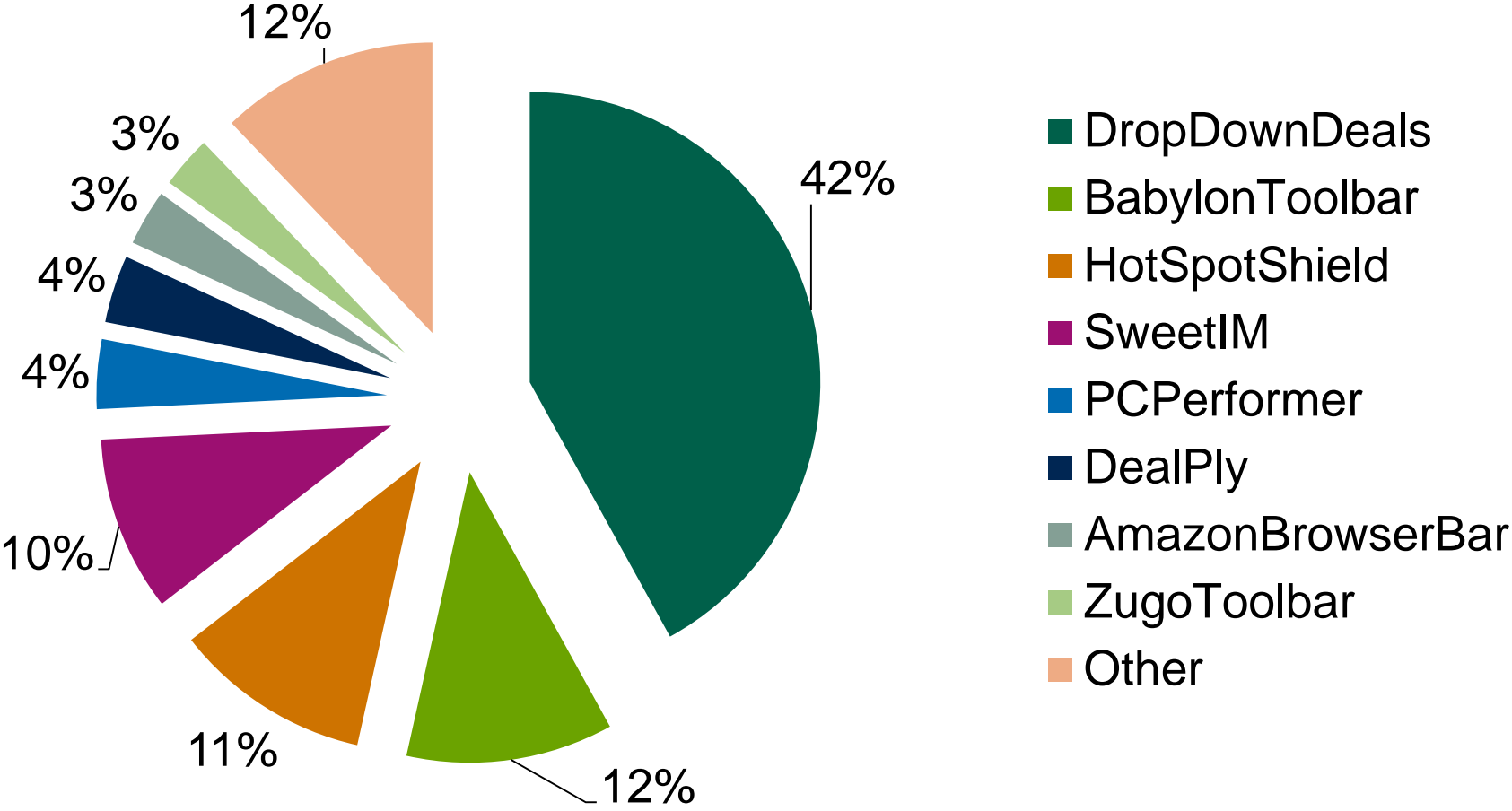


The purpose of gathering this information is to help Babylon provide better service to our users and aggregate information to third parties interested in usage patterns of different demographic groups. Babylon **may share information about users with business partners, sponsors and other third parties**; however, we do so only in the aggregate and never on a personal basis.

We provide such information **to our subsidiaries, affiliated companies or other trusted businesses** or persons for the purpose of processing personal information on our behalf.

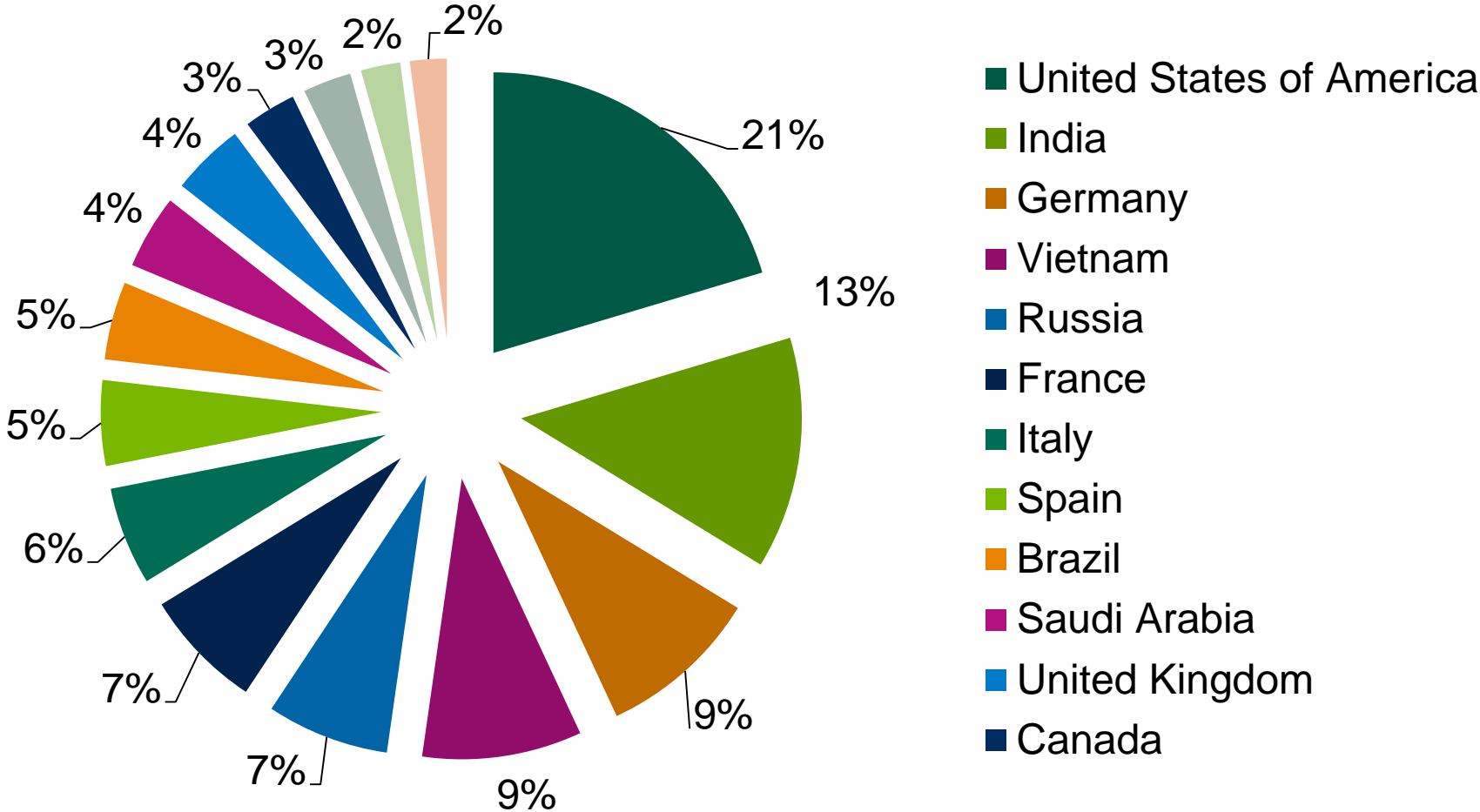
Bundled software statistics - popularity

Installed bundled software on users' PCs (in percent)



Bundled software statistics – GEO distribution

Distribution of users in countries where bundled software is installed



What's next?

WARN a user !



ARE YOU SURE YOU WANT TO INSTALL THIS ADDITIONAL SOFTWARE?

Conclusions

- ▶ Bundled software is based on deception
- ▶ Big software distributors have a business relationship with companies provide bundled software
- ▶ Users are in danger due to lack of responsibility and liability
- ▶ Bundled software is installed on millions of PCs
- ▶ The way is to warn users about potentially unwanted software

Thank You

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