

# HALLOWEEN SPOTLIGHT

66% of young adults own a smartphone\*

45% of U.S. adults own a smartphone\*

41 apps are installed on an average smartphone\*

## Spooky Smartphone Findings & Safety Tips for You & Your Family

In honor of National Cyber Security Awareness Month and in the spirit of Halloween, TrustGo has compiled an overview of Fall's most spine-tingling app activities, as well as handy tips to keeping your ghouls and boys safe from data and privacy attacks.

### FRIGHTFUL FACTS:

# +175,000,000

Total downloads of High Risk apps found in Google Play's Top 500

#### Spotting the Spooks

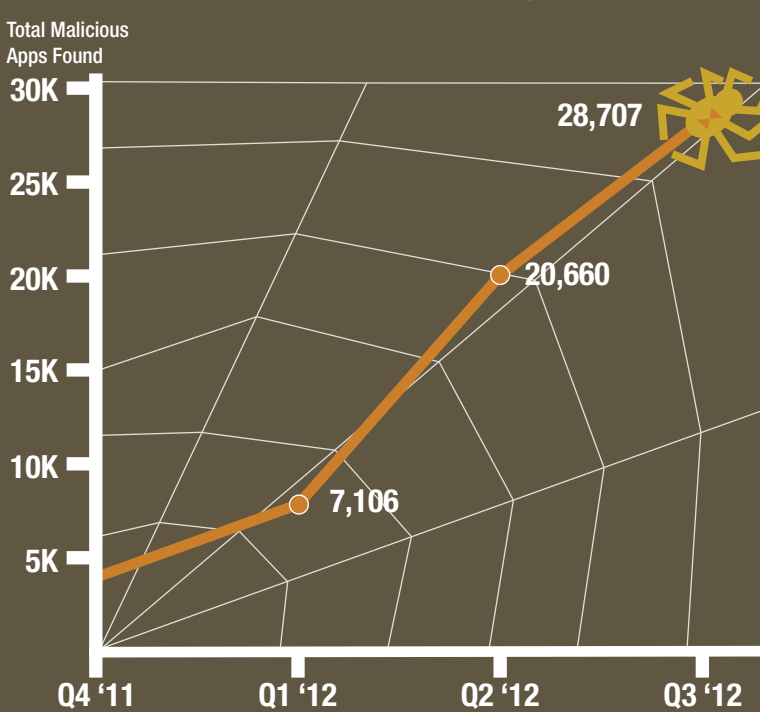
Ratings and comments don't always tell the whole story! Here are some red flags to watch out for:

- App asks for extra permissions or to download extra files after install
- App "disappears" from your full app list
- App's icon doesn't match the Google Play listing
- "Cancel" button doesn't work or can't be pressed

If these or other suspicious behaviors occur, use your device's "back" button to exit the app. Then manually uninstall it, or use a Mobile Security app like TrustGo.

#### EVIL APPS ARE ON THE RISE

Global malware & viruses increased by 580% in 2012



#### TOP 10 MOST DANGEROUS APPS

Even Google Play's Top 500 most popular apps can pose a risk to you and your kids. Beware of these apps to make sure all your data is safe from theft

APP NAME	CATEGORY	DOWNLOADS	HIGH RISK BEHAVIOR(S)
1. Talking Tom Cat Free	Entertainment	+50,000,000	Sends phone number & device ID to 3rd party
2. Guitar: Solo Lite	Entertainment	+10,000,000	Captures phone number, sends annoying ads
3. Brightest Flashlight Free	Tools	+10,000,000	Modify homepage & bookmarks, create shortcuts
4. Talking Ben the Dog Free	Entertainment	+10,000,000	Sends phone number & device ID to 3rd party
5. Talking Pierre the Parrot Free	Entertainment	+10,000,000	Sends phone number & device ID to 3rd party
6. Talking Santa Free	Entertainment	+10,000,000	Sends phone number & device ID to 3rd party
7. Talking Tom Cat 2 Free	Entertainment	+10,000,000	Sends phone number & device ID to 3rd party
8. 101-in-1 Games	Games	+5,000,000	Captures phone number, sends annoying ads
9. Nightfall Live Wallpaper Free	Personalization	+5,000,000	Captures phone number, sends annoying ads
10. Slot Machine	Games	+5,000,000	Modify homepage & bookmarks, create shortcuts

### EERIE EFFECTS:



#### SCARY MUSIC

App Name: Guitar: Solo Lite  
Downloads: 10,000,000+  
Problem: LeadBolt Ad Network

*"Automatically entered my cell # on ad upon launch and charged \$30.00 to my bill. DO NOT INSTALL! IDENTITY THEFT ALERT!!!"*  
-Google Play Comment 10/5/12

#### WHAT HIGH RISK APPS CAN DO...

81%

Steal your phone number to sell to advertisers



67%

Push unwanted ads & notifications that clutter your phone

43%

Capture your device ID to potentially hack your phone



37%

Place unwanted icons on your phone and trick you into downloading apps

### TRICKS & TREATS:

#### CREEPY PERMISSIONS

When you install an application on an Android phone from Google Play, you see a list of permissions that the app needs in order to function. Here are some common permissions and what accepting them can mean to your privacy and security.

##### SEND SMS OR MMS

Messaging apps require this, but other apps could use it to send costly premium subscription messages and steal money from you

##### READ CONTACT DATA, WRITE CONTACT DATA

Spammers can use this permission to get the personal information of friends and family members...Be careful!

##### READ/WRITE BROWSER HISTORY AND BOOKMARKS

This very common permission is usually safe, but can be used to track your browsing...even get sensitive log-in info!

#### NEIGHBORHOOD WATCH

TrustGo's Security Ratings help you and your kids decide what apps are safe, and which should be avoided.



Malicious

Apps that intentionally cause harm to you or your phone



High Risk

Apps that can steal data, damage privacy, make payments, track web browsing, send your location, etc.



Low Risk

Apps that can annoy you with excessive ads and notifications sent to your phone



Certified

Apps that are safe for you and your phone

#### QUICK TIPS FOR A SAFE, SPOOKTACULAR MOBILE HALLOWEEN...

- **Always read and think carefully about permissions you grant to apps** When in doubt, check similar apps and see if they require similar permissions
- **Don't download apps from links in email or text messages** Links are a common way for bad guys to trick you and your kids into downloading malicious apps
- **Install a mobile security app like TrustGo Antivirus** TrustGo helps you make better app decisions with outstanding malware detection and SAFE app search. It even includes FREE features that can help your family avoid the hassle and expense of having a lost or stolen phone.