Show of Hands



How to Protect Yourself from Your Computer

aka The ~~grease fire~~ IT Industry in a Nutshell

as told by Marc-Anthony Arena
aka The Computer Exorcist



How I landed in this mess



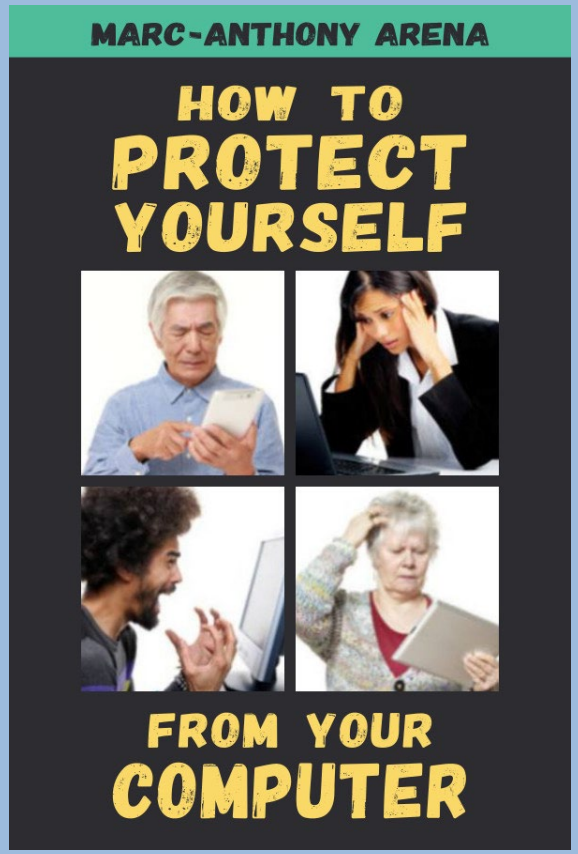
Hallandale Beach: 1992
Canandaigua Lake: 2009
Fairport NY: 2025

What I Discovered

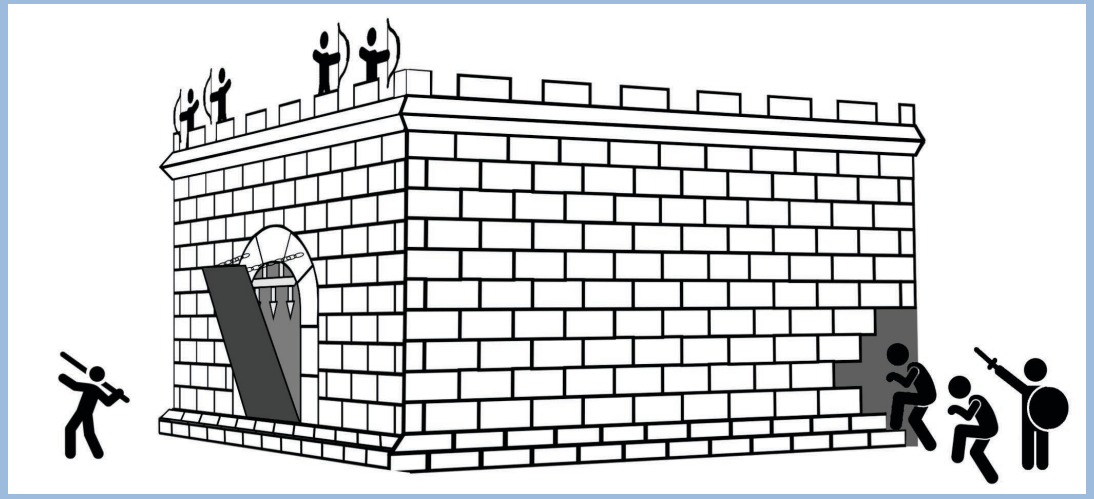
- My clientele weren't stupid… in fact…
- There are 2 types of people...
- 99% of PCs in the landfill are…
- 99% of the money spent was…
- If people had ANY idea…

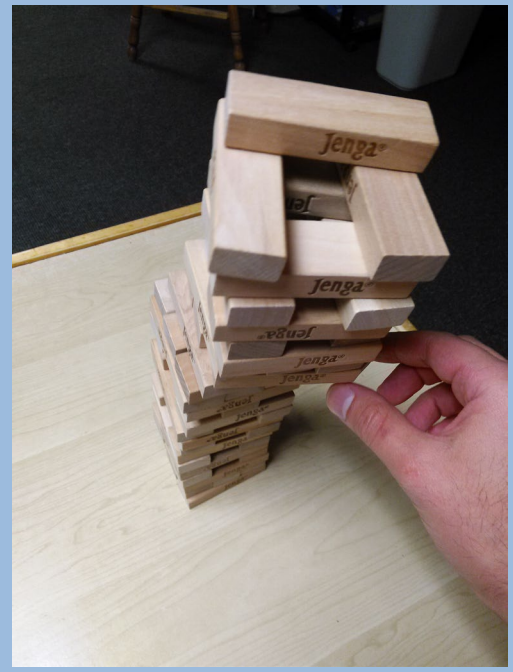


What I’m Doing About It



My Industry



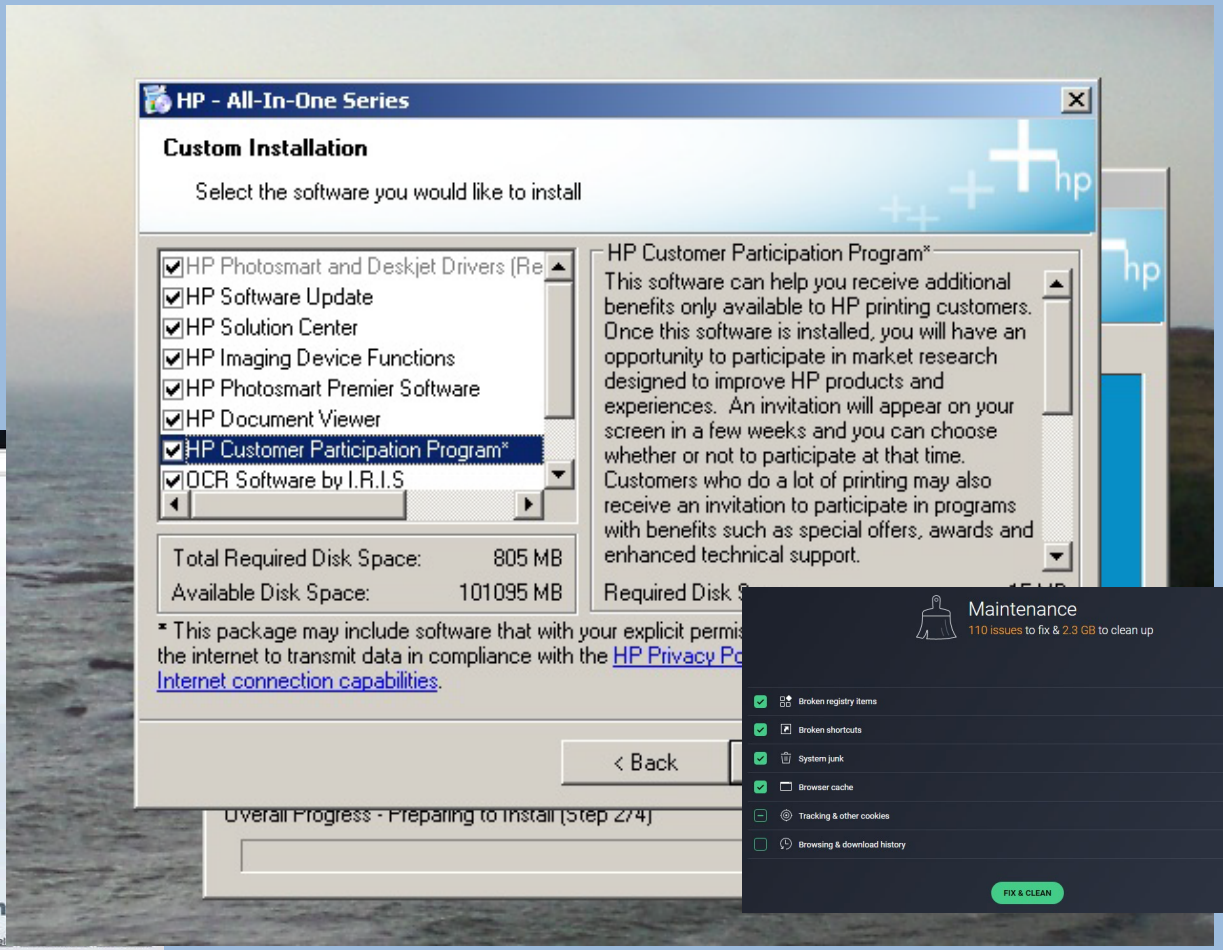


- Playing Jenga
- What Your Computer Guy Doesn’t Know

Legalized Malware

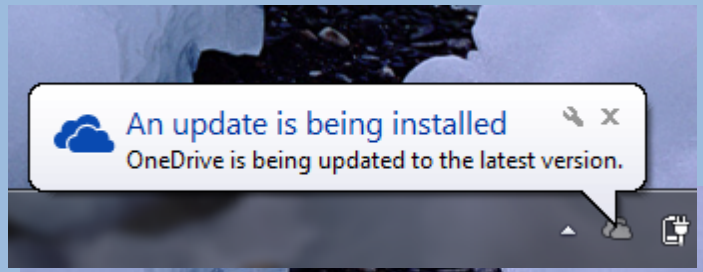
- Fake Cleaners & Driver Updaters
- Notification Attacks
- Toolbars/Extensions
- Search Hijackers
- Mutilated Browsers
- Printer Spyware

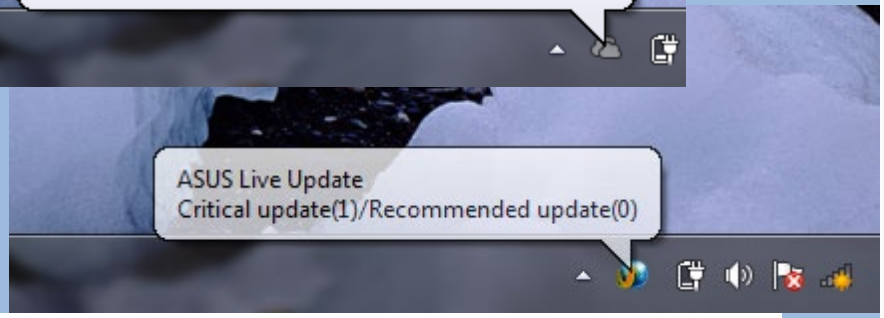


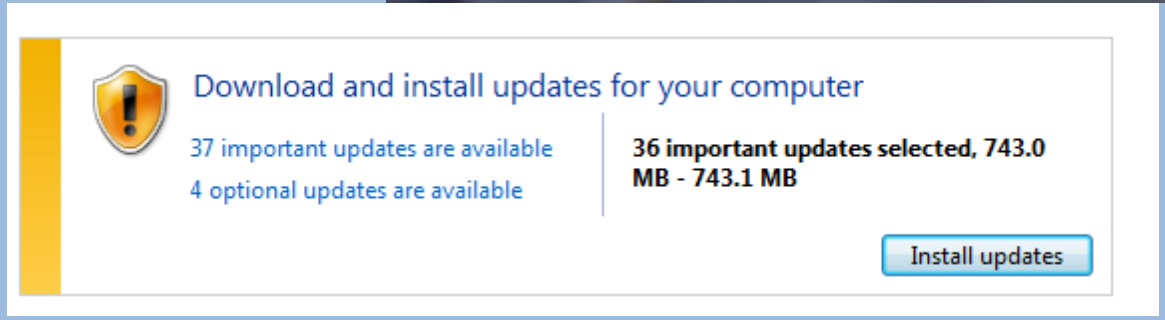


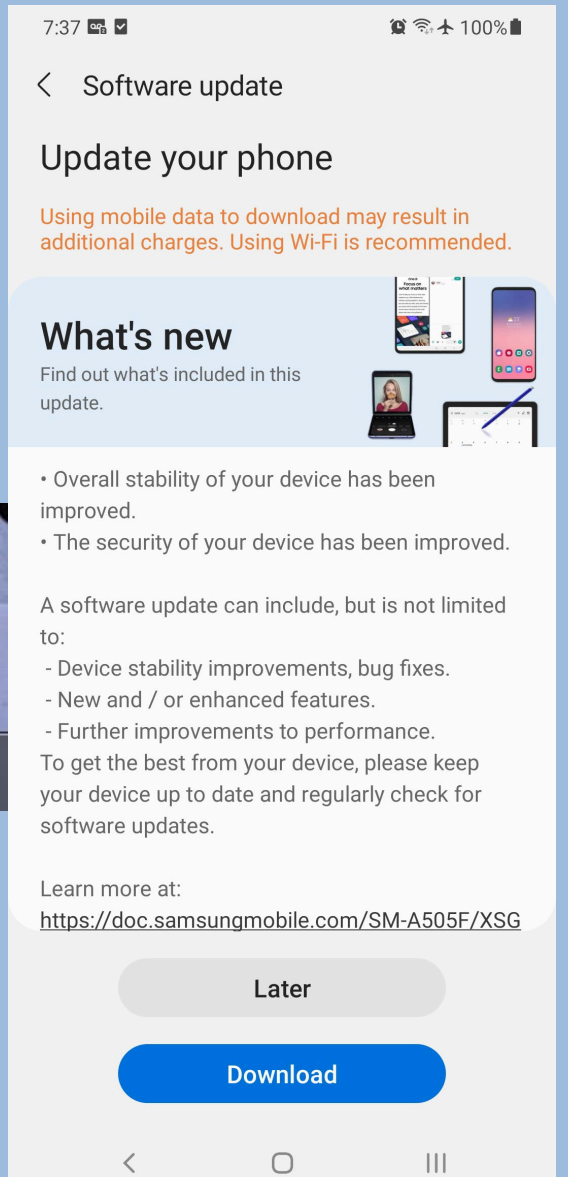
Update Attacks

Claim to help protect you from some astronomically unlikely event…









Update Attacks

- ...but at what cost?
- Cartoons
- Speed
- Privacy
- Confusion
- Ownership



Cryptolocker/Hostageware/Ransomware

- Walk into any Windows PC like a hot knife through butter
- Scramble your docs/photos
- Beg you for ransom money



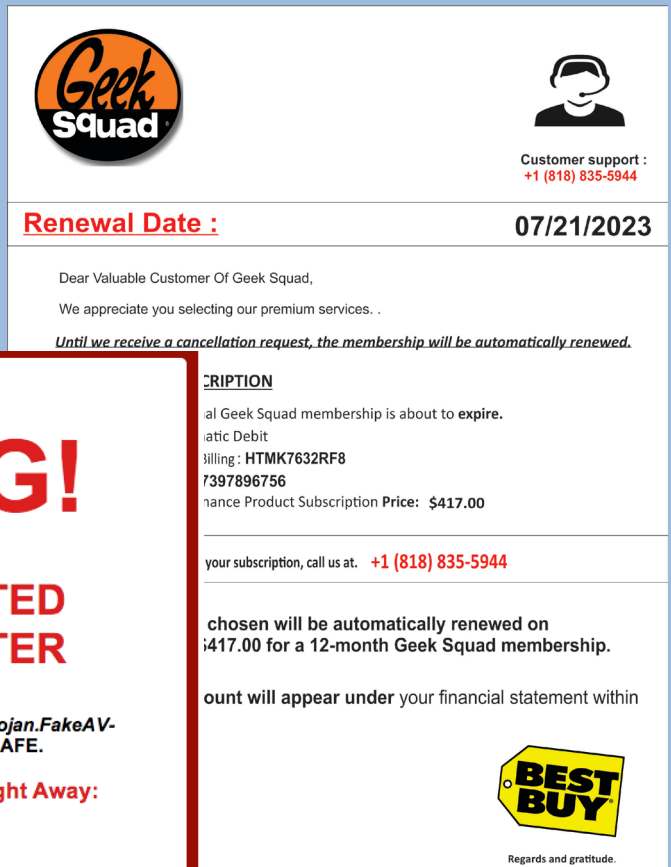
Cryptolocker/Hostageware/Ransomware

- How do they get in?
- Who is supposed to protect us? ->
- What aren’t they aware of?



Support Scams

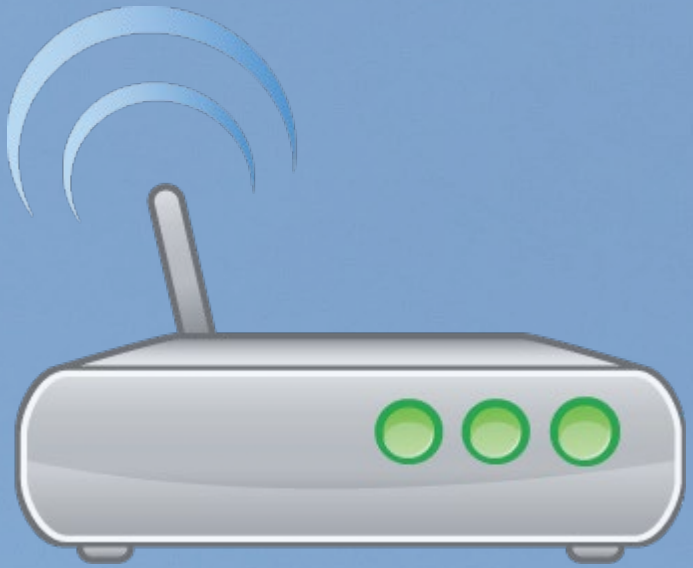
- The 4 ways they contact you.
- They aren't really Microsoft/Amazon/Apple/Whatever.
- Those companies hate you and would never call you.
- NOBODY can EVER EVER break into your machine
- ...unless you let them.
- What doesn't stop them
- What DOES stop them



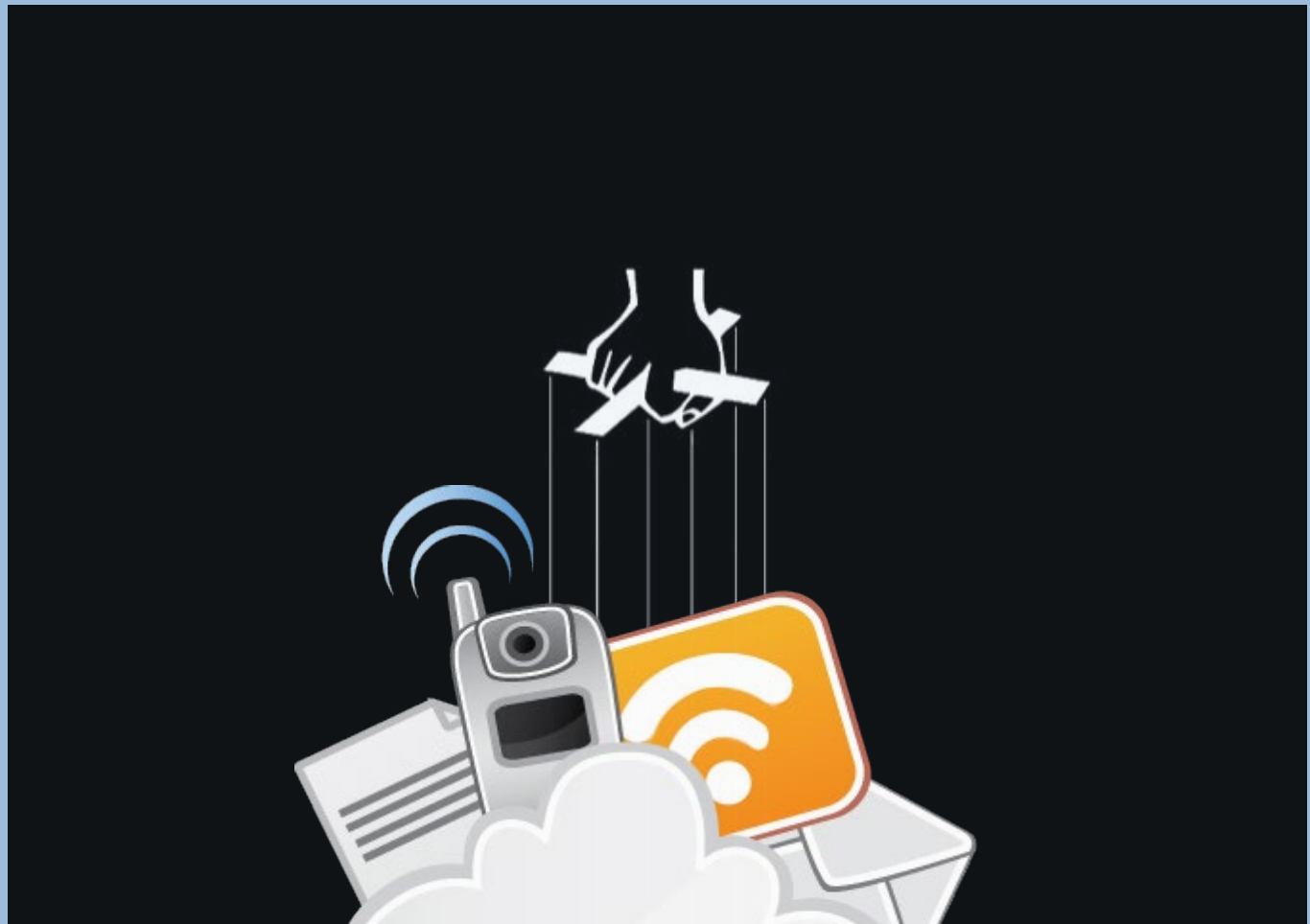




The Fake Wi-Fi Scandal



Cloud-Controlled Gizmos & Rental Software

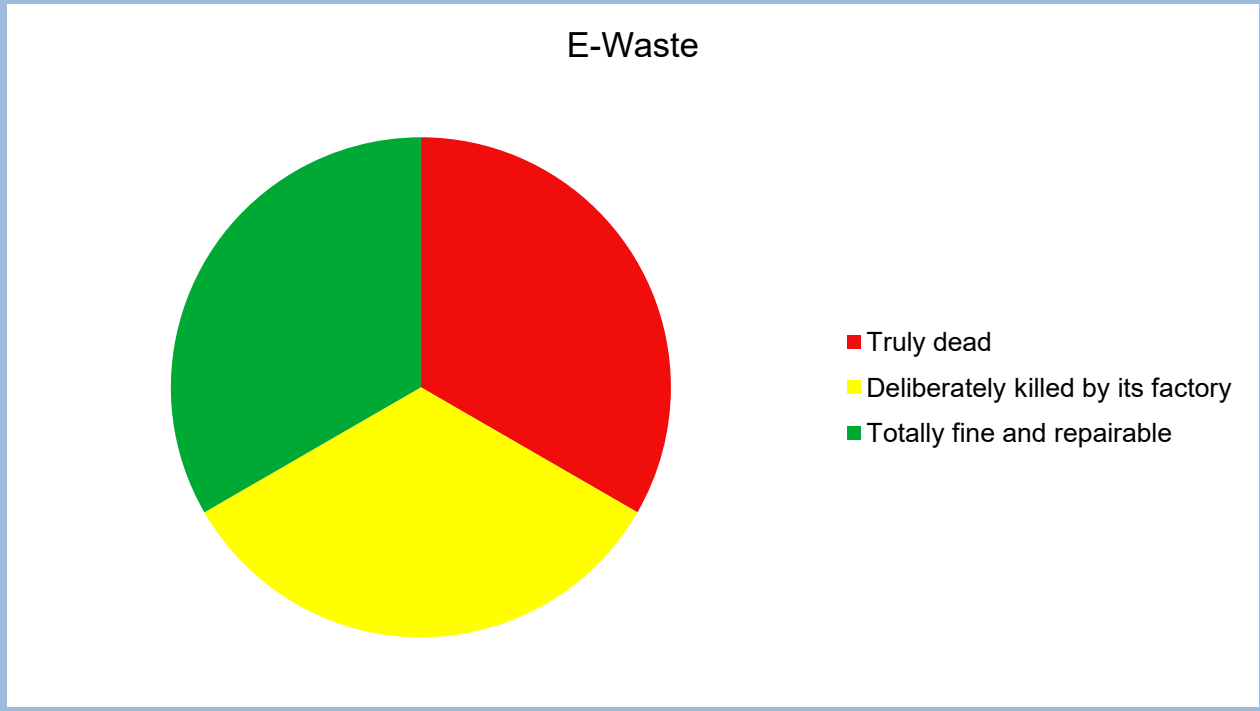


The Print Head Scandal and The Smart TV Scandal





Repurposing and Recycling



Email and Passwords



Actually Solving These Problems



with Mint

Now it all makes sense, doesn't it?

- Sign up for my snarky newsletter at at www.TheComputerExorcist.com
- Check out
  The Computer Exorcist Podcast
- My book is Don't Be Taken by Big Tech
- Book me to speak at your organization
- only $1M per speech, free for nonprofits

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