# **Introduction to Information Security**

#### **Lecture 9: Electronic Commerce**

2007.6.

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#### **1. Electronic Commerce**

## **E-Commerce and E-Business**

- Electronic commerce (e-commerce, EC) describes the buying, selling, transferring or exchanging of products, services or information via computer networks, including the Internet.
- E-business is a broader definition of EC that includes not just the buying and selling of goods and services, but also
  - Servicing customers
  - Collaborating with business partners
  - Conducting electronic transactions within an organization

#### **Pure EC vs. Partial EC**

- Pure EC vs. Partial EC: based on the degree of digitization of product, process, delivery agent
  - ✓ The product can be physical or digital
  - ✓ The process can be physical or digital
  - ✓ The delivery agent can be physical or digital
- Brick-and-mortar organizations are purely physical organizations.
- Click-and-mortar organizations are those that conduct some ecommerce activities, yet their business is primarily done in the physical world. i.e. partial EC
- Virtual organizations are companies that are engaged only in EC.
  i.e. pure EC

## **Dimensions of EC**







# **Brief History of EC**

- Electronic Fund Transfer (EFT) early 1970s
  - Limited to large corporations, financial institutions
- Electronic data interchange (EDI) electronic transfer of documents:
  - Purchase orders
  - Invoices
  - E-payments between firms doing business
- Inter-Organizational systems (IOS)
  - Stock trading
  - Travel reservation systems
- Internet became more commercialized in the early 1990s
  - Almost all medium and large-sized organizations in the world now have a Web site
  - Most large corporations have comprehensive portals

## **Categories of E-Commerce**

- Business-to-consumers (B2C)
- Business-to-business (B2B)
- Consumer-to-consumer (C2C)
- Business-to-employee (B2E)
- Government-to-Business (G2B) E-Government
- Government-to-Customer (G2C) E-Government
- Mobile Commerce (M-Commerce)

# **Benefits of E-Commerce**

#### Benefits to organizations

- Makes national and international markets more accessible
- Lowering costs of processing, distributing, and retrieving information
- Allows reduced inventories and overhead by facilitating pull-type supply chain management
- The pull-type processing allows for customization of products and services which provides competitive advantage to its implementers
- Reduces the time between the outlay of capital and the receipt of products and services
- Supports business processes reengineering (BPR) efforts
- Lowers telecommunications cost the Internet is much cheaper than value added networks (VANs)

# **Benefits of E-Commerce**

#### Benefits to customers

- Enables consumers to shop or do other transactions 24 hours a day, all year round from almost any location
- Provides consumers with more choices
- Provides consumers with less expensive products and services by allowing them to shop in many places and conduct quick comparisons
- Allows quick delivery of products and services (in some cases) especially with digitized products
- Consumers can receive relevant and detailed information in seconds, rather than in days or weeks
- Makes it possible to participate in virtual auctions
- Allows consumers to interact with other consumers in electronic communities and exchange ideas as well as compare experiences
- Facilitates competition, which results in substantial discounts

# **Benefits of E-Commerce**

#### Benefits to Society

- Enables more individuals to work at home, and to do less traveling for shopping, resulting in less traffic on the roads, and lower air pollution
- Allows some merchandise to be sold at lower prices, benefiting less affluent people
- Enables people in Third World countries and rural areas to enjoy products and services which otherwise are not available to them
- Facilitates delivery of public services at a reduced cost, increases effectiveness, and/or improves quality

# **Limitations of E-Commerce**

#### Technological Limitations

- Lack of universally accepted security standards
- Insufficient telecommunications bandwidth
- Expensive accessibility

#### Non-technological Limitations

- Perception that EC is insecure
- Unresolved legal issues
- Lacks a critical mass of sellers and buyers

# **B2C E-Commerce**

- Electronic Storefront has its own URL at which buyers can place orders.
- Electronic Malls (Cybermall or e-mall) is a collection of individual shops under one Internet address.
- Cyberbanking (electronic banking) conducting various banking activities outside of a physical banking location.
- Online Securities Trading uses computers to trade stocks, bonds and other financial instruments.
- Online Job Market advertises available positions, accept resumes and takes applications via the Internet.
- Travel Services plan, explore and arrange almost any trip economically over the Internet.
- Real Estate view, sort and organize properties according to your preferences and decision criteria.
- Really Simple Syndication (RSS) information that you request, called a feed, comes to you daily through a piece of software called a newsreader.

# **B2B E-Commerce**

- Sell-side marketplaces are where organizations attempt to sell their products or services to other organizations electronically from their own private e-marketplace.
- Buy-side marketplaces are where organizations attempt to buy needed products or services from other organizations electronically.
- E-Procurement is using electronic support to purchase goods and materials, sourcing, negotiating with suppliers, paying for goods and making delivery arrangements.
- Group purchasing is when the orders of many buyers are combined so that they constitute a large volume.
- Airways business example
  - Other airways
  - Travel agents
  - ✤ Etc...

# **Interdisciplinary Nature of EC**

- Marketing
- Computer sciences
- Consumer behavior and psychology
- Finance
- Economics

- Management information
  systems
- Accounting and auditing
- Management
- Business law and ethics
- Others

- Electronic payment systems enable you to pay for goods and services electronically.
  - Electronic checks (e-checks) are similar to paper checks and are used mostly in B2B.
  - Electronic credit cards allow customers to charge online payments to their credit card account.
  - Purchasing cards are the B2B equivalent of electronic credit cards and are typically used for unplanned B2B purchases.
  - Electronic cash: Stored-value money cards allow you to store a fixed amount of prepaid money and then spend it as necessary.
- Electronic payment is an indispensable technology for Pure EC
  - Also a good application of crypto technology

- How to protect payment information over the network?
  - Secure socket layer (SSL) protocol that utilizes standard certificates for authentication and data encryption to ensure privacy or confidentiality
  - Transport Layer Security (TLS) as of 1996, another name for the Secure Socket Layer protocol
  - Secure Electronic Transaction (SET) a protocol designed to provide secure online credit card transactions for both consumers and merchants; developed jointly by Netscape, Visa, MasterCard, and others

- Electronic wallets (e-wallets) a software component in which a user stores credit card numbers and other personal information; when shopping online; the user simply clicks the e-wallet to automatically fill in information needed to make a purchase
  - One-click shopping saving your order information on retailer's Web server
  - E-wallet software downloaded to cardholder's desktop that stores same information and allows one-click-like shopping

Smart card—an electronic card containing an embedded microchip that enables predefined operations or the addition, deletion, or manipulation of information on the card



- Categories of smart cards
  - Contact card—a smart card containing a small gold plate on the face that when inserted in a smart-card reader makes contact and so passes data to and from the embedded microchip
  - Contactless (proximity) card—a smart card with an embedded antenna, by means of which data and applications are passed to and from a card reader unit or other device
- Important applications of smart card use:
  - Loyalty
  - Financial
  - Information technology
  - Health and social welfare
  - Transportation
  - Identification

# **Classification of Electronic Payment**

- Electronic Cash system: Electronic version of real world cash, Don't need any broker in transaction
  - ✓ Network type: Ecash, Netcash, Millicent, PayMe, etc.
  - ✓ IC card type: Mondex, Visa Cash, PC pay, etc
- Payment broker system: A trusted broker mediates a payment transaction
  - ✓ Credit card system: SET, First Virtual (FV)
  - ✓ Electronic cheque system: NetCheque, Echeck

# **Electronic Cash**

- A digital data with monetary value (signed by bank)
  - (hidden) user information, user account, value
- "Digital Cash", "Cyber Cash", "Electronic Money", "Virtual Currency"
- Payable without online help of Bank
- Classification of electronic cash systems
  - IC card type / Network type cash
  - Online / Offline cash
  - Closed loop / Open loop cash
  - Pay in advance / Pay later
- Major electronic cash system
  - Network type: Ecash, Netcash, Millicent, PayMe, etc.
  - IC card type: Mondex, Visa Cash, PC pay, etc

# **Requirement of Electronic Cash System**

- Security: against any forgery
- Privacy
  - Untraceability: user of a payment cannot be traced
  - Unlinkability: cannot link two payments
- Unreusability: prevent double spending
  - Detecting after double spending
  - Detecting before double spending occurs
- Offline payment: don't need online communication with bank during payment
- Transferability: transferable to other user (not payment)
- Divisibility: divide and pay
- Anonymity revocation of illegal users

# **Ecash System**

- Electronic cash using blind signature technology (RSA-based)
- Developed by D. Chaum in DigiCash (http://www.digicash.com/)
- Provide perfect anonymity



# Mondex

- Smart card electronic cash system
- Offline cash
- COS(Chip Operating System): MULTOS (Multi-Application Operating System)
- System configuration
  - Mondex Wallet
  - Mondex Balance Reader
  - Mondex Telephone
  - Mondex Card









#### **Comparison of Electronic Cash Systems**

제품	보안 메카니즘	s/w 요구	h/w 요구	익명성	양도성
Mondex	마이크로 칩	Х	0	strong	0
CyberCoin	RSA, DES	Ο	Х	strong	Х
PC Pay	h/w - based	Ο	Ο	strong	Х
ecash	RSA	Ο	Х	strong	X
PayMe	대칭&비대칭 키 암호	Ο	Х	Resonably	Х
NetCash	kerberos 인증	Ο	Х	low	Х
Visa Cash	마이크로 칩	Ο	Ο	Ο	Х
Millicent	소액거래	Ο	Х	Resonably	X
EIPaN	마이크로 칩	Х	Ο	strong	X
NetFare	card & PIN number	Х	Ο	strong	Х

#### **Electronic Cash Systems in Korea**

- K-Cash: http://www.kcash.or.kr/
- iCash: http://www.icash.co.kr/
- Mybi: http://www.mybi.co.kr/
- Visa Cash: http://www.visacash.co.kr/



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# 3. Secure Electronic Transaction (SET)

# Paying with Credit Card on the Internet

- Problem: communicate credit card and purchasing data securely to gain consumer trust
  - Authentication of buyer and merchant
  - Confidential transmissions
- SSL (Secure Socket Layer)
- TLS (Transport Layer Security)
  - IETF version of SSL
- ✤ i KP (Internet Keyed Payment, IBM)
- SEPP (Secure Encryption Payment Protocol)
  - MasterCard, IBM, Netscape
- STT (Secure Transaction Technology)
  - VISA, Microsoft
- SET (Secure Electronic Transactions)
  - MasterCard, VISA

Communication Security

**OBSOLETE** 

VERY SLOW ACCEPTANCE

# **Secure Electronic Transaction (SET)**

- Developed by Visa and MasterCard
- Designed to protect credit card transactions
- Confidentiality: all messages encrypted
- Trust: all parties must have digital certificates
- Privacy: information made available only when and where necessary

#### **Participants in SET**



# **SET Business Requirements**

- Provide confidentiality of payment and ordering information
- Ensure the integrity of all transmitted data
- Provide authentication that a cardholder is a legitimate user of a credit card account
- Provide authentication that a merchant can accept credit card transactions through its relationship with a financial institution
- Ensure the use of the best security practices and system design techniques to protect all legitimate parties in an electronic commerce transaction
- Create a protocol that neither depends on transport security mechanisms nor prevents their use
- Facilitate and encourage interoperability among software and network providers


# **SET Transactions**

- The customer opens an account with a card issuer.
  - ✤ MasterCard, Visa, etc.
- The customer receives a X.509 V3 certificate signed by a bank.
- A merchant who accepts a certain brand of card must possess two X.509 V3 certificates.
  - One for signing & one for key exchange
- The customer places an order for a product or service with a merchant.
- The merchant sends a copy of its certificate for verification.
- The customer sends order and payment information to the merchant.
- The merchant requests payment authorization from the payment gateway prior to shipment.
- The merchant confirms order to the customer.
- The merchant provides the goods or service to the customer.
- The merchant requests payment from the payment gateway.

## **Key Technologies of SET**

- Confidentiality of information: DES
- Integrity of data: RSA digital signatures with SHA-1 hash codes
- Cardholder account authentication: X.509v3 digital certificates with RSA signatures
- Merchant authentication: X.509v3 digital certificates with RSA signatures
- Privacy: separation of order and payment information using dual signatures

Links two messages securely but allows only one party to read each.



- Concept: Link Two Messages Intended for Two Different Receivers:
  - Order Information (OI): Customer to Merchant
  - Payment Information (PI): Customer to Bank
- ✤ Goal: Limit Information to A "Need-to-Know" Basis:
  - Merchant does not need credit card number.
  - Bank does not need details of customer order.
  - Afford the customer extra protection in terms of privacy by keeping these items separate.
- This link is needed to prove that payment is intended for this order and not some other one.
  - The merchant has received OI and verified the signature.
  - The bank has received PI and verified the signature.
  - The customer has linked the OI and PI and can prove the linkage.



- The operation for dual signature is as follows:
  - Take the hash (SHA-1) of the payment and order information.
  - These two hash values are concatenated [H(PI) || H(OI)] and then the result is hashed.
  - Customer encrypts the final hash with a private key creating the dual signature.

 $DS = E_{KRC} [H(H(PI) || H(OI))]$ 

- Verification by Merchant (has OI)
  - The merchant has the public key of the customer obtained from the customer's certificate.
  - Now, the merchant can compute two values: H(PIMD || H(OI)) D<sub>KUC</sub>[DS]
- Verification by Bank (has PI)
  - The bank is in possession of DS, PI, the message digest for OI (OIMD), and the customer's public key, then the bank can compute the following:
    - H(H(PI) || OIMD) D<sub>KUC</sub> [ DS ]

# **SET Transactions**

- The following transaction protocols are defined in SET
  - card holder registration
  - merchant registration
  - purchase request
  - payment authorization
  - payment capture
  - certificate query
  - purchase inquiry
  - purchase notification
  - sale transaction
  - authorization reversal
  - capture reversal
  - credit reversal

#### **4. Electronic Auctions**

### **Auctions**

- Auction is a competitive process in which either a seller solicits bids from buyers or a buyer solicits bids from sellers.
- Negotiate price!
- Auctions have a long history and is an effective method to distribute resources.
- Forward auctions are auctions that one seller uses as a channel to many potential buyers.
- Reverse auctions are auctions that one buyer, usually an organization, wants to buy a product or service from many potential sellers.

## Auction Types in the Real World

- Sealed-bid auctions
  - First priced sealed bid auction
  - Vickrey auction
  - Sealed double auction
- Public auctions
  - Dutch auction
  - English auction

## **Auction Types in the Real World**

#### First priced sealed bid auction

- Rules (protocol): Bidders submit a single sealed bid before deadline
- Outcome: Bidder with the highest bid price becomes the winner

#### Vickrey auction

- Rules (protocol): Bidders submit a single sealed bid before deadline
- Outcome: Bidder with the highest bid price becomes the winner, but the second highest price becomes the price

#### Sealed double auction

- Rules (protocol): Bidders and sellers submit a single sealed bid before deadline
- Outcome: Auctioneer determines a single market-clearing price and matches buyers and sellers

## Auction Types in the Real World

#### Dutch auction

- Rules (protocol): Auctioneer calls out descending price. Bidder calls out a bid.
- ✤ Outcome: Winner is the first bidder to call out at price bid

#### English auction

- Rules (protocol): Bidders successively raise bid for item until one bidder remains
- Outcome: Winner is last bidder remaining at price of secondhighest bidder

## **Typical Model of Auction**



## **Classification of Auctions**

- Sealed-bid auction
  - Provide Secrecy of bid value
  - Each bidder submits a bid only once secretly
  - Competition principle does not work well (A winning bid may be much higher than market price)

#### Public auction

- Provide Anonymity of bidder
- Bidders participate in auction anonymously
- Bidding values are published and multiple bidding is allowed
- Familiar type of auction over the open network like the Internet
- Many online auction services over the Internet

#### **Sealed-bid Auctions**



### **Requirements for Sealed-bid Auction**

- Correctness: correct winning price and winners are determined according to the auction rule.
- Confidentiality: each bid remains confidential before the bid opening phase starts.
- Fairness: No bidder can choose his bid according to other bidders' bids.
- Robustness: Any malicious behaviour of any party cannot compromise the system or lead to an incorrect result.
- Public verifiability: correctness can be publicly verified.
- Non-repudiation: no bidder can deny his bid.
- Price Flexibility: the biddable prices are not limited to a small set.
  The bids can be as precise as the bidders like.
- Rule Flexibility: the auction protocol is independent of the auction rules.
- Privacy: confidentiality of the losing bids must be kept even after the bid opening phase.

## **Requirements for Public Auction**

- Anonymity
- Traceability (a winner is traceable after decision)
- No framing (nobody can impersonate a bidder)
- Unforgeability
- Non-repudiation
- Fairness (all bids should be fairly dealt with)
- Public verifiability
- Unlinkability among different auctions
- Linkability in an auction
- Efficiency of bidding
- One-time registration (can participate in multiple rounds)

#### **5. Electronic Voting**

## **Electronic Voting**

Implement real world voting (election) by electronic means (using computer and network)



#### **Paper Voting Scenario**



## Why Electronic Voting?

- ✤ Advantages
  - Convenience for voters
  - Efficiency of management, counting
  - Provide alternative choice for voters rather than traditional paper-based voting
- Electronic voting can solve the problem of decreasing participation rate in voting. Younger generation prefers electronic means

# **Classification of Electronic Voting**

- Computer voting (kiosk, electronic voting booth)
  - Electronic voting using computer in voting booth
  - Convenient user interface
  - Efficient management and tally
  - But, just half way to electronic voting

#### Internet voting

- Electronic voting using computers connected to the Internet
- Can participate in voting in any place over the Internet
- Proceeding to mobile voting

#### **Electoral Systems**

- Plurality systems (First-Past-The-Post in a horse racing)
  - Winner is who received the most votes regardless of majority requirement.
  - Winner takes all.
  - UK, Canada, USA
  - Single non-transferable vote : Japan
  - Block vote, Limited vote : Britain
  - Approval voting : USA

#### ✤ Majoritorian systems (결선투표제)

- Winner is required to receive more than half
- Second ballot
- Preferential voting (Alternative voting) in Australia

#### Many kinds of variants depending on cultural background

# **Security Requirements of e-Voting**

- Privacy (confidentiality)
- Prevention of double voting
- Universal verifiability (correctness)
- Fairness
- Robustness
- Receipt-freeness (prevent vote buying, coercion)
- Efficiency, Mobility, Convenience, Flexibility

## **Receipt-Freeness**

- Receipt-freeness
  - ✤ A unique security requirement of electronic voting
  - Voter should not be able to construct a receipt
  - Voter must keep his vote private
- Why is it important?
  - Vote buying is a common experience in real political voting (threat, solicitation)

# **Approaches for Secure e-Voting**

- Schemes using blind signature
  - [Cha88], [FOO92], [OMAFO99]
  - Efficient, but requires anonymous channel (frequently implemented using mixnet)
- Schemes using mixnet
  - [PIK93], [SK95], [Abe98], [HS00], [FS01], [Neff01], [LBD03]
  - Require huge computation for mixing
- Schemes using homomorphic encryption
  - [Ben87], [SK94], [CGS97], [LK00], [Hirt01], [MBC01], [BFPPS01], [LK02]
  - Huge proof size, restriction on message encoding
  - Many researches on receipt-freeness

### e-Voting using Blind Signature



#### **RSA-based Blind Signature**



# e-Voting using Blind Signature

- ✤ Main Idea
  - Administrator issues valid ballots using blind signature (User authentication and vote secrecy)
  - Use anonymous channel to hide the voter-vote relationship (mainly implemented with mixnet)

#### Criticism

- Hard to assume anonymous channel
- If mixnet is used, blind signature is not necessary
- User chosen randomness in blinding can work as a receipt
- Many implementation examples
  - Sensus L.F. Cranor, Washington Univ. http://www.ccrc.wustl.edu/~lorracks/sensus
  - EVOX M.A. Herschberg, R.L. Rivest, MIT, http://theory.lcs.mit.edu/~cis/voting/voting.html

### e-Voting using Homomorphic Encryption



# e-Voting using Homomorphic Encryption

- ✤ Main idea
  - Tally the summed ballots with a single threshold decryption using the homomorphic property of encryption (keep the privacy of ballots)
  - Each ballot should be valid (voter should provide the proof of validity of ballot)
  - Relatively easy to design receipt-free voting schemes
- Criticism
  - Message encoding is very restrictive
  - Large amount of ZK proofs, overload in computation and communication

### e-Voting using Mixnet





- Receives inputs
- Produces "related" outputs
- The relationship between inputs and outputs is secret
- Cryptographic implementation of Ballot box



- Mixnet (Mix network)
  - A group of mix servers that operate sequentially.
  - Provides anonymity service

If a single mix server is honest, global permutation is secret.

#### Mixnet

- Decryption Mix Nets [Cha81,...]
  - Inputs: ciphertexts
  - Outputs: *decryption* of the inputs and shuffle

 $c = E_{k_1}(E_{k_2}(E_{k_3}(\dots E_{k_n}(m)\dots)))$ 

- Re-encryption Mix Nets [PIK93,...]:
  - Inputs: ciphertexts
  - Outputs: re-encryption of the inputs and shuffle

 $(c_1, c_2) = (g^k, y^k m)$ Original ElGamal  $(c'_1, c'_2) = (c_1 g^r, c_2 y^r) = (g^{k+r}, y^{k+r} m)$ Re-encrypted ElGamal

# e-Voting using Mixnet

- ✤ Main idea
  - Voters take part in the voting in authentic way
  - Encrypted ballots are shuffled using mixnet (anonymity)
  - Multiple talliers open each ballot in a threshold manner (open only after mixing)
- Criticism
  - Large amount of computation for cryptographic mixing
## 6. Votopia Project in ICU

## **Introduction to Votopia**



- An international project called "VOTOPIA" was carried out by effective collaboration among some of the prominent Korean and Japanese IT firms and research institutes
  - Korea: IRIS, KISTI, KSIGN, LG CNS, SECUI.COM, STI, VOCOTECH
  - Japan: NTT, University of Tokyo
- IRIS, affiliated to ICU, Korea initiated, managed, and coordinated the project

## **Introduction to Votopia**

- Korea/Japan teams initiated the idea of VOTOPIA<sup>\*</sup> in 2000, in order to show their strong support to the most prestigious mega event "2002 FIFA World Cup Korea/Japan<sup>™</sup>".
- Advance in Korean PKI
  - 10M broadband Internet users at home
  - 3M certificate holders for Internet banking, e-auction, etc.
- Verify secure Internet voting system using cryptographic primitives and show its usefulness as replacement of paper voting.

### **System Design of Votopia**





# **System Configuration**



#### Homepage



# **Registration Page**

	Choose MVP 2002 FIFA World Cup Korea – Japan ™ ✓	
νοτορία	Registration Registered Voter Voting Procedure	
INTRODUCTION	>>> Registration	
VOTE		
About World Cup	ID(*) Wildman Check	
STATISTICS	(4~10 English characters or numbers)	
RESULT	Password (*) **** (4~8 alphanumeric characters)	
Q&A	Re-type Password(*)	
LINK	Name Hong Gil Dong	
SITEMAP	E-mail(*) hgd@icu.ac.kr (Please give your correct e-mail address for further correspondence.)	
	Country(*) Korea Republic	
	Gender(*) Male	
	Age(*) 26~30	
	Register Re-write (*) : Mandatory field	
	Copyright(C) 2002 IRIS All rights Reserved.	

## **Voting Page**

	Choose MVP 2002 FIFA World Cup Korea – Japan <sup>™</sup> ↓ Voting system
νοτορία	Update Your Info. Registered Voter Voting Procedure
	>> Vote
> VOTE <	[Warning] To vote, you must click "Yes" in the popping-up window.
About World Cup	
STATISTICS	Country Player
RESULT	MVP Brazil  RONALDO
Q&A	Getting administrator's blind signature
LINK	Administrator's blind signature is valid
SITEMAP	Process of voting Voting has been completed successfully, Press logout button below to complete voting
	Cast your vote
	Log-out
	Copyright(C) 2002 IRIS All rights Reserved.

## Top 10 MVPs



### **Lecture Summary**

**Review of Lecture Schedule** 

- 1. Introduction and overview
- 2. Classical Ciphers
- 3. Block / Stream Ciphers
- 4. Hash Functions / MAC
- 5. Number Theory
- 6. Public Key Cryptosystems
- 7. Network Security
- 8. Cryptographic Protocols
- 9. Electronic Commerce

- Information security is a primitive technology for the advance of IT
  - Development of new products
  - Secure management of information systems
- Information security is achieved using Cryptology
- Competitiveness comes from your information quality