



ICE'S DATA BREACH CASE STUDIES

Disney

DISNEY DATA LEAKED AFTER HACK OF ITS SLACK SYSTEM

The data, dating back to 2019, covers a wide range - from discussions on ad campaigns to evaluations of job candidates to snapshots of employees' furry friends, as reported by The Wall Street Journal on Monday, July 15. The publication stated that it had reviewed the said material.

A Disney representative mentioned in the article: "Disney is looking into this issue."

The data was disclosed by an anonymous hacking faction known as Nullbulge. However, the group's assertions regarding the volume of data at its disposal and how it acquired it could not be confirmed independently, according to the report.

The group has a history of employing Trojan horse strategies to propagate harmful software, concealing it within complimentary extensions for games and AI-generated image software, as outlined in the report.

This latest breach follows a decade after another entertainment giant, Sony Pictures Entertainment, fell victim to a major cyber attack that sent shockwaves through the industry.

During that incident, the hackers unveiled personal emails exchanged by Sony Pictures executives, divulged financial records, and jeopardized the personal data of over 47,000 celebrities, freelancers, and current and former Sony staff members.

This breach occurs amidst what PYMNTS has labeled as "the year of the cyberattack," following detrimental attacks on numerous companies and entities.



888-423-4801

www.iceconsulting.com

info@iceconsulting.com

WHAT WAS THE REASON BEHIND THE DATA LEAK?

A collective of hackers has claimed to have recently exposed internal communications at Walt Disney Co., shedding light on the company's management of "artist contracts," its stance on AI, and its apparent disregard for consumers. The self-professed hacktivist group, NullBulge, disclosed to various media outlets, including CNN, that they infiltrated numerous internal messaging channels at Disney, leaking around 1.2 terabytes of data. The breached information encompassed code snippets, details on unreleased projects, and discussions regarding marketing, studio technology, and job candidates, as reported by the Wall Street Journal. NullBulge, hailing from Russia, asserted that they gained access to Disney's system through an individual with Slack privileges who possessed "cookies" and first attempted to expel the hackers. Slack, a widely used corporate messaging tool for internal conversations, played a role in the security breach. NullBulge promotes itself as a faction dedicated to "safeguarding artists' rights and ensuring equitable compensation for their contributions." Recent scrutiny has been directed at companies like Disney, Warner Bros. Discovery, and Netflix due to mounting worries about the impact of artificial intelligence on entertainment industry employees. Labor unions representing Hollywood actors, writers, and production staff have been advocating for restrictions on AI usage. This rapidly advancing technology emerged as a pivotal topic during negotiations between the unions and studios amid last year's strikes by writers and actors. California legislators are endeavoring to regulate AI through laws, while tech firms caution against excessive restrictions. The group's anonymous spokesperson expressed surprise at the swift acquisition, stating, "Here's one I never expected to acquire so swiftly" during the initial release. The mention of Disney, the entertainment giant, marked the beginning of their attack, with a hint of valuable information on hand.



Despite the group's bold claims, doubts emerged about their true intentions. Ilya Kolochenko, CEO of cybersecurity firm ImmuniWeb, raised skepticism, suggesting that the assertions might be a well-crafted diversion aimed at concealing the hackers' true identities and purposes. Kolochenko highlighted that hacktivists typically do not engage in large-scale operations for the protection of intellectual property or artists' rights.

Although met with skepticism, NullBulge's actions have been consistent with their stated ideology in the past. For instance, the group compromised a popular plugin for the AI image generator Stable Diffusion in June. By injecting malware into the tool, they extracted additional login credentials, broadening their scope. NullBulge claimed access to Disney's network through a developer who unwittingly installed a compromised video game mod.

Through their website, NullBulge poses a thought-provoking question akin to a mission statement: "You Hacked Me Why?" They openly denounce the promotion of cryptocurrencies, AI-generated artwork, and any form of theft from artists or creative platforms.

The group's name, NullBulge, is represented by their mascot—a furry blue slime-covered lion with a distinctive bulge. In a statement to the Wall Street Journal, NullBulge justified their immediate data release, dismissing Disney's demands as ineffective: "If we informed Disney about their exposed slack data, they would quickly enhance security measures. In a confrontation, the first strike is the best strategy."

Protecting your business from becoming the next news headline!

ICE Consulting has served as a Managed Cybersecurity Provider for more than 26 years. Our expertise lies in enhancing businesses' security stance and delivering a range of cybersecurity services including:

1. Security Operation as a Service (24x7 real time cyber threat monitoring and response services)
2. Incident Response Planning
3. Security & Network Vulnerability Scans
4. Penetration Testing
5. Cybersecurity Training

As data breaches reach record levels and show no signs of slowing down, it's crucial for every business to regularly evaluate its security stance for weaknesses. We offer this service at no charge to businesses. Reach out today to discover more about this process.



888-423-4801



www.iceconsulting.com






info@iceconsulting.com




ICE Consulting, Inc
Managed Cybersecurity Provider



 888-423-4801
 info@iceconsulting.com
 www.iceconsulting.com



 888-423-4801

 www.iceconsulting.com

 info@iceconsulting.com