

Success story

Evelina Khromchenko



Group-IB, an international cybersecurity company, *work together* with not only businesses, but also *public figures* whose reputation is **under cyber threat**

Internet and social media: risks for celebrities

Public figures are often targeted by fraudsters, especially if they are so popular that their image becomes their personal brand. Criminals use famous names in illegal advertising campaigns on fraudulent websites. To sell counterfeit goods, they pick names of highly influential people.

Group-IB Brand Protection analysts identified the most common type of personal brand copyright infringement: **the use of well-known names or images in fake advertising campaigns with calls to action or fake quotes, for one's own gain. Other instances include illegal use of photos, unauthorised use of text extracts, and redirection of Internet traffic to fraudulent websites.**

Such offences against popular individuals active on social media may result in **traffic leaks from official resources to illegal websites, unlawful distribution of personal and confidential information, use of data for fraudulent purposes, all of which in turn lead to financial loss and reputational damage.**

By using services or buying goods that are supposedly “recommended” or “approved” by celebrities, gullible fans may end up wasting their money on low-quality counterfeit products—or indeed on nothing at all. Clicking on suspicious, heavily advertised links often results in leaks of banking and other personal data.



Photo: Dmitry Iskhakov for Hello!

Success Story: Evelina Khromchenko

Evelina Khromchenko is a *fashion expert, creative director, journalist и writer*. Her name has long been a brand associated with good taste and in-depth knowledge of fashion and beauty. Her popularity and the level of trust from her fans are extremely high.

Evelina reached out to Group-IB after her friend sought her advice on how to most effectively use a face massage tool that she had purchased “on Evelina’s recommendation”. Evelina had no idea what her friend was talking about.

It turned out that a fake interview was circulating online in which Evelina revealed her secret to beautiful skin: a unique face massage tool. She had not given this interview, however. It had been entirely compiled from Evelina’s statements in various media outlets and

generously sprinkled with advertising details about a “magic rejuvenation tool”, which Evelina had never even seen. The fake interview contained photos of Evelina with the massage device photoshopped into her hand.

The interview was just the first sign of the fraudulent scheme, however. In Yandex and Google search results, thousands of websites started appearing with photos of Evelina, bearing captions such as “The secret of Evelina Khromchenko’s youthful look”.



I do not want gullible people to be conned, especially by criminals using my name in bad faith, — says Evelina. — I watched an interview about cybercrime investigations carried out by Ilya Sachkov’s company in respected media outlets. I reached out to Group-IB and was offered immediate help and a quick solution to my problem.

Battle for the brand

Group-IB analysts discovered that the number of resources having breached Evelina's copyright amounted to almost 20% of search results for key requests on the first pages of search engine results alone. Group-IB Brand Protection specialists searched for and monitored resources with at least one illegal mention of Evelina Khromchenko's name 24/7. They quickly managed to remedy 90% of these breaches.

To delete information that infringes on personal brands, Group-IB Brand Protection experts use methods built on their extensive experience in response to online copyright infringement. Upon detecting a threat, the company's specialists immediately contact

the owners of websites with illegal content and request that they voluntarily delete the fraudulent information. If this does not work, Group-IB implements measures to block their accounts, remove them from the domain name system, and subsequently delete them. Group-IB also sends requests to tech support teams of social networks to block groups and accounts with copyright-breaching content or to delete given posts and materials.



Grand Final

Evelina Khromchenko expressed her gratitude to Group-IB Brand Protection:



I am very thankful to Group-IB Brand Protection specialists for their immediate response and quick results, and also to those who recommended that I reach out to the company. I was lucky to be in the hands of true professionals. Unfortunately, potential clients struggle to understand the cybersecurity market. What's more, professionals are often wary of inexperienced clients and therefore either demand an unaffordable price or request a detailed assignment, which the client is unable to offer. Group-IB had no such demands. I simply sent them a link with a short description of my problem. They understood me well and immediately started working, delivering prompt and effective results. And—far from insignificant—Group-IB services were affordable.



We are grateful to Evelina Khromchenko for the trust she places in us, — says Ilya Sachkov, Group-IB's CEO — We firmly believe that, in the age of developing digital technologies, protecting your personal brand is one of the most crucial aspects of maintaining a solid business reputation.



Group-IB is an international company that specialises in preventing and investigating cybercrime and online fraud using high technology.

Unique threat intelligence data and proprietary solutions for tackling cybercrime are at the core of Group-IB products and services. The continuous development of online threat detection mechanisms has helped protect more than 200 Russian and international brands.

Moderator accounts on social media and close relationships with large platforms ensure that administrators promptly process the Brand Protection team's requests to remedy breaches.

16 YEARS

experience in cybercrime investigation and analysis

1000+

successful investigations worldwide



CERT GIB is an accredited member of international communities of security response teams such as FIRST and Trusted Introducer. This means that Group-IB is able to quickly block dangerous Internet resources.



Threat Intelligence, which is at the core of the Brand Protection system, has been recognised as one of the best in its class by Gartner (2015), IDC (2016), and Forrester (2017).

Learn more about Group-IB Brand Protection

group-ib.com/brandprotection

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