

Helping Users Automatically Find and Manage Sensitive, Expendable Files in Cloud Storage

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The Risk of Breaches

INDEPENDENT News Voices Sports

INDY/TECH

DROPBOX HACK: CLOUD STORAGE COMPANY HACKED, POTENTIALLY REVEALING OVER 60 MILLION PASSWORDS

CNN BUSINESS Markets Tech Media Success Video

Cyber-Safe

Google says hackers steal almost 250,000 web logins each week

by Selena Larson @selenalarson

November 9, 2017: 4:13 PM ET

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How Social Engineering Tactics Can Crack Multi-factor Authentication

by Enzoic on April 6, 2021

Financial Services Experienced 125 Percent Surge in Exposure to Mobile Phishing Attacks in 2020

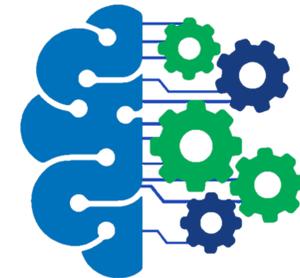
New Lookout Report Finds Increased Attempts to Steal Your Corporate Login Credentials

Goal: Semi-Automated Cloud Management

Machine learning can help users manage large, long-lived archives

Challenges:

- No existing datasets
- File management is subjective and personal
- What features are predictive?



Contribution: User-centered design of semi-automated classifiers

Research Goals and Approach

1

Goals: Identify relevant file characteristics

2

Collect features and labels

3

Develop semi-automated management tools

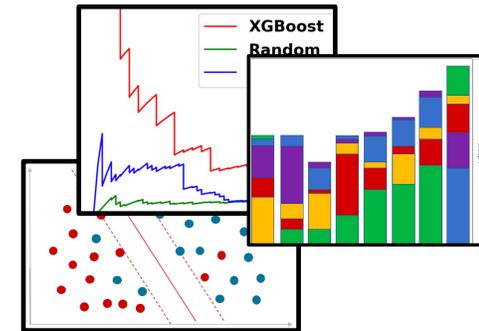
Approach:



Qualitative Interviews



Data-Collection Survey Study



Classifier Design and Evaluation

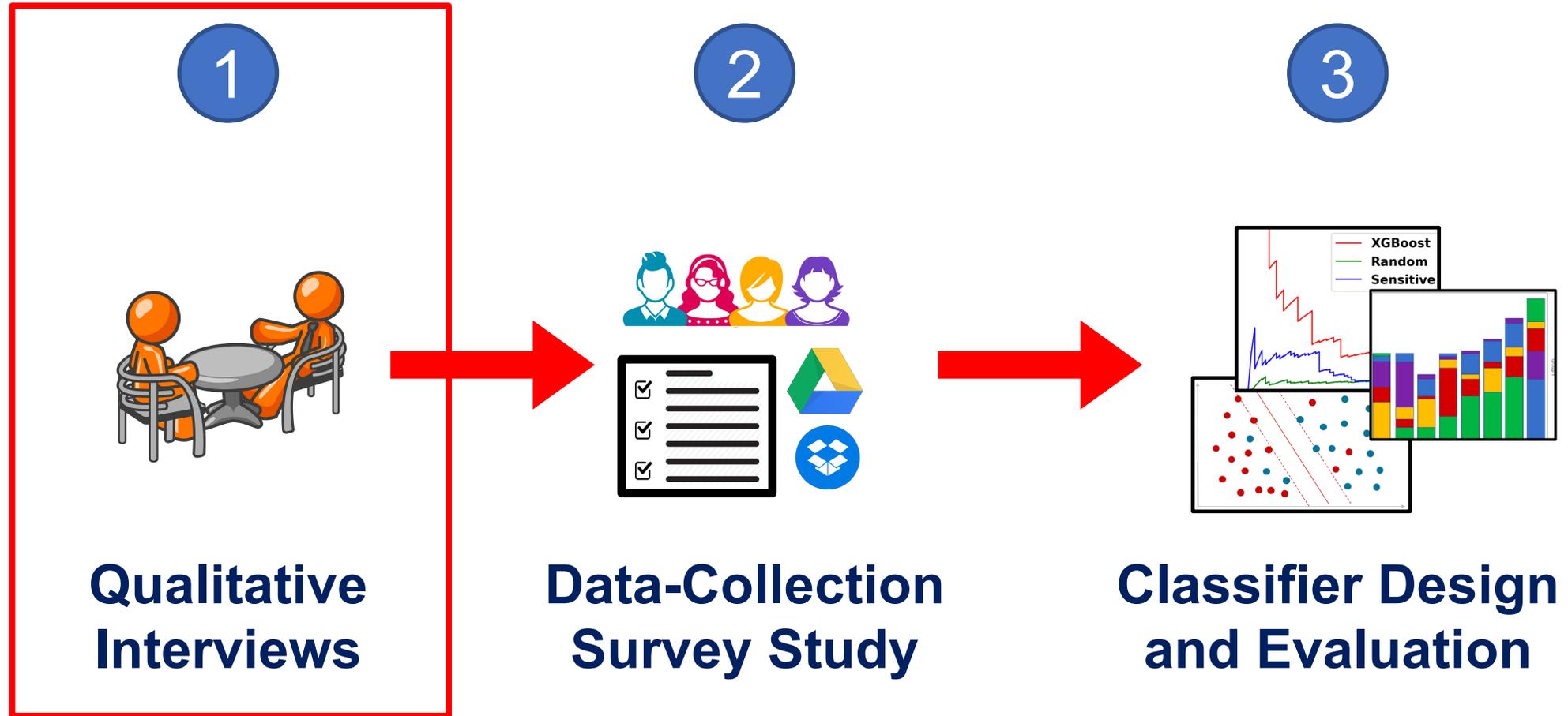
Sensitivity and Usefulness

Devised metrics of **sensitivity** and **usefulness** to capture subjectivity of file management

Hypothesized file management based on **sensitivity** and **usefulness**

Sensitivity	Usefulness	Management
✗	✗	Delete 
✓	✗	
✗	✓	Keep as-is
✓	✓	Protect 

Approach



Qualitative Interviews

Goal: Understand subjective opinions of file sensitivity and usefulness

Interviewed 17 participants from diverse backgrounds



Explored mental-models of participants



Characteristics of Potentially *Sensitive* Files

Personally identifiable or financial content

Nude, intimate, or embarrassing content

Content concerned with self-presentation

Proprietary and confidential information

Characteristics of Potentially *Useful* Files

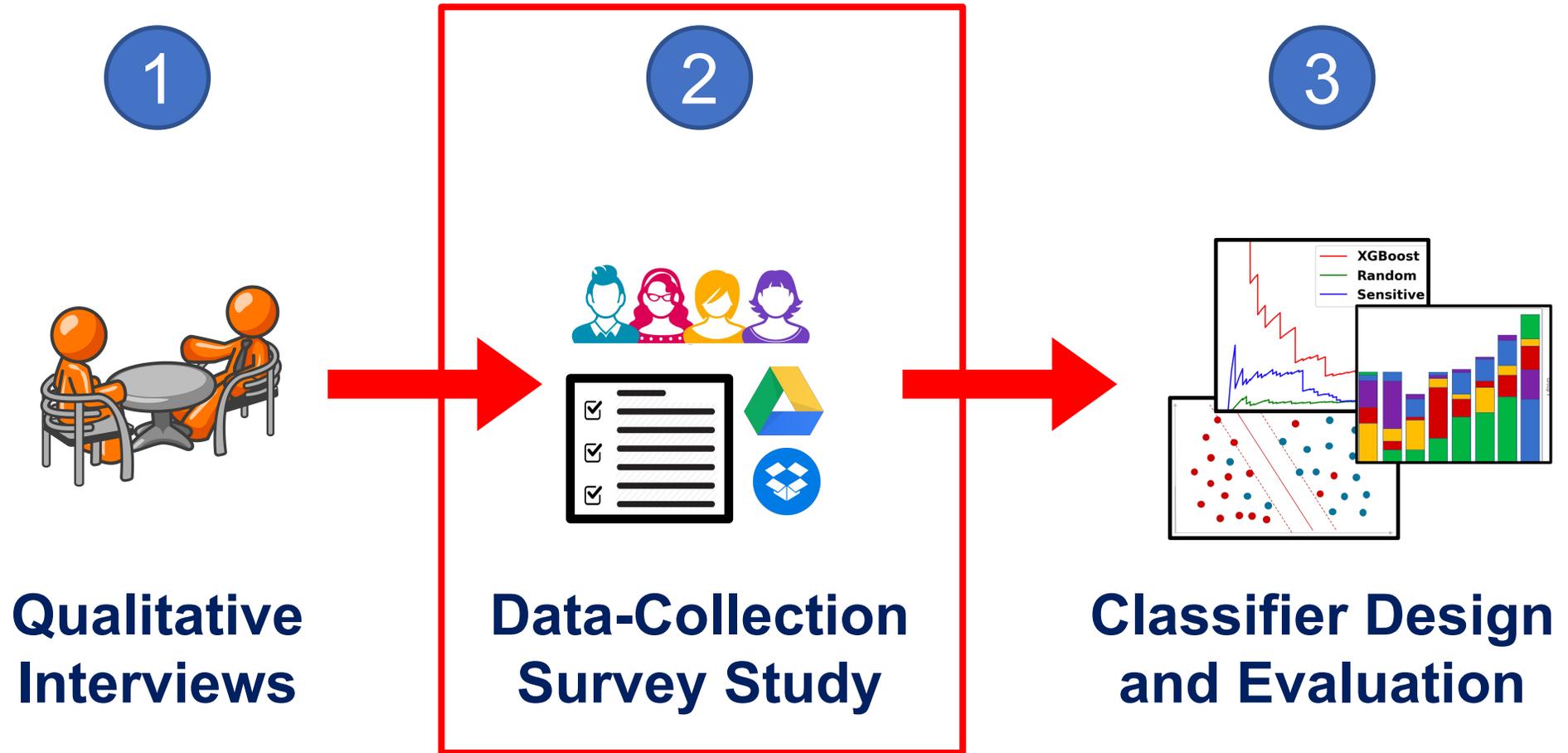
Files for future reference

Files regularly accessed or shared

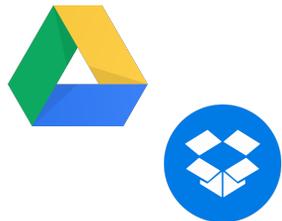
Memories and files with sentimental value

Backup archives

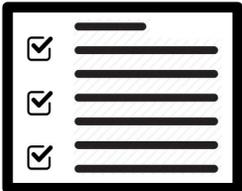
Approach



Data-Collection Framework



**API
Access**



**Generic
questions**



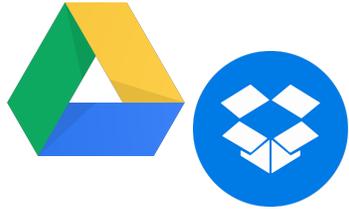
**File specific label
collection**

Useful	?
Sensitive	?

**Programmatic
feature collection**



Features Collected



Dropbox and GDrive API

- Account age
- File name
- File size
- **Access details**
- **Sharing status**
- .
- .
- .



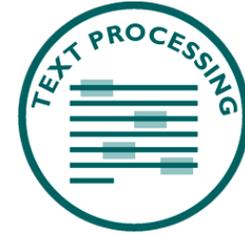
Google Vision

- Image objects
- **Adult**
- **Racy**
- **Violent**
- Spoof
- .
- .
- .



Google DLP

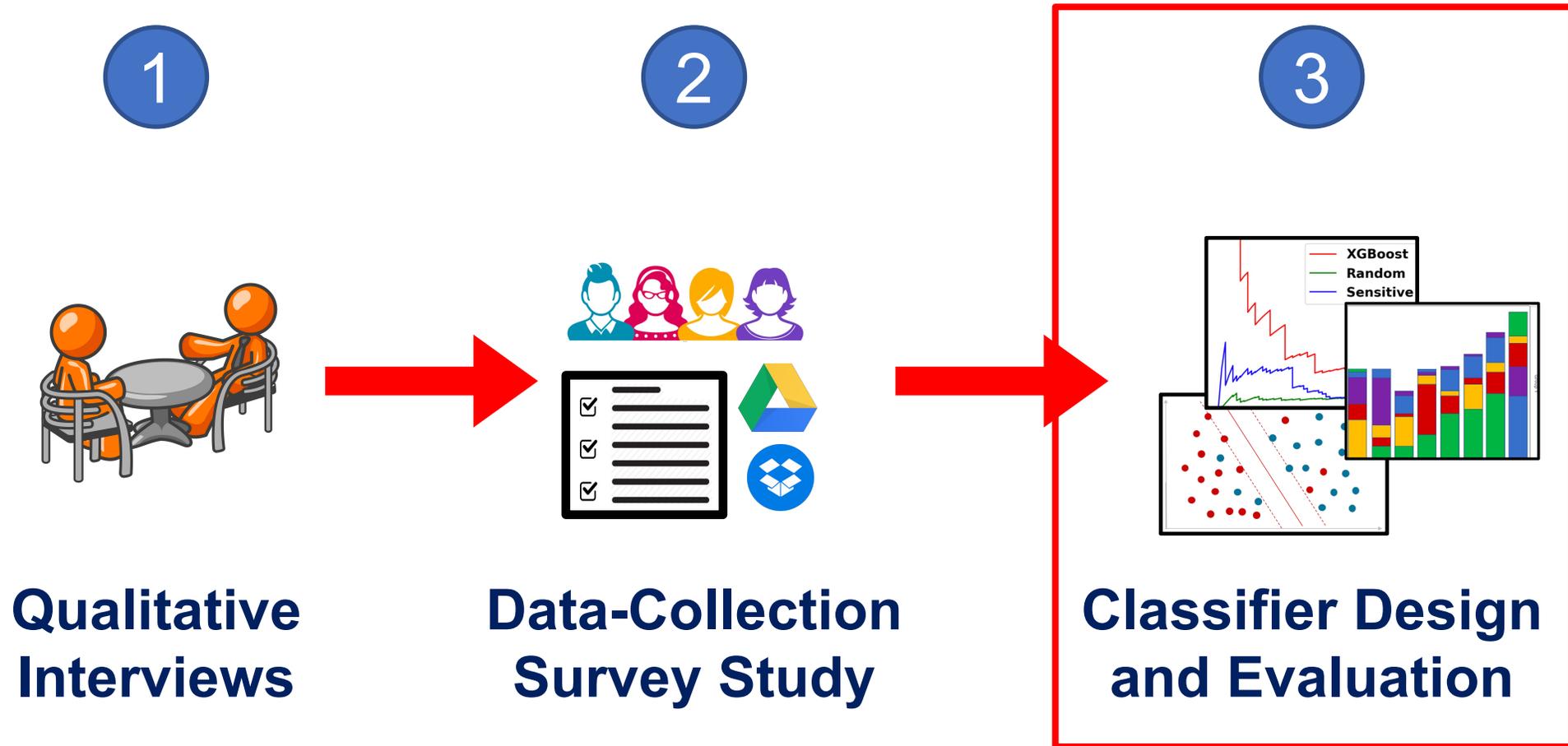
- **Name**
- **SSN,**
- **Email**
- **License #**
- **Credit card**
- **Bank Info**
- .
- .
- .



Local text processing

- Doc topics
- Bag of words
- Word2vec
- .
- .
- .
- .

Approach



Classifier Design and Evaluation

Goal: Partially automate file management via machine learning

Classifier	Prediction Class
Sensitivity	Sensitive, Not Sensitive
Usefulness	Useful, Not Useful
Management	Keep as is, Delete, Protect

Performance of the *Sensitivity* Classifier

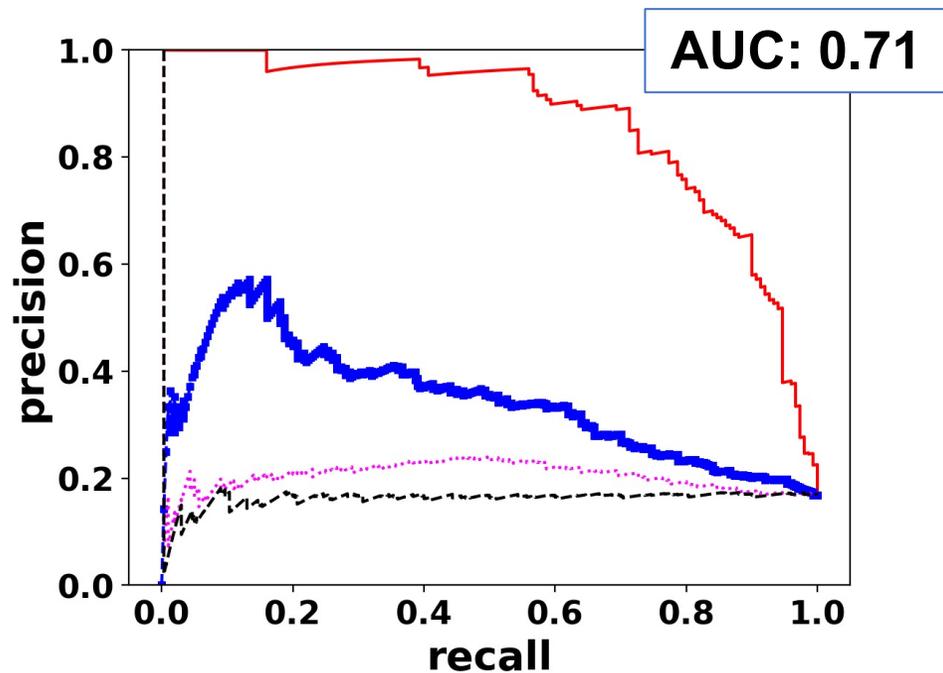
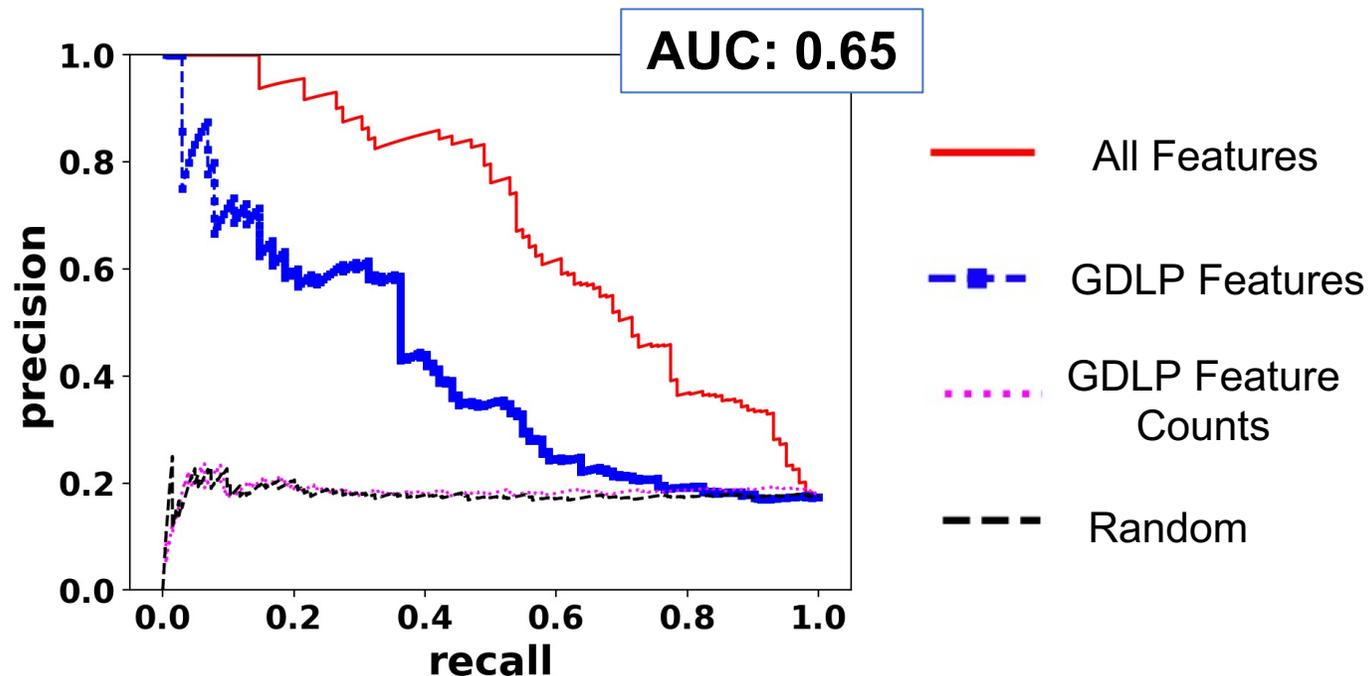
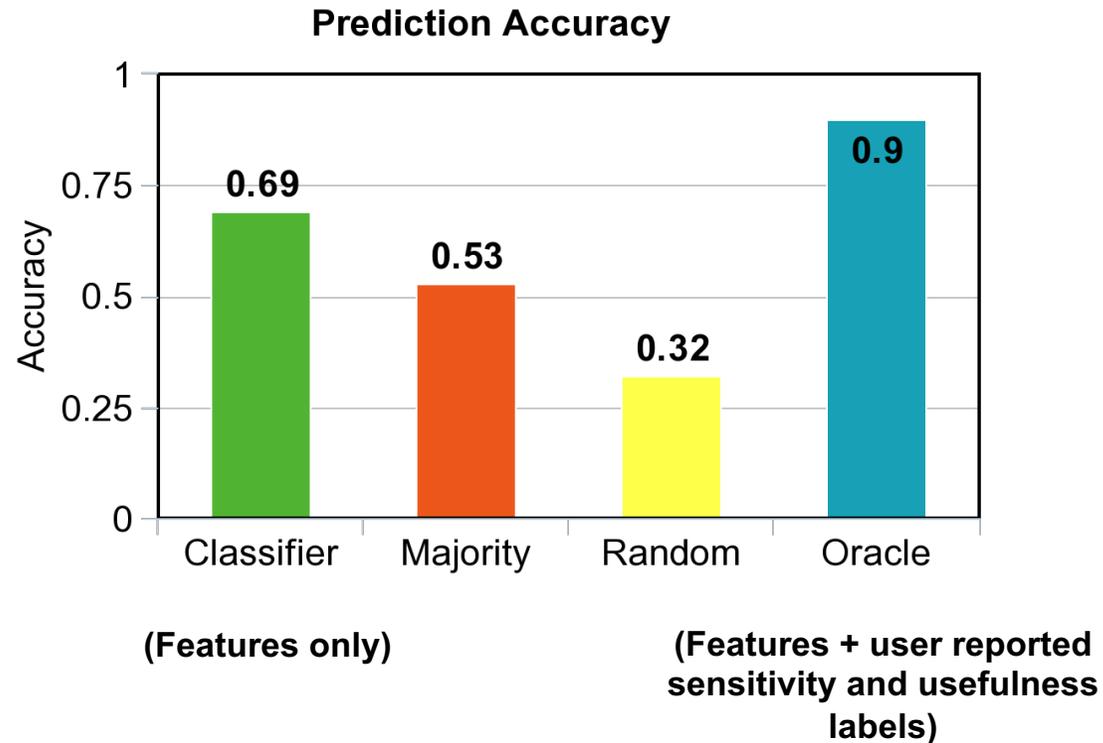


Image Sensitivity
Classifier



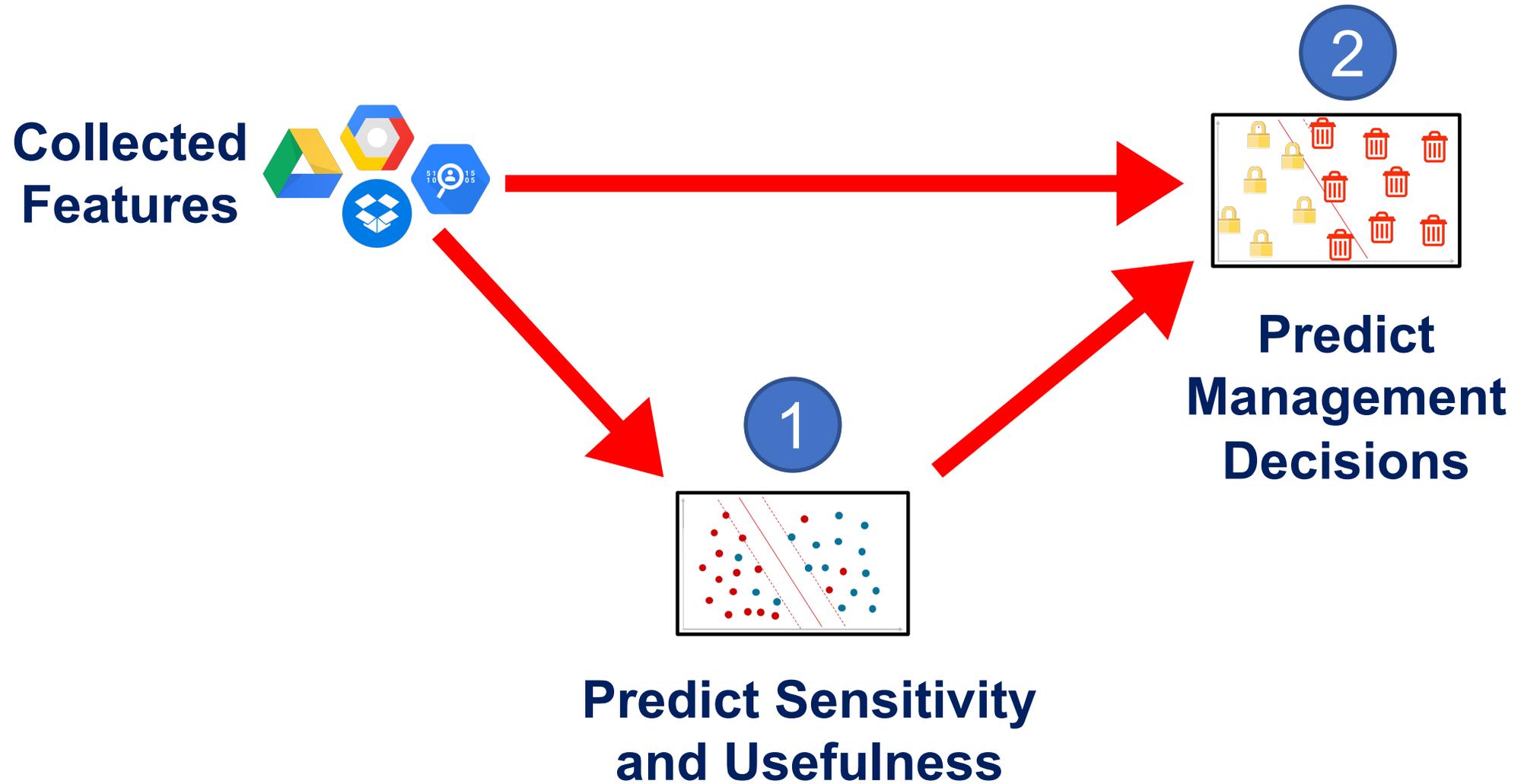
Document Sensitivity
Classifier

Accuracy of the *Management Classifier*

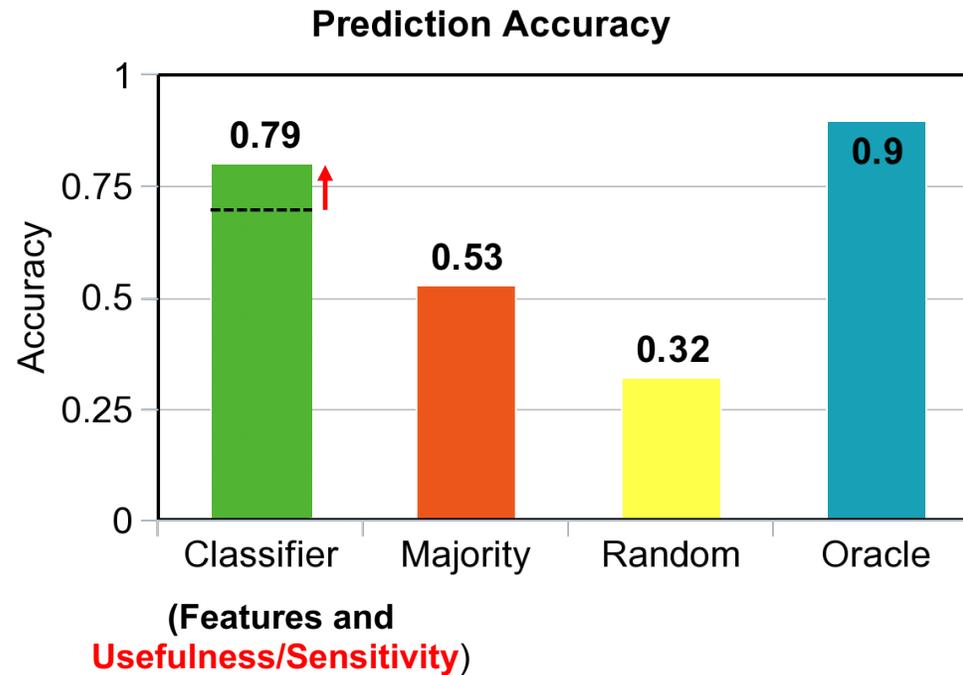


69% management prediction accuracy by just using collected features

Two-Step Classification



Increased Accuracy of the *Management Classifier*



10% increase in accuracy when training includes sensitivity and usefulness

Conclusion

Qualitative interviews → characteristics of sensitive and useful files

Quantitative user study → labeled dataset

Predicting file sensitivity and usefulness helps predict file management

Our prototype web app: <https://cloudsweeper.app>

Conclusion

- Qualitative interviews → characteristics of sensitive and useful files
- Quantitative user study → labeled dataset
- Predicting file sensitivity and usefulness helps predict file management
- Our prototype web app: <https://cloudsweeper.app>

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