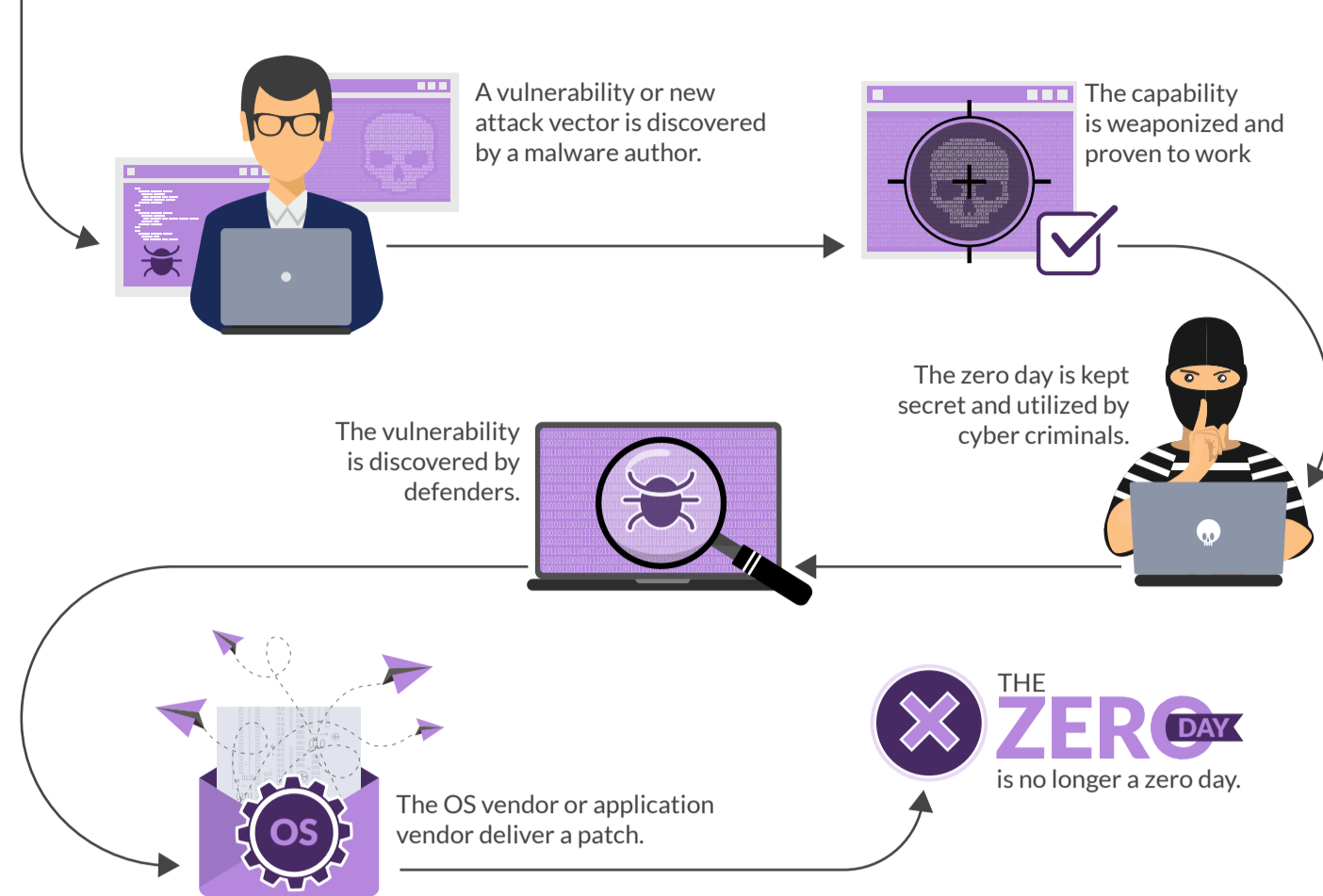


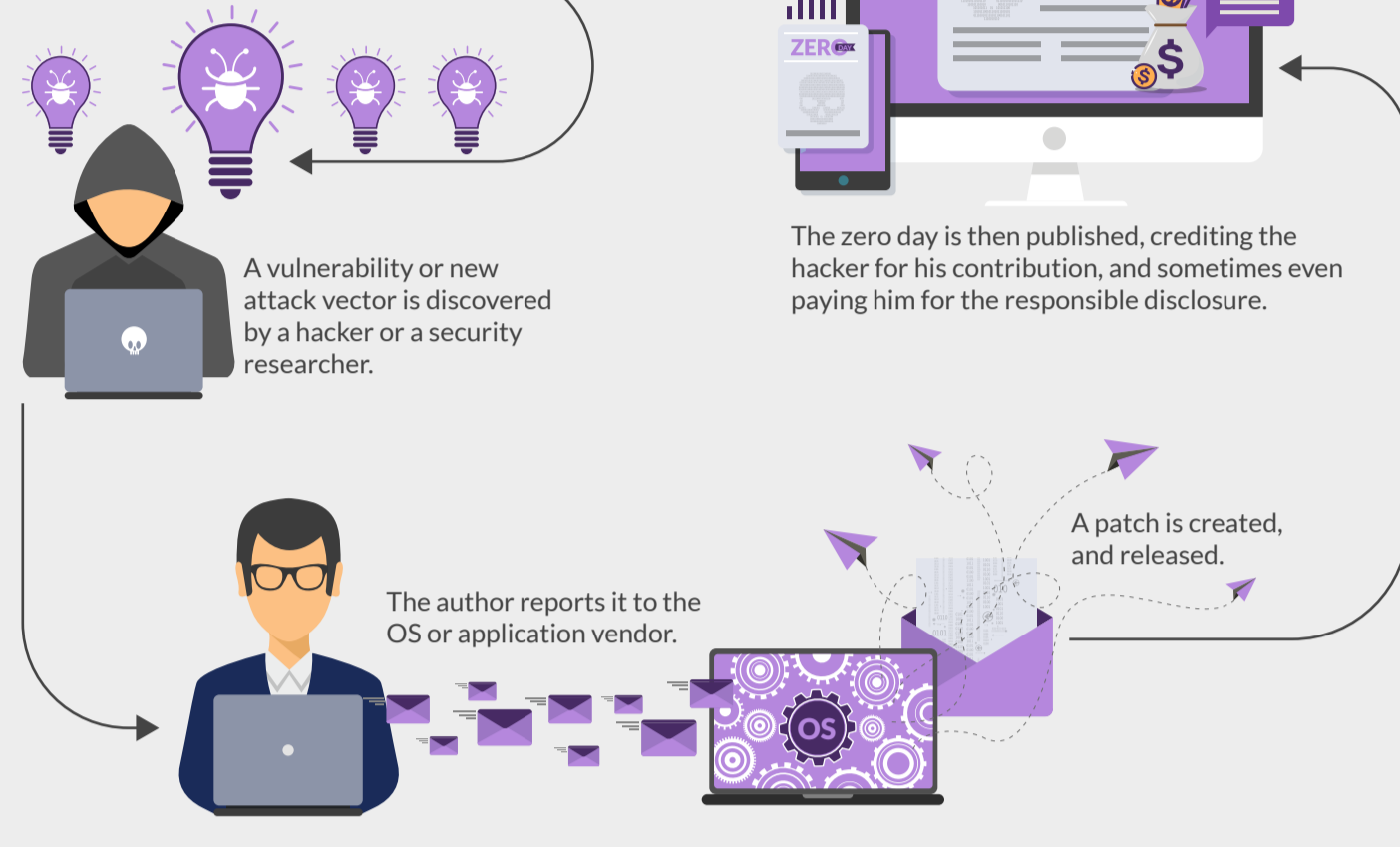
What is a ZERO DAY, REALLY?

The term "zero day" has come to describe one thing: A vulnerability or an attack vector that is known only to the attackers, so it can work without interruption from the defenders. You can think about it as a flaw in a piece of software, or even sometimes hardware.

Typical Lifecycle, of a Zero Day



Responsible Disclosure



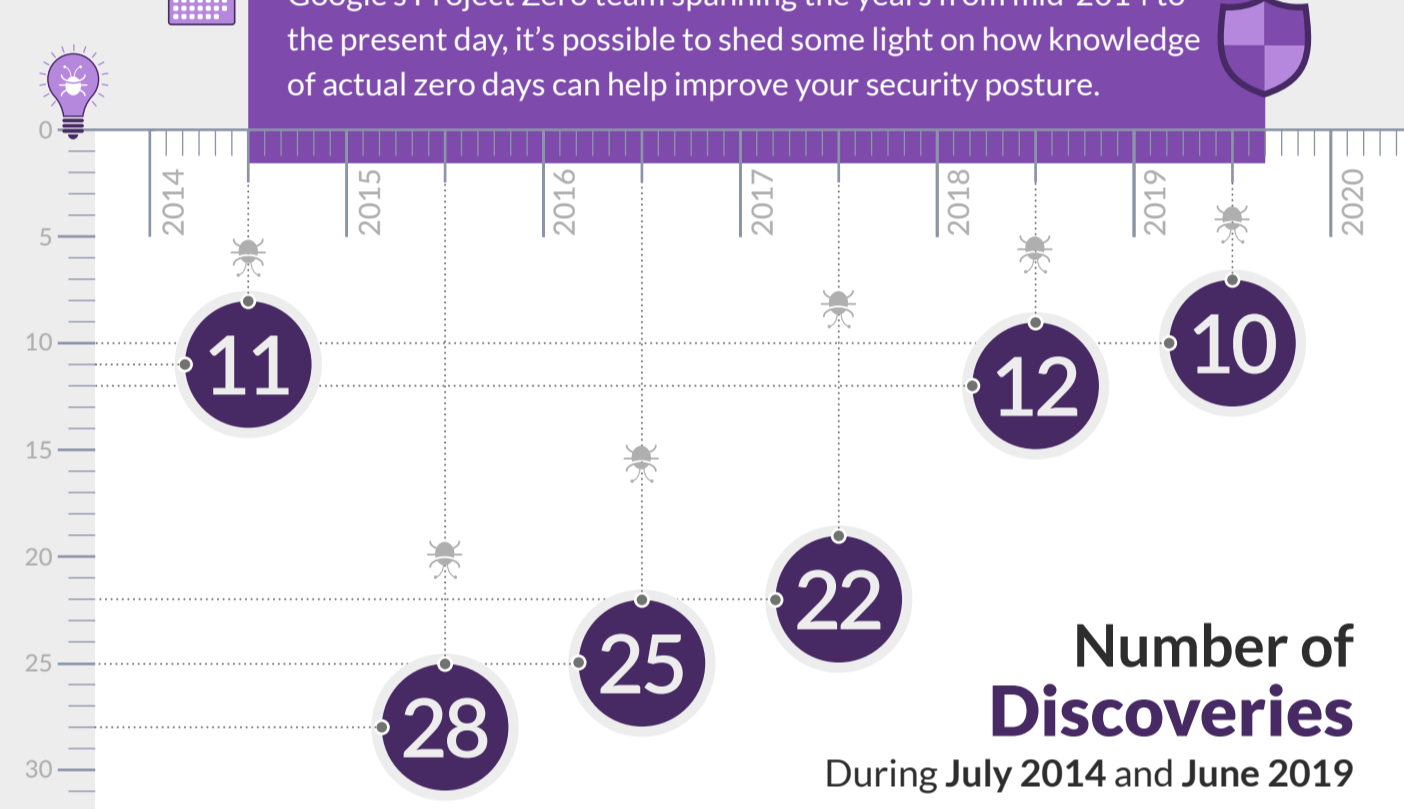
While the technical ability to discover a zero day (some would call it the ability to break things) is quite similar in both scenarios, the first is a crime that can cause huge damage, both financially and to a brand, the latter is the right path to choose.

What is Not A Zero Day

- Malware with an unknown hash or reputation
- Malware that evades legacy AV string-based scans (e.g., 'Yara' rules)
- Attacks against unpatched vulnerabilities



In-the-Wild, Zero Day Attacks



108 ZERO DAY
Exploits discovered between July 2014 and June 2019.

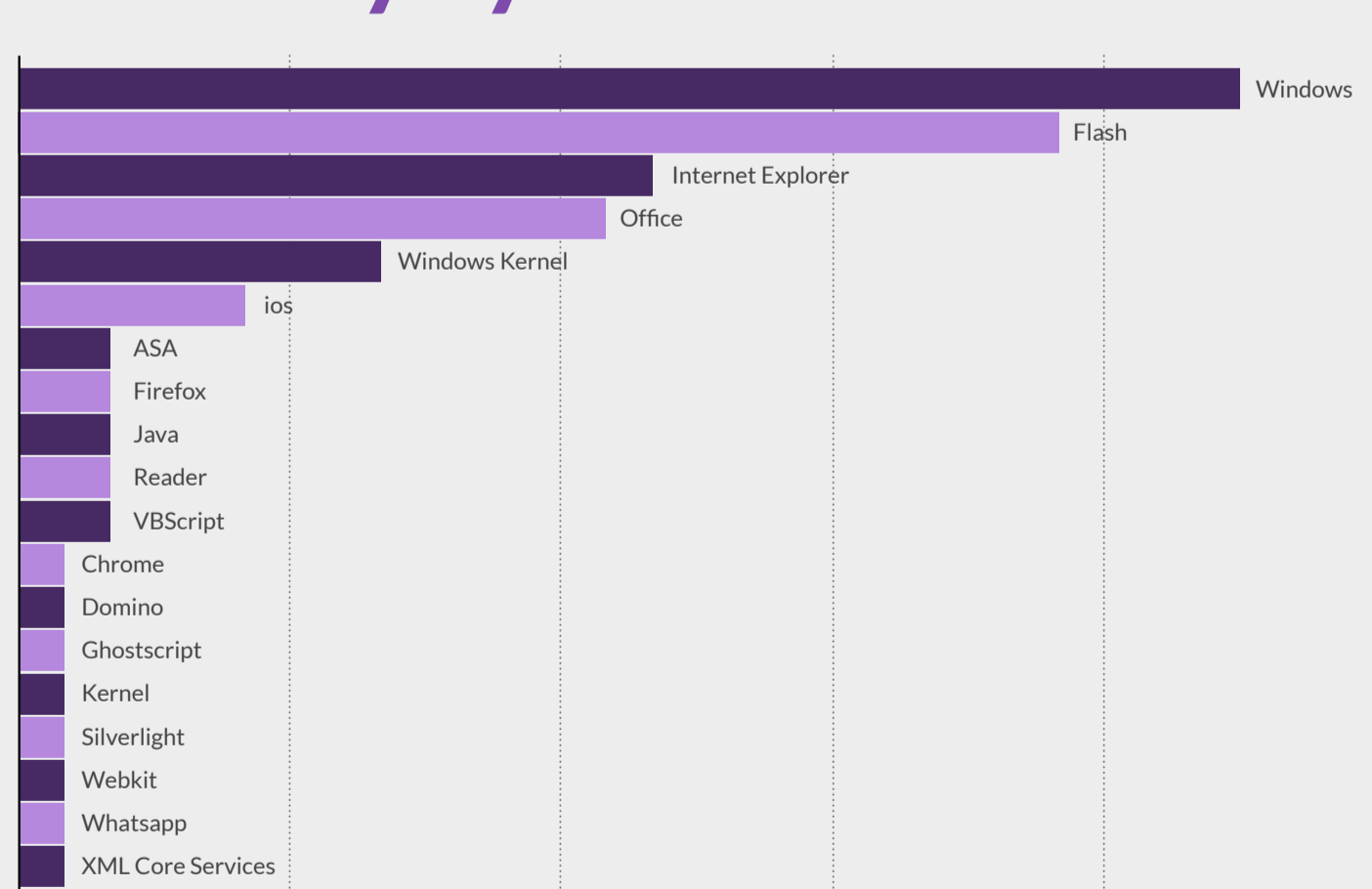
20 ZERO DAY
Exploits are detected in the wild each year, which naturally leads to the question:

- How many go undetected?
- What percentage of the total are being detected?

Association	Actor	Claimed Attributions
Russian-Backed State Actor	APT28/Fancy Bear	10
US-Backed State Actor	Equation Group	8
Private Hack for Sale Firm (disbanded)	Hacking Team	7
Middle East-Backed State Actor	Black Oasis	4
Private Hack for Sale Firm	NSO Group	4
Noth Korean Backed State Actor	APT 37 Scar Cruft	3
Chinese Based Actor	APT 19, APT 3	2

ZERO DAY EXPLOITS The dataset includes zero day exploits that were either detected in the wild or were found in circumstances where in the wild use is a reasonable inference.

Number of Zero Day by Product



Source: "Google's Project Zero team"

How Can You Protect Against Zero Day Exploits?



Look for an endpoint security tool that actively monitors for and autonomously responds to chains of anomalous code execution, and which can provide contextualized alerts for an entire attack chain.

Prepare for the next news headline in advance. When a zero day attack is next detected, be sure you have tools in place that can retrohunt across your entire network, and that can help you patch quickly and easily.

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