

Saving you time Increasing your effectiveness

AppEsteem's Deceptor program

AppEsteem's offer to AVs

11 May 2017



We dream of fearless app usage by consumers



- ... not **tricked** into giving consent
- ... not **unpleasantly surprised** by what did (or didn't) happen
- ... never **feeling cheated** by what they paid for

So we need to change the monetizers

- They make millions in revenue
- They are proud of their brands
- They use sophisticated performance marketing to maximize their consumer “conversions”
- They tend to copy each other’s techniques
- BUT: they compete ruthlessly, which drives up their marketing costs
- Which leads to aggressive, consumer-unfriendly behavior

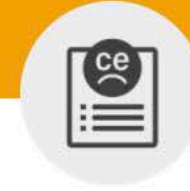


Our Strategy: make monetizers choose sides

- 1) If app violates Deceptor requirements, it's a **DECEPTIVE APP**
 - a. We want AVs to detect all Deceptive Apps
- 2) If app passes our full requirements, it's a **TRUSTED APP**
 - a. We don't want AVs to detect trusted apps
 - b. If AVs must detect them, they should detect as Monetizer:Win32/name...
- 3) Otherwise app is a **NON-CERTIFIED APP**
 - a. AVs can detect as (PUA/PUP/PUMA:Win32/name...)



DECEPTORS AND HOW TO SPOT THEM



- <https://customer.appesteem.com/Home/Deceptor>
- Call out bad monetizers as Deceptors
- 29 behaviors that we worked with many AVs to track
- We hunt for Deceptors
 - Non-deceptors become leads for our certification business
 - Deceptors get called out on our website, along with evidence
- The goal:
 - We can drive faster change by agreeing on common violations

Deceptor Evidence

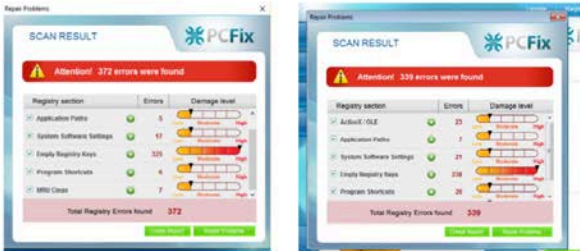
<https://customer.appesteem.com/deceptors>

Day Added	App Type	App Name	Company	App Version	Company Contacted	Company Fixed
Sun Feb 26 2017	App	PC Cleaner Pro	PC Cleaner Inc.	16.0	Thu Apr 20 2017	
Sun Mar 12 2017	App	PC Fix Cleaner	CK Technologies Pvt Ltd	3.0		

App Violations App Sources App Metadata History

This data is being provided to you in support of the AppEsteem Deceptor Program, which is a free informational program intended to educate the public about software products that we believe engage in deceptive and risky behaviors that could harm consumers. This data has been provided to you for informative purposes only, and pertains to the operation of a software application published by the subject company.

ACR-003: App exaggerates empty registry keys are HIGH damage XXX ERRORS were found".



How Found	Landing Page	Download URI	Download IPs
Hunt.Advertising	http://download.cnet.com/PC-Fix-Cleaner/3000-18512_4-75335507.html	http://files.downloadnow.com/s/software/14/42/41/17/pcf-v307-en.exe?token=1489345753_8e9a3c0ce7f67b657891d94d912b011e&fileName=pcf-v307-en.exe	124.155.222.201
Hunt.Advertising	https://www.pc-fix-cleaner.com/	http://www.pc-fix-cleaner.com/en/download.aspx	118.139.189.155
Hunt.Advertising	https://www.pc-fix-cleaner.com/	http://www.pc-fix-cleaner.com/files/pcf-v309-en.exe	118.139.189.155

PE CompanyName	PE ProductName	PE Versions	PE Hashes
CK Technologies Pvt Ltd	PC Fix Cleaner	Prod: 3.0.11 File: 1.0.0	MD5: 38FA83FAAB584CECF24C7DB44F9D366D SHA1: 3543DB7015428E4C83B95CF0897E3AED8B657A3B SHA256: A5EA8B4BD0A63E55D929B0A6C0BAC1B1027C4C412596303FFF5900CF4B557D42 Cert: 9e6f3021281967c657dd01feeca3a37c6ca05e69
CK Technologies Pvt Ltd	PC Fix Cleaner	Prod: 3.0.9 File: 1.0.0	MD5: 0744A747CFFFF93DD4B8A78E015B535 SHA1: D95207EE86ACF7709D07066B9705A285CB30EA7D SHA256: 999B548D623F92096AFB95B326FD0DCDFE72F3A9F6075145BF109BB47AE0220B Cert: 081176e5d744e6116339c0b3c9610a1d9dd7c7f9

And the Deceptor Program works!

- Great examples of companies changing their ways include
 - IOBit's Registry errors
 - displayCore's template ads
 - PC Cleaner Inc's residual updaters
- Submissions by AVs, platforms, consumers
- Huge interest by law enforcement
- These are examples where your response teams have been struggling to drive change for YEARS

The screenshot displays the 'Advanced SystemCare 10.2 Free' interface. The top right corner indicates '70 problems found'. The 'Summary' section lists various system issues:

- Startup items
- Privacy issues: 285
- Junk files: 90 MB
- Shortcut errors: 2
- Registry errors: 70
- Spyware threats

A 'HIGHLY RECOMMENDED' dialog box is overlaid on the screen, containing the following text and options:

HIGHLY RECOMMENDED:

- You may need to fix Windows errors
- Scan now to diagnose errors
- Do you want to scan and repair now?

Buttons: Yes, Scan

Footer: Jawego

Below the dialog box, a table lists tasks with their status and triggers:

Name	Status	Triggers
GoogleUpda...	Ready	Multiple triggers defined
GoogleUpda...	Ready	At 2:29 PM every day - After triggered, repeat every 1 hour
OneDrive St...	Ready	At 4:00 AM on 5/1/1992 - After triggered, repeat every 1.00
PC Software ...	Ready	At 2:35 PM every day
PCCleaner-...	Ready	At log on of DESKTOP-KN6174D\xiaoh

At the bottom, a 'General' tab is selected, showing a table of actions:

Action	Details
Start a program	C:\ProgramData\PCCleaner Pro\PCCleaners.exe -backgroundupgrade

Our plans to operationalize

- We provide Deceptor data free to our security partners
 - Files, landing pages, download links
 - We encourage review and detections
- We want AVs to treat Deceptors as apps, not static samples
 - Monetizers update their websites with new versions
 - We want AVs to keep up
- We'll work with AV Testers to help us measure our effectiveness
 - Start from download site/landing page

Our value to you

- Less time arguing/responding
- An extra weapon to put pressure on a vendor
- Increased confidence to detect
- An additional feed for protecting your customers
- A tester-published way of showing your effectiveness

- (and it's free 😊)

How to get started

- Get on our security partner list
 - Email us: hongjia@appesteem.com or denbatch@appesteem.com
 - Join the yammer discussion
 - Join our bi-weekly calls and help us improve/expand our requirements
- Start consuming the Deceptor feed
 - <https://customer.appesteem.com/deceptors>
 - <https://customer.appesteem.com/api/deceptors>
- Test us with your most unreasonable vendors
 - See for yourself what we can do

Year	App	App Name	Company	Version
2017	Sat May 06 2017	Smart System Care	Tuneup PC Tools Inc	1.0.0
2017	Sun May 07 2017	Registry Dr	EuroTrade A.L. Ltd	3.0.3

App Violations

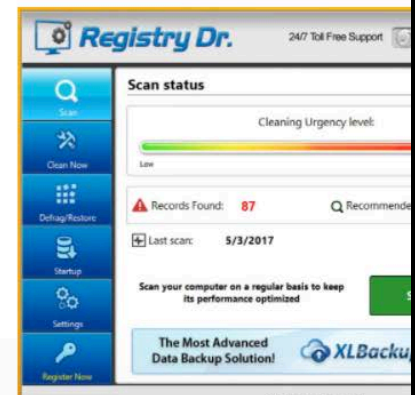
App Sources

App Metadata

History

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ACR-003: App exaggerates system healthy condition, reports high severity issues, raise urgency to fix



And a special offer for all AV products...

- We're certifying clean installers and download managers
- They promise to offer only TRUSTED APPS (certified by us) on non-deceptive publishers
- Hundreds of millions of downloads each month
- Our goal: only certified bundlers survive

- But these installers need more certified apps to offer, so...

- We are offering free certification to all security partner AV products
 - No code, no monitoring, no cost at all

- Please tell your business team to contact AppEsteem to get started (denbatch@appesteem.com)

AppEsteem™

Certifying apps for a better world

<https://appesteem.com>
@appesteem

Deceptors:

<https://customer.appesteem.com/deceptors>

Deceptor Requirements:

<https://customer.appesteem.com/Home/Deceptor>

Response Template:

<https://customer.appesteem.com/Home/DeceptorTemplate>

