Unleash AI, Without Unleashing Chaos

Impossible, Easy, Hard?

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“The potential for AI to revolutionize our world is undeniable; however, it is also revolutionizing cybercrime.

AI tools such as LLMs lower the barrier to entry for many threat actors, while increasing the level of sophistication for others.”

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Three Main Areas of AI Consideration

1 How are Threat Actors using AI to attack us?

2 What Risks are our Users introducing by the use of AI and how do we mitigate?

3 How are Cyber Security Vendors using AI to improve protection?

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How Generative AI impacts you?

Exfiltration:

Users input sensitive data into Generative AI apps impacting privacy and data security

Infiltration:

Generative AI used by bad actors to design better attacks

- phishing email copy
- fake Gen AI portals
- malware design
- deep fakes

Symantec Security Center

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Let’s look at an example healthcare use case…

1. TRANSCRIPTION
Doctor transcribes a patient encounter using a voice recognition software/site.

2. DATA REVIEWED
Doctor reviews the content, noting a few issues like spelling, interpretation, etc.

3. DATA POSTED
Doctor decides to upload the transcribed content to ChatGPT to “clean it up” using the publicly available site.

4. DATA ANALYZED
ChatGPT receives the data, saves the session, analyzes the content and returns a “clean” version within seconds.

5. DATA REVIEWED
Doctor scans the content and decides it looks right, copies it into the patient record and heads for the next exam room.

6. DATA RETAINED
The transcription data that our Doctor posted to ChatGPT is RETAINED by the system and available for viewing for “teaching / training” purposes by OpenAI staffers.

Is this 3rd party processing?
What data was possibly shared?
How long is it retained by OpenAI?
Is it accessible by others?

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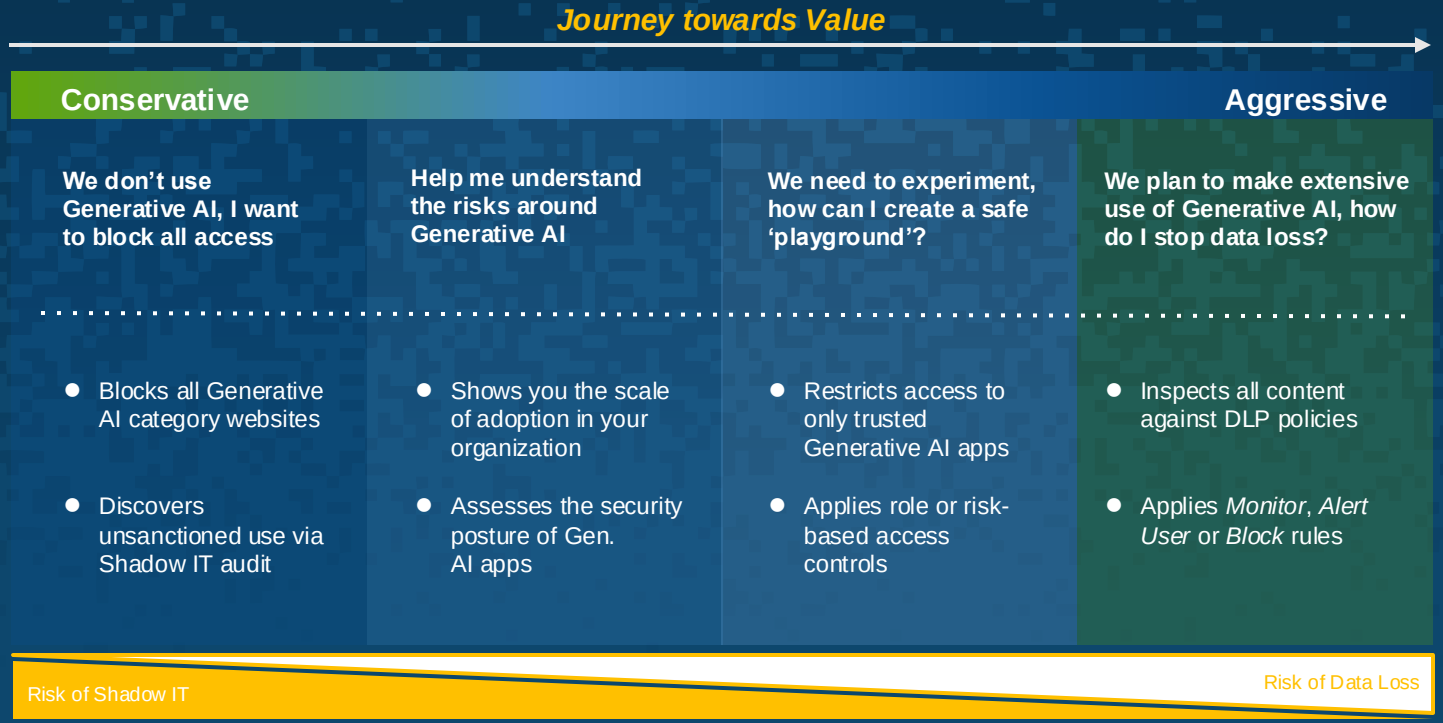
Generative AI Protection can help everyone



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Innovative Generative AI Protection

Data Loss Prevention is your most valuable risk mitigator

Control

Allow use of AI apps with real-time granular inspection of submitted data, and remediate as needed

Discover

Identify known GenAI apps like Chat GPT, Google Bard, DALL-E in use in your organization as well as the users accessing them

Monitor

Monitor or block in real-time with enhanced telemetry for location, browser and device information

Analyze

Analyze the apps using the Business Readiness Rating of 300+ attributes and risk factors

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CASB Category: Generative AI Apps

What

- Discover generative AI application that my organization is using

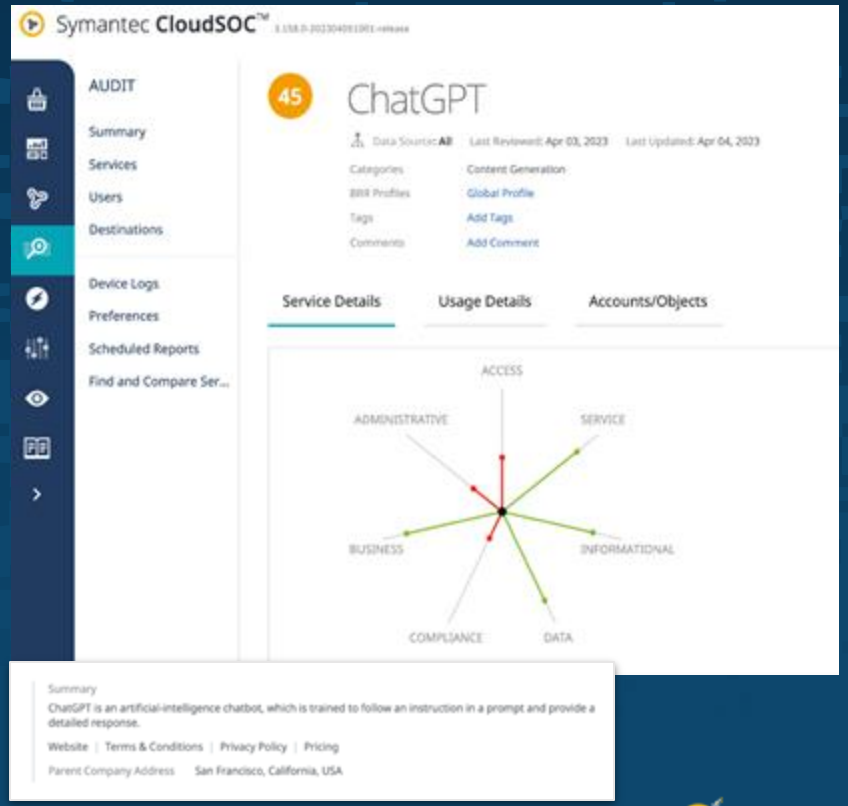
How

- Leverage CASB Audit's new category to identify Generative AI apps using "Content Generation"

Benefits

- Ability to identify users using Generative AI
- Ability to use this CASB Audit category within Edge- and Cloud SWG to block or gradually allow sanctioned apps

[Secure Adoption of Generative AI Apps]



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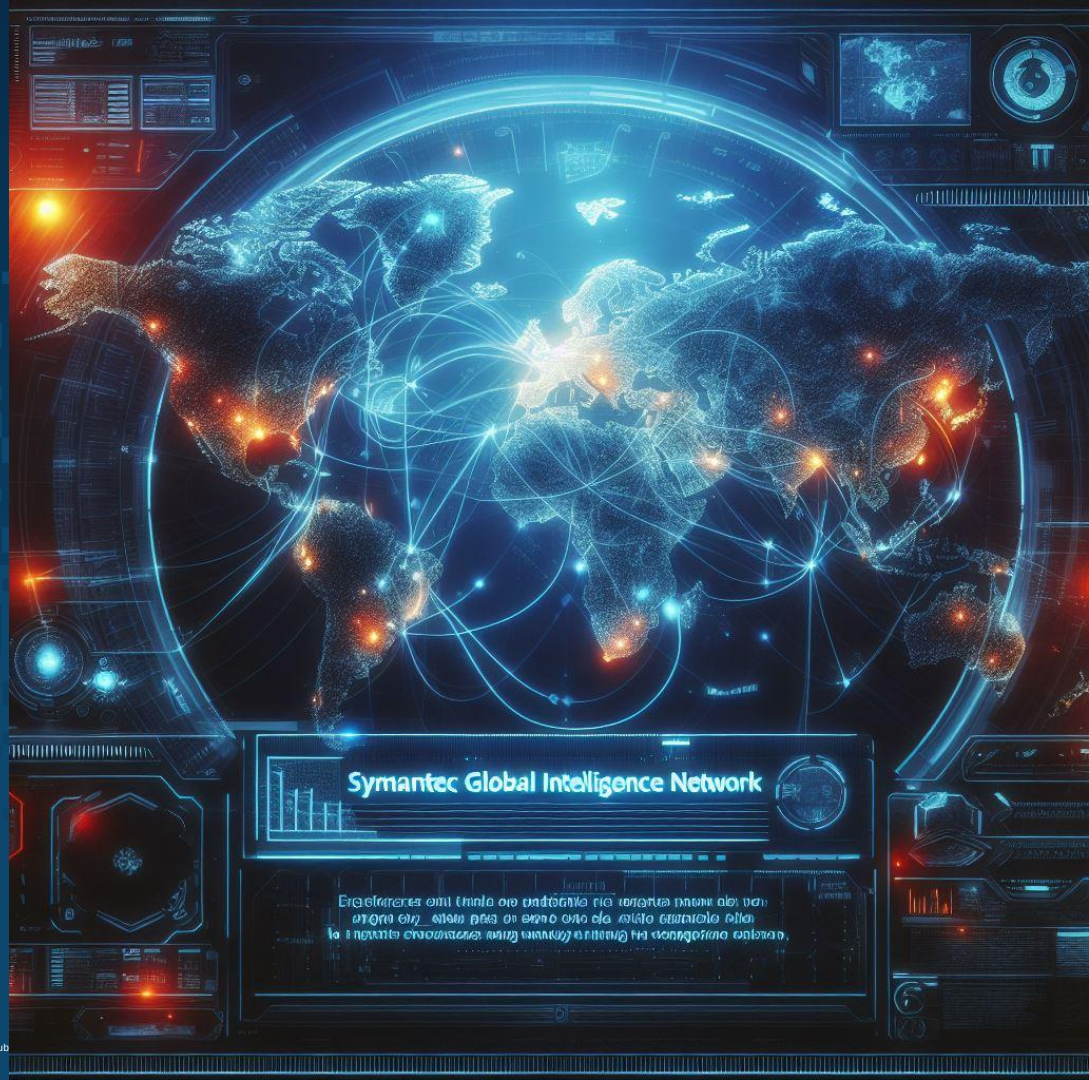
Symantec:
AI pioneers for more than 40 years.

Symantec Global Intelligence Network

- 175,000,000 endpoints
- 80,000,000 web proxies
- More than 126,000,000 attack sensors
- More than 500 security experts in seven global SOC centers around the world, providing response that never sleeps



Endpoint Security – AI Technologies

Endpoint Security

- Advanced Machine Learning (AML) used to determine if a file is good or bad
- Symantec Insight (Deep Learning) determines the risk level of files and websites
- Antivirus engine (STARGate) uses machine learning, deep learning, NLP
- SONAR monitors application behaviors
  - 1.2B applications, 1,400 behavioral attributes
- **Adaptive Protection** uses AML to generate and recommend adaptations
- Intensive Protection uses AML to provide aggressive detection capabilities

Endpoint Detection and Response

- Cynic uses machine learning to examine files in a cloud-based sandbox environment
- Targeted Attack Analytics uses Threat Hunter analytics, which combines local and global telemetry and supervised machine learning
- Criterion machine learning engine detects files in the gray region between known good and bad
- Sapient machine learning engine detects malware based on static attributes

Threat Defense for Active Directory

- TDAD uses AI and Natural Language Processing to create decoy environments

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Network Security – AI Technologies

Global Intelligence Network

- Includes supervised and unsupervised machine learning, deep learning, neural networks, and natural language processing
- Uses different machine learning models to create intelligence from vast amounts of data:
  - 175M+ endpoints
  - 80M+ web proxies
  - 160M+ email accounts
  - 126M+ attack sensors
  - 240K+ network sensors in 157 countries
- Machine learning models/services such as Insight, SONAR, STARGate, Cynic, etc. reside here
- Analyzes the reputation of files, URLs, IPs, and other network resources through threat intelligence and user-generated feedback
- Analyzes historical data to provide predictive analytics based on patterns and trends
- What analysts spent two weeks on now takes minutes

Cloud SWG / Edge SWG

- Leverages intelligence from GIN
- Content analysis uses malware scanning, predictive analysis, and sandbox analysis from Endpoint Protection AV, which uses AML
- Isolation functionality leverages the same machine-learning technology used in Endpoint Protection AV
- Dynamic categorization service for real-time categorization of URLs for filtering
- Predictive Analysis reports

Web Isolation

- Symantec Cynic examines files in a cloud-based sandbox environment and uses machine learning to compare results to known bad results
- Uses Symantec AV as an anti-malware sanitizer

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Information Security – AI Technologies

Data Loss Prevention

- Vector Machine Learning for statistical analysis of unstructured data
- **Industry's first machine learning** technology designed to simplify the decision of hard-to-find intellectual property
- Machine learning techniques used to rapidly scan and score data-in-motion, including email and text messages, documents, and associated attachments
- Multi-lingual Natural Language Processing

CloudSOC

- Maintains intelligence on 1000's of applications through supervised machine learning
- Audit uses machine learning for in-depth analysis of a service's strengths and weaknesses and identifies probably app data breaches
- Securlets use machine learning and data science to analyze real-time user traffic
- Detect uses machine learning to build behavioral models

Information Centric Analytics

- Uses supervised and unsupervised machine learning to analyze user behavior
- Machine learning used for continuous analysis and peer-based user risk across platforms

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Email Security – AI Technologies

Email Security.cloud

- Skeptic - Heuristic scanning technology and machine learning to block previously unseen threats, potential spam, and zero-day threats
- Cynic sends copies of files of interest to a secure sandbox and mimics end-user behavior to trigger suspected malware and correlates data with the Global Intelligence Network
- Synapse correlates events recorded by Endpoint Security, EDR, and Email Security.cloud
- Email threat campaign correlations are determined using machine learning

GCP is Ready to Expand Broadcom's AI Capabilities

Debanja Saha, vice president and general manager for data analytics for Google, said in the longer term, GCP also provides the level of scale that will be required to infuse additional artificial intelligence (AI) capabilities, based on machine learning algorithms, into the Broadcom portfolio.

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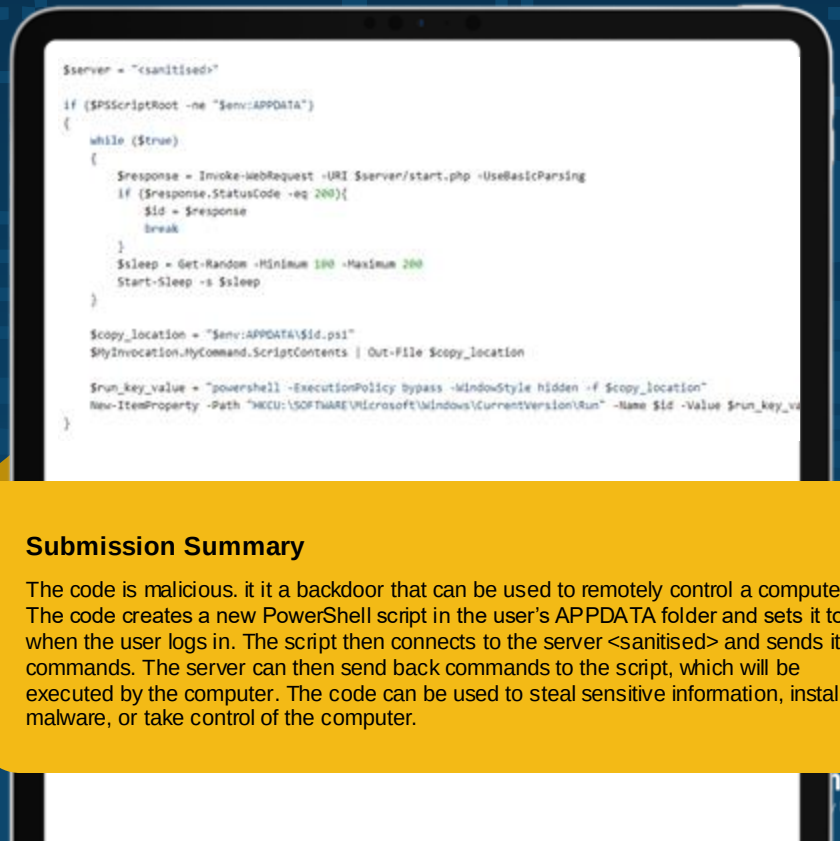
SymantecAI™ and the Google Vertex AI Platform

Embedding AI technologies to deliver better security outcomes

- ZTNA policy optimization
- Better data classification and DLP tuning
- Fast detailed responses to threat submissions
- Human readable event summaries & recommendations
- Automated CPL code for SWG
- AI-driven knowledge base (KB) search

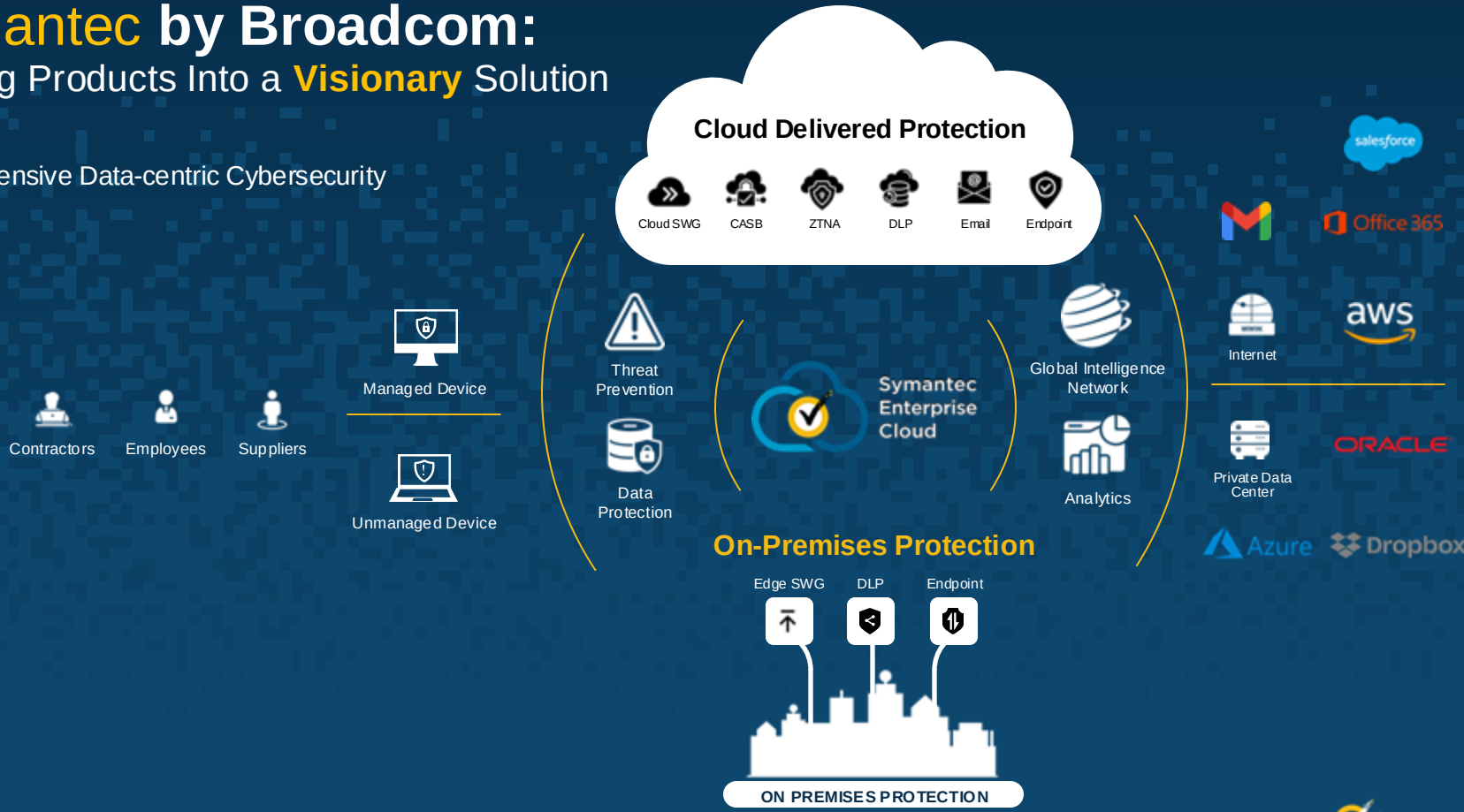


Submission Summary

The code is malicious. it it a backdoor that can be used to remotely control a computer. The code creates a new PowerShell script in the user's APPDATA folder and sets it to run when the user logs in. The script then connects to the server <sanitised> and sends it commands. The server can then send back commands to the script, which will be executed by the computer. The code can be used to steal sensitive information, install malware, or take control of the computer.

Symantec by Broadcom:
Turning Products Into a Visionary Solution

Comprehensive Data-centric Cybersecurity



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Unleash AI,
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Absolutely –
but requires careful planning

Thank you!

Christoffer Callender, Senior Manager, Solution Engineering

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