



## Privacy Policy

LogoMotive

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Classification  
**Public**  
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Title of application/study    LogoMotive

Policy start date            01-02-2021  
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Purpose of application/study    SIDN Labs is working on a prototype system for scanning websites for the use of trusted logos, such as the logos of banks, accreditation schemes and government entities. The ability to recognise such logos would be significant, since fraudsters use them to make their websites appear trustworthy. So, for example, the logo of a trusted entity may be used on a phishing site.

The aims of the LogoMotive pilot are (a) to continue the development of SIDN's prototype logo detection system, (b) to gather information about the use of logos on websites linked to .nl domain names, and (c) to establish whether it is possible to automatically distinguish between malicious and benign logo use.

For this pilot, SIDN Labs is collaborating with external organisations that hold the right to use certain logos or monitor the use of certain logos to ensure correct usage.

Personal data                    The pursuit of aims (a) and (b) involves processing the following data, which may include personal data:

- Domain names
- Screenshots of websites linked to domain names



- Data derived from the website HTML, such as title, description and pagina type (content, parking page, etc)
- Names of personnel who have annotated screenshots

Due to the experimental nature of the work, it is not possible to say in advance exact what data will be processed in pursuit of aim (c). We will start by looking at data that we know from previous research to have predictive value for abuse detection purposes, namely:

- Registration date
- Registrar
- E-mail service provider used by registrant
- Registrant's name and address
- Name servers linked to a domain name (NS records)
- IP address where the website linked to a domain name is hosted (A/AAAA record)
- Mail server linked to a domain name (MX record)
- Name of staff member who has annotated a screenshot

#### Legitimate basis

LogoMotive will provide insight into domain name abuse, and support proactive efforts to tackle such abuse. The pilot will therefore contribute to the security of the .nl domain.

#### Filters

Any web page that does not use the logo under investigation is not relevant to the research. We will therefore seek to filter out irrelevant pages on the basis of page type. For example, parking pages may be filtered out on the grounds that logo abuse is unlikely.

Screenshots that do not include the logo under investigation will not be shared with our external research partners, except in the event of a false positive detection (where the system erroneously flags up a web page for use of the relevant logo). In the early stages of the pilot, a higher percentage of false positives may be expected.

#### Retention

We retain the data for up to one year after the end of the pilot, for the purpose of evaluating and improving the prototype on the basis of new training examples and research into long-term impacts.

#### Access

The data is accessible only by authorised users within SIDN Labs, by means of a username and password. Users can access



the machine on which the data is stored only from the SIDN network, by means of SSH or via a system console.

## Publication/sharing

During the pilot, SIDN will share the following data with its research partner:

- The .nl domain names associated with websites on which the logo under investigation has been detected
- The registrants, registrars and registration dates of such domain names
- Screenshots of the web pages in question, with the region believed to contain the logo indicated by a rectangle

If it proves possible to automatically distinguish malicious sites from benign sites where the logo appears, a classification of each site and supporting information will also be shared.

Our research partner will then investigate the identified websites more closely. Any resulting information that is potentially useful for training the detection algorithms will be made available to SIDN. Such information is likely to include confirmation of whether each site identified by SIDN does or does not use the logo in question, and information about the way the logo is used.

The name of a domain name's registrant often qualifies as personal data. The screenshots collected may also include personal data. However, such information is already in the public realm.

Data will be processed and shared only with research partners with whom SIDN has signed an agreement covering the processing of personal data.

## Type

Research and development

## Other security measures

N/a