TrustGo™
HALLOWEEN SPOTLIGHT
Spooky Smartphone Findings & Safety Tips for You & Your Family

66% of young adults own a smartphone*

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

41 apps are installed on an average smartphone*

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

EVIL APPS ARE ON THE RISE
Global malware & viruses increased by 580% in 2012

Total Malicious Apps Found

30K	
25K	28,707
20K	20,660
15K	
10K	
5K	7,106

Q4 '11   Q1 '12   Q2 '12   Q3 '12
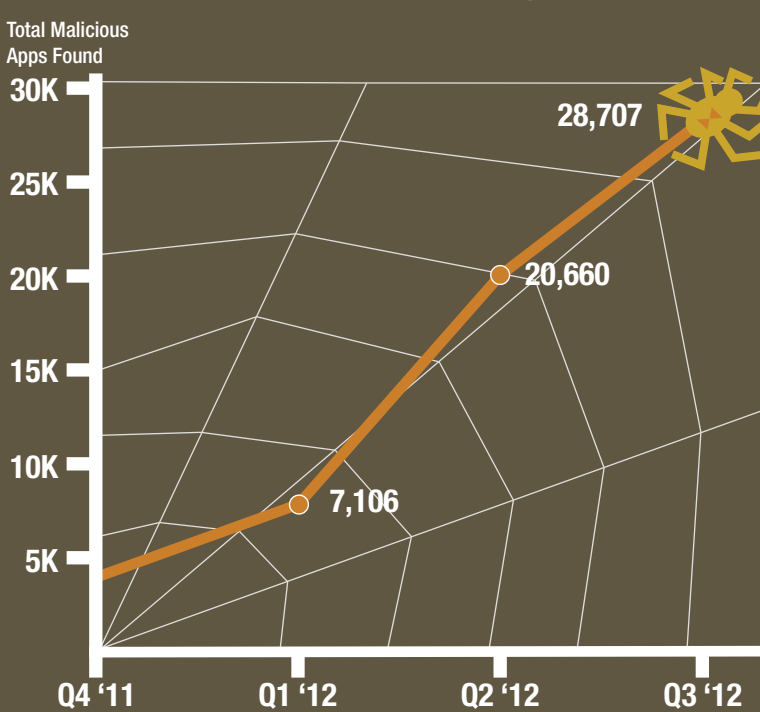
Spotting the Spooks
Ratings and comments don't always tell the whole story! Here are some red flags to watch out for:

- 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.

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.