



# The Hidden Data Economy

**The Marketplace for Stolen  
Digital Information**

# Contents

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Introduction	3
Hidden in Plain Sight	4
Financial Data	5
Login Access	10
Access to Online Services	12
Identities	15
Conclusion	18



# Introduction

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We will highlight why apathy among victims of a data breach, and ultimately those data subjects whose information is being sold, may be costly.

Data is the “oil” of the digital economy. The commercial market for personal data is booming, with large databases of subscriber information driving up the enormous valuations of those companies that own it, even though many have yet to turn a profit. As the commercial value of personal data grows, cybercriminals have long since built an economy selling stolen data to anybody with a computer browser and the means to pay.

In the 2013 McAfee Labs report [Cybercrime Exposed: Cybercrime-as-a-Service](#), we demonstrated how current tools, products, and services can allow anyone to become a cybercriminal, regardless of technical ability. We followed up with the report [Digital Laundry: An analysis of online currencies, and their use in cybercrime](#), which explained virtual currencies in detail and how they are used to convert stolen data into cash. By the time *Digital Laundry* was published in 2013, the publicity following [the law enforcement action against the Silk Road](#) let the world know that illegal products could easily be acquired online. Such actions have demonstrated just how much traditional crime has evolved with the help of the cyber world.

*Cybercrime Exposed* and *Digital Laundry* focused on tools that aid an attack. This report will attempt to answer the question: What happens after a successful breach?

[Immediately after the Target breach, I cowrote a blog](#) that tracked the sale of stolen credit cards and showed that much like traditional economics, the price of stolen credit cards went down with the huge influx of new stolen cards on the market. The Target example is only the tip of the iceberg. This paper provides more detail on this hidden data economy.

—Raj Samani, CTO of Intel Security for Europe, the Middle East, and Africa

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## Hidden in Plain Sight

The title of this report suggests that there exists a hidden doorway into an underground marketplace for nefarious products that is not accessible to us muggles. In reality, this marketplace is not nearly as well hidden as we imagine, and it certainly does not require prior knowledge of a secret public house and its hidden courtyard. [Cybercrime Exposed: Cybercrime-as-a-Service](#) highlights just how accessible these products, tools, and services are to anybody with a browser. Although we do not intend to repeat the findings from that earlier report, the world has moved on since it was written two years ago.

What has changed? This underground marketplace has evolved to include almost every conceivable cybercrime product for sale or rent. We correctly predicted that the rise of this “as-a-service” model would act as a key driver in the growth of cybercrime. The recently published [McAfee Labs Threats Report: May 2015](#) provides evidence of this with the rise of the ransomware CTB-Locker. The authors of CTB-Locker established an affiliate program as part of their business strategy: Affiliates use their botnets to send spam to potential victims; for every successful infection in which the victim pays the ransom, the affiliate gets a percentage of the money.

The growth of the as-a-service economy across all components of an attack (research, cybercrime tools, and infrastructure) continues to grow, and none more so than hacking-as-a-service, in particular on how stolen data is made available. We will highlight why apathy among victims of a data breach, and ultimately those data subjects whose information is being sold, may be costly.

A sad side effect of reading about data breaches is the concept of “data breach fatigue,” which is another way of saying “apathy.” The recent article [I Feel Nothing: The Home Depot Hack and Data Breach Fatigue](#) provides a wonderful example of such apathy:

“Because banks are responsible for making us whole if our credit cards are misused, and we are simply issued new cards (an annoying hassle, but not life altering), I join you in reacting to news of these hacks with a shrug,” the author writes.

Although disillusionment may be understandable given the steady stream of breach notifications and stories detailing the theft of millions of records, it is important to recognize that this is data about us. Our information is being openly sold, and the individual repercussions may not be felt for some time.

This is why we are publishing this report: to combat the sense of apathy. We do not intend to spread fear, but we want to explain why we as a society should be concerned when we receive notifications of breaches as we consider proactive measures to reduce the likelihood of becoming victims.

A final comment: We don't know if the many examples in this report are authentic or are tied in any way to the brands, as the sellers claim. Indeed, the excellent reputation of such well-known brands is frequently used by thieves as the basis to promote this sort of online fraud.

# Financial Data

Selling stolen financial data is a relatively broad topic, with a multitude of data types for sale and marketplaces that vary between the visible web via a standard browser and the “dark web” through other access methods.

Data breaches involving the theft of financial data, particularly payment card information, continue to dominate headlines. Particularly impacting retailers, the theft of such information invariably results in this data appearing on the visible web. Payment card information made available in those marketplaces will vary in price based on a multitude of options. A snapshot of these options is shown in the following table.

The preceding categories relate to the information available along with the payment card number:

- “CVV” is the industry acronym for card verification value. CVV1 is a unique three-digit value encoded on the magnetic stripe of the card. CVV2 is the three-digit value printed on the back of the card.
- “Software-generated” is a valid combination of a primary account number (PAN), an expiration date, and a CVV2 number that has been generated by software. Sellers refer to a valid number combination as a “Random.” Valid credit card number generators can be purchased or found for free online.
- “Fullzinfo” means the seller supplies all of the details about the card and its owner, such as full name, billing address, payment card number, expiration date, PIN number, social security number, mother’s maiden name, date of birth, and CVV2.

Occasionally, additional information is available for sale. Payment card data that includes “with COB” refers to those cards with associated login and password information. Using these credentials, the buyer can change the shipping or billing address or add a new address.

Some sellers will not provide the data after purchase. After all, whom will the buyer complain to in the event that the stolen information is not delivered? However, as depicted in the following image, many sellers will deliver stolen card information with all associated information.

Payment Card Number With CVV2	United States	United Kingdom	Canada	Australia	European Union
Software-generated	\$5-\$8	\$20-\$25	\$20-\$25	\$21-\$25	\$25-\$30
With Bank ID Number	\$15	\$25	\$25	\$25	\$30
With Date of Birth	\$15	\$30	\$30	\$30	\$35
With Fullzinfo	\$30	\$35	\$40	\$40	\$45

Estimated per card prices, in US\$, for stolen payment card data (Visa, MasterCard, Amex, Discover).

Source: McAfee Labs.

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**Freesh 2 CC from GERMANY**  
**Name:** [REDACTED]  
**Adresse:** [REDACTED]  
**Stadt:** 42119 Wuppertal (NRW)  
**Telefon:** 0202/[REDACTED]  
**Geboren:** [REDACTED] /1975  
**Ausweisnummer:** 300-[REDACTED]  
**Ablaufdatum:** [REDACTED] /2019  
**Bank:** Kreis-[REDACTED] in Walsrode  
**BLZ:** 25-[REDACTED]  
**Kontonr:** 62-[REDACTED]  
**IBAN:** DE90-[REDACTED]  
**(Genauere Kontoinfos / BIC)**  
**CC:** Mastercard  
**No:** 54-[REDACTED]  
**CVV:** [REDACTED]  
**Exp:** 03/2018

Payment card data with additional information.

Buyers have many options, including the geographic source of the card and the card’s available balance. Both of these options impact the price of a card, as we see in the following table.

Dump Track With High Balance	Price
Track 1&2: PinATM United States	\$110
Track 1&2: PinATM United Kingdom	\$160
Track 1&2: PinATM Canada	\$180
Track 1&2: PinATM Australia	\$170
Track 1&2: PinATM European Union	\$190

Dump track prices per card.

Source: McAfee Labs.

The term *dump* refers to information electronically copied from the magnetic stripe on the back of credit and debit cards. There are two tracks of data (Track 1 and Track 2) on each card’s magnetic stripe. Track 1 is alphanumeric and contains the customer’s name and account number. Track 2 is numeric and contains the account number, expiration date, the CVV1 code, and discretionary institution data.

List prices are variable, based on supply, balance, and validity. Some of these factors are detailed in the following image.

**We are offering top quality cards:**

All our cards come with PINs and instructions. You can use them at any ATM worldwide.  
Our cards are equipped with magnetic strip and chip.  
Once you purchase, we will email you a Full Guide on how to safely cash out.

**Us cards** - available balance \$2,500( minimum) and up to \$5,000.  
usage:  
✓ ATM  
✓ Stores  
✓ Online

**Eu cards** - available balance 2,500 Euro(minimum) and up to 4,500 Euro.  
usage:  
✓ ATM  
✓ Stores  
✓ Online

**American Express cards** - available balance \$6,000 (minimum) and up to \$8,000.  
usage:  
✓ ATM  
✓ Stores  
✓ Online

**Daily withdrawal limits ( ATM limits)**  
US cards have a \$700-\$1000 daily withdrawal limit.  
✓ no limit online or in stores

Payment card shopping lists.

As the preceding image illustrates, buyers have many choices.

The sale of payment card data is common, and is well documented [in a recent series of McAfee blogs](#). However, such payment cards are not the usual type of financial data targeted and subsequently sold on the open market. Much like cards, online payment service accounts are also sold on the open market, with their prices determined by additional factors. Such factors are, however, considerably more limited than those of payment cards, with the balance the only defining factor influencing prices, as we see in the following table.

Online Payment Service Account Balance	Estimated Price per Account
\$400–\$1,000	\$20–\$50
\$1,000–\$2,500	\$50–\$120
\$2,500–\$5,000	\$120–\$200
\$5,000–\$8,000	\$200–\$300

Online payment service accounts for sale.

Source: McAfee Labs.

The prices in this table are estimates. We have seen many examples of services for sale that fall outside of these price ranges.

Everything is available. In the following images, we see bank-to-bank transfers offered for sale, and the availability of banking login credentials.

*pnc bank login - \$22xx balance + info*

**Vendor** smoothhydra (5) (3.6★)  
**Price** ₱0.833 (\$190)  
**Ships from** Worldwide  
**Escrow** No



**Product description**

This is a listing for a pnc bank login account with around \$2200 in balance

Example of bank login credentials for sale.

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- Have all details for login and I can transfer balance to your account if you want

Bank To Bank Transfer To Any Usa Bank

Bank To Bank Transfer To Any Uk Bank

Bank To Bank Transfer To Any Euro Country Bank

Amount To Pay For That Depend On Amount You Want To Transfer

- chat with me for know more details: (Yahoo Messenger : cvsale.hacking)

\*\*\* BANK LOGIN and TRANFER BANK : (COUNTRY : US,UK,CA,EU,ASIAN...)

- Bank Us : ( ██████████ )

. Balance 6000\$ = 500\$

. Balance 8000\$ = 600\$

. Balance 12000\$ = 800\$

. Balance 15000\$ = 1000\$

. Balance 20000\$ = 1200\$

- Bank UK : ( ██████████ )

. Balance 10000 GBP = 700\$

. Balance 12000 GBP = 800\$

. Balance 16000 GBP = 900\$

Example of bank login data for sale.

There will always be suspicions about the validity of the products for sale, as many individuals have paid for stolen financial data only to not receive what they expected. One seller refers to this dishonor among thieves within their opening pitch:

“ARE YOU FED UP OF BEING SCAMMED, AND RIPPED?  
 ARE YOU TIRED OF SCAMMERS WASTING YOUR TIME, ONLY TO STEAL  
 YOUR HARD-EARNED MONEY?”

This particular seller, though not offering free credit cards that a buyer could use as a test, does offer a replacement policy for any cards that do not provide the advertised balance. Other methods of ensuring a seller’s honesty include the use of social validation, with positive feedback from other buyers. Forums are full of helpful advice from buyers who have successfully negotiated purchases as well as which sellers to avoid.

“Hey man, don’t know if you know this, but ██████ pulled a exit scam on evo?  
 as far as i know, he pulled an exit scam, then he came back saying his friends had screwed him over, asked people to pay like 4BTC to join his official private reselling club. he then just disspeared again.  
 in fact theres a guy called Underwebfullz (or something like that) whos doing the same thing on alpahbay, so people think its him” 😊

Sellers who employ sophisticated sales and marketing efforts are leveraging YouTube to advertise their wares to potential customers. The videos often attempt to provide some degree of visual confirmation for prospective buyers that they can be trusted, although such approaches can backfire through comments associated with the videos.



# Login Access

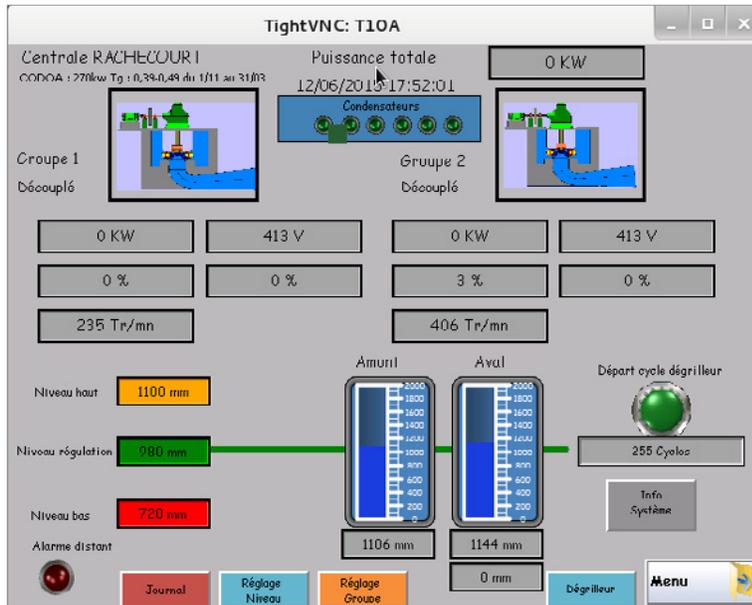
Other types of data for sale include access to systems within organizations' trusted networks. The types of entry vary, from very simple direct access (such as login credentials) to those that require a degree of technical competence to carry out (such as vulnerabilities). In the following image we can see the availability of vulnerabilities that allow potential buyers access to bank and airline systems located in Europe, Asia, and the United States.

The screenshot shows a forum post on the DreamMarket Forum. The forum title is "DreamMarket Forum" and the sub-header is "DreamMarket user forum." There are navigation links for "Index", "User list", "Search", "Register", and "Login". A status message says "You are not logged in." The breadcrumb trail is "Index » Advertising and Promotions » Web Vulnerabilities in Banks and Airlines". The post is dated "2015-03-31 14:25:46" and is by user "dafname", a member registered on "2015-03-31" with "2" posts. The post content reads: "selling a package of 30 vulnerabilities in different organizations, most of them banks and some airlines. on the package you can find major banks and they're in Europe, Asia, US. I'll display name of the banks to the interested people only. The vulnerability gives access to the organizations databases, where you can explore/go deep if you wish to. these are web vulnerabilities. for people interested reply with your Jabber then we can start the negotiation. I'll show proofs of banks db BEFORE any procedure." The user's status is "Offline".

Example of access to bank and airline systems for sale.

As with the sale of financial data, sellers strive to offer a degree of proof to prospective buyers that their offers are valid.

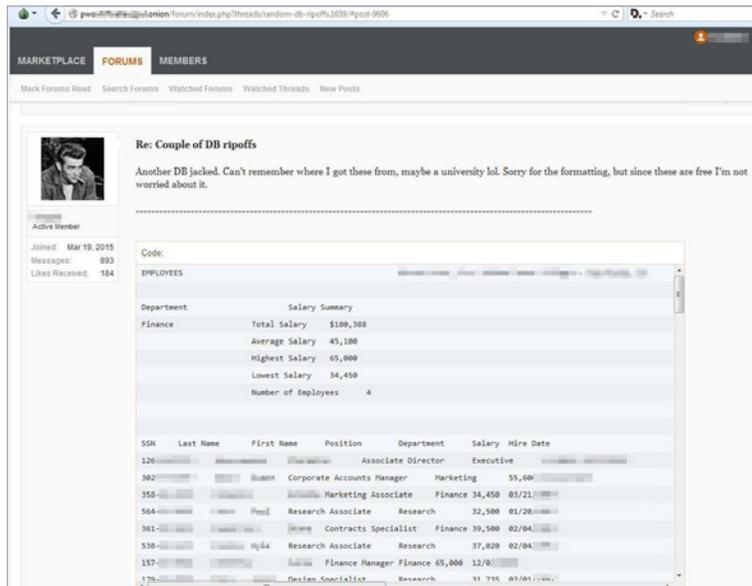
Recent research by cybercrime expert Idan Aharoni suggests that the types of systems criminals sell access to now include critical infrastructure systems. In his article "[SCADA Systems Offered for Sale in the Underground Economy](#)," Aharoni included one example in which a seller provided a screenshot that appears to be a French hydroelectric generator as evidence that the seller had access.



One seller claims that this is a screenshot of a French hydroelectric generator, used as evidence that the seller has access to a critical infrastructure SCADA system.

As with previous examples, a buyer can question whether the access offered is indeed valid. It would not be particularly difficult to produce a screenshot and imply this represents access; yet this message does represent a very worrying trend (as Aharoni points out).

Stolen enterprise data is also for sale. In the following figure we see a seller offering data stolen from a university.



Example of stolen information from a university offered for sale.

## Access to Online Services

Many people subscribe to digital services, including music, videos, loyalty programs, and others. Because such accounts are relatively inexpensive, one might assume that information from them would not offer a sufficient return. Despite such economics, however, the availability of such accounts is widespread across multiple marketplaces, which suggests a demand among prospective customers.

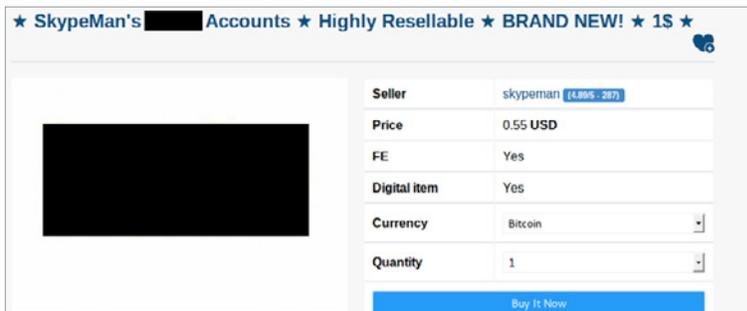
When a stolen online account becomes compromised, the legitimate owner can be impacted in a variety of ways. The account can be held or closed due to malicious activity by the buyer—sometimes causing weeks of support calls. A victim could also suffer financial losses from the purchase of items with stored credit card information, or lose access to free perks such as loyalty points collected during the lifetime of the account. Worse, there are circumstances in which the impact is quite disturbing.

The following image shows one example of online service accounts for sale.

The image is a screenshot of an online marketplace listing. At the top, it says "2x [redacted] Accounts Lifetime Warranty". Below this, there are several key-value pairs: "Vendor [redacted]", "Price \$0.00438 (\$1)", "Ships from Worldwide", and "Escrow Yes". In the center of the listing is a large, dark gray rectangular area that has been completely redacted with a black box. Below this redacted area is a section titled "Product description" in bold. The text in this section reads: "Im Selling Lifetime Warranty [redacted] Accounts If The Account I Have Provided You Is Not Working just Message Me And I Will Get Back To You Right Away." followed by "DO NOT change the password of any account I give you or the original user will get a email saying its been changed".

Example of online video streaming accounts for sale.

Are online video streaming users the only victims? Hardly. The sad reality is that access to just about every conceivable online service is available. We found another online video streaming service account selling for \$0.55. With single accounts to digital services selling for less than a dollar, criminals must move a lot of online accounts to make their efforts worthwhile.



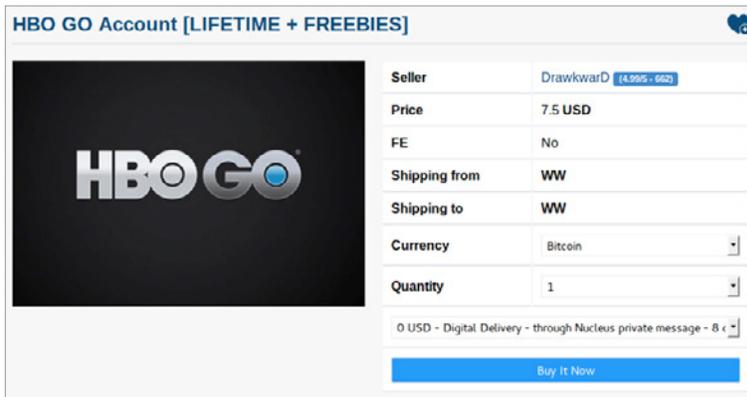
★ SkypeMan's [REDACTED] Accounts ★ Highly Resellable ★ BRAND NEW! ★ 1S ★

	<b>Seller</b> skypeman (4,895 - 287)
	<b>Price</b> 0.55 USD
	<b>FE</b> Yes
	<b>Digital item</b> Yes
	<b>Currency</b> Bitcoin
	<b>Quantity</b> 1

Buy It Now

Other online video streaming service accounts are for sale for less than \$1.

Many online streaming entertainment media services are commonly sold. Both HBO NOW and HBO GO accounts can be found for less than \$10 as well as other cable TV-branded streaming services. Clearly, video streaming services are in high demand. Even premium professional sports streaming services can be purchased for \$15. We also found other online accounts being sold, including lifetime subscriptions to premium pornography accounts, as well as free referral links to the dark web market Agora.



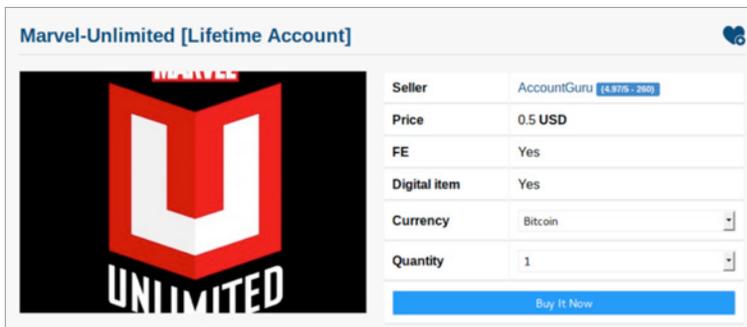
HBO GO Account [LIFETIME + FREEBIES]

	<b>Seller</b> DrawkwarD (4,995 - 662)
	<b>Price</b> 7.5 USD
	<b>FE</b> No
	<b>Shipping from</b> WW
	<b>Shipping to</b> WW
	<b>Currency</b> Bitcoin
	<b>Quantity</b> 1

0 USD - Digital Delivery - through Nucleus private message - 8 €

Buy It Now

Example of access to an HBO GO account for sale.



Marvel-Unlimited [Lifetime Account]

	<b>Seller</b> AccountGuru (4,975 - 269)
	<b>Price</b> 0.5 USD
	<b>FE</b> Yes
	<b>Digital item</b> Yes
	<b>Currency</b> Bitcoin
	<b>Quantity</b> 1

Buy It Now

Cyberthieves sell Marvel Unlimited accounts for cheap access to digital comics.

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Even free online accounts attract criminals. The following image shows a hotel loyalty account with 100,000 points on sale for \$20. Customers legitimately open these accounts at no cost, and yet there is a market for them, resulting in the loss of accumulated perks that sometimes take years to accrue.

100,000 [redacted] Account

Seller	flappydloc (US - 183)
Price	20 USD
FE	Yes
Digital item	Yes
Currency	Bitcoin
Quantity	1

Buy It Now

Even hotel loyalty programs are for sale.

One motivation for purchasing stolen online account access is to hide the buyer's reputation, either due to bad business practices or outright fraud. A buyer wishing to acquire a new online auction community business identity can pay plenty, but an established account with good history can be valuable.

[redacted] No Limits Aged Unlimited Allowances 0 to 200 feedbacks Account/Business For Sale

£1,400.00

ADD TO CART

ADD TO WISHLIST

ADD TO COMPARE

An online auction account for sale.

For less stringent needs, online auction accounts are available in packs of 100 for a range of account types.

### ccPal Store

Products FAQs Register Login

ccPal Store - [redacted] CCs, CVV2s, [redacted] accounts

We get new lists every day!  
80%+ working guarantee, we will replace if more than 20% dont work!

Product	Price	Quantity
100 [redacted] accounts	100 USD = 0.340 €	1 X Buy now
100 [redacted] accounts	100 USD = 0.340 €	1 X Buy now
100 CCs with CVV2	150 USD = 0.509 €	1 X Buy now

ccPal

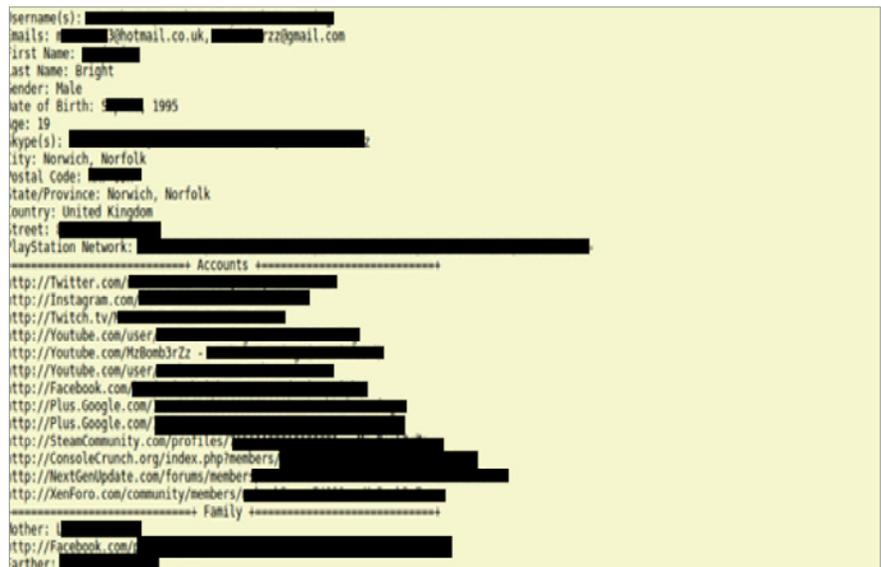
A credit card sales location that also offers access to online auction accounts.

# Identities

The sale of a victim's identity is the most frightening category because it is so personal.

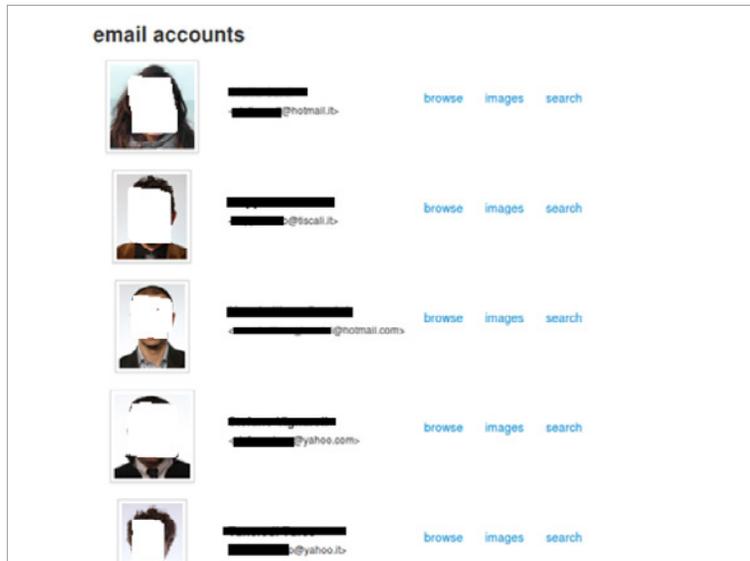
Intel Security [recently collaborated](#) with law enforcement in Europe to take down the Beebone botnet. This botnet was able to download malware—including ZBot banking password stealers, Necurs and ZeroAccess rootkits, Cutwail spambots, fake antivirus, and ransomware—onto the systems of unsuspecting users. We are dismayed at the lack of remedial action taken by users, and in particular those based outside of the United States and Europe. [Raj Samani's blog on this topic](#) said that a vast section of society fails to appropriately protect their data—often with significant ramifications.

In the following image we have an example of a person's digital identity stolen by cyber thieves. A prospective buyer could take control of this individual's digital life—social media, email, and more. (We have shared this information with law enforcement in the United Kingdom.)



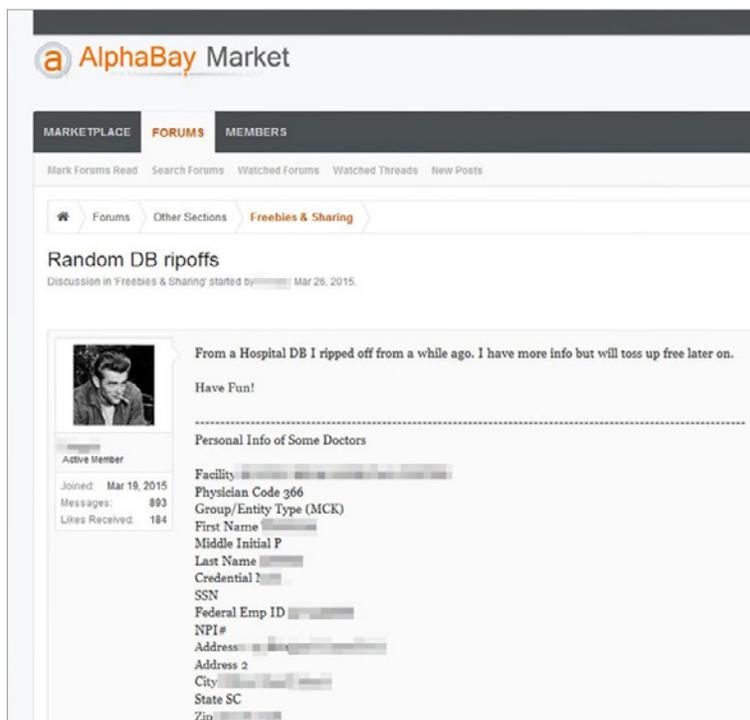
Example of an identity for sale.

The preceding example, though rich in information, requires the buyer to wade through lots of text. But some sellers offer a more graphical interface to appeal to prospective buyers. The following example lets buyers choose individuals by their email accounts, the first step to taking control of other parts of the victims' lives.



This service lets buyers easily choose a profile.

Closely related to the marketplace for stolen identities is the marketplace for stolen medical information. Such data is not as easy to buy as payment card data, but sellers of medical information are online. Security journalist Brian Krebs discussed this in his article "[A Day in the Life of a Stolen Healthcare Record,](#)" in which a "fraudster leaked a large text file [that] contained the name, address, social security number, and other sensitive information on dozens of physicians across the country." (See following image.)



An example of information stolen from a medical service offered for sale.

Source: Krebs on Security.

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Although the majority of this report highlights the sale of stolen data, stolen data is sometimes openly shared without cost. In the following image, the hacker collective Rex Mundi [disclosed identifiable patient data](#) because the Labio service did not pay them a ransom of €20,000.



Hackers revealed private customer information to punish a medical company for not paying a ransom.

## Conclusion

The examples of the hidden data economy in this report represent only the tip of an iceberg. We omitted many other categories and services, but we hope these examples make the threat clear. In this report we discussed stolen data offered for sale. Cybercriminals also buy products that enable attacks. This includes the purchase and rental of exploits and exploit kits that are fueling an enormous number of infections across the world. Cataloging the available offers is impossible because the field is growing at a tremendous rate.

When we read about data breaches, the cybercrime industry may seem so far removed from everyday life that it is tempting to ignore the message. However, cybercrime is merely an evolution of traditional crime. We must conquer our apathy and pay attention to advice for fighting malware and other threats. Otherwise information from our digital lives may appear for resale to anyone with an Internet connection.



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[www.mcafee.com/us/mcafee-labs.aspx](http://www.mcafee.com/us/mcafee-labs.aspx)

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McAfee is now part of Intel Security. With its Security Connected strategy, innovative approach to hardware-enhanced security, and unique Global Threat Intelligence, Intel Security is intensely focused on developing proactive, proven security solutions and services that protect systems, networks, and mobile devices for business and personal use around the world. Intel Security combines the experience and expertise of McAfee with the innovation and proven performance of Intel to make security an essential ingredient in every architecture and on every computing platform. Intel Security's mission is to give everyone the confidence to live and work safely and securely in the digital world.

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