

- Increase Complexity does not mean increase security
  - Economic of commerce
- User experience matters
  - Psychological acceptability
- Incentives matter
  - Music label (want to please user)
    - Risk averse
  - DRM (want to please label)
    - Risk tolerant
  - User (exercise full right)

Each has their own goal

### Incentive of Record Label

- Music DRM ineffective at preventing mass privacy (because it takes one person to leak it)
- Prevent CD to CD copy
- Limited distribution
- Enable redundant selling

### User's interest

- Fair user rights
- System security
- System reliability
- System transparency

### Sony DRM Fiasco

- DRM manufacture Sins
  - Invaded user privacy
  - Harmed legal users
  - Illegal users left ok
  - Opened backdoor to user system
  - Failed to obtain consent
  - Violated other people copyrights
  - Restricted some legal right

### Incentive of DRM Manufactures

- Prevent copying
- To build install base
  - Increase value to their customers
  - Control standards
  - Data harvesting
- Rootkit hides all files and process whose name begin with "\$sys\$"
- Created directory with system service and open permissions

**Uninstall Response**

- Install ActiveX control
- Parameter to AX control specifies location to download dll and the execute code
- Active-control was left on user system

**Incentive Misalignment**

- Party A pays for security
- Party B benefits

**Example of Incentive Misalignment**

- ATM
  - In US, bank has the incentive to do something
  - In UK, user's problem
- Apple Security through obscurity, encrypted files with key TPM
- Egress Filter
  - Insensitive misalignment because Amazon benefit but not the router

