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Israel-Hamas War: Increased Risk to Brands from Doxxing

F-2023-10-25a

Classification: TLP:CLEAR

Criticality: Medium

Intelligence Requirements: Key Personnel, Geopolitical, Travel

October 25, 2023

Scope Note

ZeroFox Intelligence is derived from a variety of sources, including—but not limited to—curated open-source accesses, vetted social media, proprietary data sources, and direct access to threat actors and groups through covert communication channels. Information relied upon to complete any report cannot always be independently verified. As such, ZeroFox applies rigorous analytic standards and tradecraft in accordance with best practices and includes caveat language and source citations to clearly identify the veracity of our Intelligence reporting and substantiate our assessments and recommendations. All sources used in this particular Intelligence product were **identified prior to 12:00 PM (EDT) on October 25, 2023**; per cyber hygiene best practices, caution is advised when clicking on any third-party links.

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› Key Findings

- ZeroFox warns of an increase in doxxing incidents tied to an individual or company's perceived stance on the Israel-Hamas war.
- Individuals are being doxxed for alleged participation in the glorification of terrorism, defacing posters, or being identified as a member of a politically-motivated group. The public nature of these allegations has resulted in reputational harm to organizations with which the individual is associated, spurring discussion around what should constitute a breach of employment contract or a violation of a company's organizational policy on such matters.
- Official company accounts are regularly tagged in social media posts about their employees' actions, and organizations often face significant pressure to respond. A response deemed insufficient by the accusers risks reputational damage, financial implications, and even an increased threat of physical harm to the company.
- Doxxed individuals face online criticism, barring from online platforms, termination of employment, and potentially an increased threat of physical violence.

| Details

ZeroFox warns of an increase in doxxing incidents tied to an individual or company's perceived stance on the Israel-Hamas war that risks reputational damage to brands and their respective employees. This is part of broader, ongoing tensions between supporters of both sides of the conflict, some of which have escalated to violence.¹²³⁴

Individuals have been targeted in doxxing incidents for multiple reasons, including:

- Posting content on social media that is deemed to be glorifying terrorism or dehumanizing civilians;
- Circulating images or videos online of them attending protests and counter-protests, or defacing posters and other material associated with their opposition; and
- Being discovered as a member of a politically-motivated group.

Doxxing is being carried out by both politically-motivated individuals and organizations identified by ZeroFox as dedicated to "exposing" and producing profiles of individuals deemed to have conducted unacceptable activity.⁵⁶⁷ Doxxed individuals have their personally identifiable information (PII) consolidated and published—including name, address, social media activity history, and employer.

- PII is almost certainly most often scoured from public records and social media accounts.
- Private information not found in the public domain can be obtained through malicious cyber activity, such as social engineering and procurement from illicit online marketplaces.

¹

¹ [hXXps://www.reuters.com/world/uk/antisemitic-islamophobic-offences-soar-london-after-israel-attacks-2023-10-20/](https://www.reuters.com/world/uk/antisemitic-islamophobic-offences-soar-london-after-israel-attacks-2023-10-20/)

² [hXXps://www.npr.org/2023/10/15/1206046190/boy-killed-anti-muslim-attack-illinois](https://www.npr.org/2023/10/15/1206046190/boy-killed-anti-muslim-attack-illinois)

³ [hXXps://time.com/6324995/muslim-jewish-hate-crimes-israel-hamas-war/](https://time.com/6324995/muslim-jewish-hate-crimes-israel-hamas-war/)

⁴ [hXXps://www.bbc.com/news/world-europe-67160740](https://www.bbc.com/news/world-europe-67160740)

⁵ [hXXps://twitter.com/StopAntisemites/status/1716303558700646801?s=20](https://twitter.com/StopAntisemites/status/1716303558700646801?s=20)

⁶ [hXXps://twitter.com/MeghanMcCain/status/1714119619089146283?s=20](https://twitter.com/MeghanMcCain/status/1714119619089146283?s=20)

⁷ [hXXps://canarymission.org/students](https://canarymission.org/students)

Official company accounts are regularly tagged in social media posts featuring their employees, with posters questioning corporate support for the employee's action and attempting to elicit a response from the organization. Tagged companies that fail to respond or are deemed to have taken inappropriate or insufficient action against the employee suffer negative publicity (most likely to be circulated on social media platforms), significant damage to their reputation, and a potential increase in physical threats to their premises.

Although doxxed individuals may not have conducted illegal activity, the allegations against them are likely to spur discussions around what should constitute a breach of contract or violate a company's organizational policy on such matters.



Identification and subsequent doxxing of an anti-Israel protester on X⁸

Source: [hXXps://twitter\[.\]com/visegrad24/status/1715792886703239517?s=20](https://twitter.com/visegrad24/status/1715792886703239517?s=20)

Successfully-doxed individuals are often subject to significant criticism online or barred from online platforms.⁹ Others have been fired from their companies or have offers of employment rescinded. This has led to some individuals making public apologies in an

⁸ ZeroFox Intelligence has removed personal details from this post for the purpose of this report.

⁹ [hXXps://twitter\[.\]com/StyleSeat/status/1716062159447208096?s=20](https://twitter.com/StyleSeat/status/1716062159447208096?s=20)

attempt to reduce harassment and restore reputation.¹⁰ ZeroFox also warns of a potential increased threat of physical violence and intimidation to the individual.

In the majority of countries—including in most U.S. states—doxxing is legal, although under specific circumstances it can be construed as stalking, malicious communications, or harassment crimes.¹¹ Legislation addressing doxxing specifically is on an upward trajectory, likely due to its increased prominence and the compounding impact that online forums and social media platforms can have upon the victim.¹² This is very likely to affect the extent to which organizations can leverage it as support for penalizing employees—particularly if the such action is taken as a result of political bias rather than in a response to suspected illegal activity.

| Recommendations

- Monitor social media for risks to brand reputation, including activity conducted by identifiable employees.
- Maintain and communicate a clear and transparent policy for expected employee conduct pertaining to politically-motivated activity, what may constitute a breach of contract, and what the subsequent consequences can be.
- Educate employees on how to protect their personal information, reduce their online footprint, and refine the security settings of social media accounts.
- Convey the importance of strong passwords and non-repeated credentials in the interest of reducing the risk of account compromise.
- Leverage ZeroFox's PII services to keep your personnel's PII secure and remove their PII from data broker sites and Google searches.

¹⁰ [hXXps://www.thecrimson\[.\]com/article/2023/10/11/student-groups-withdraw-israel-statement/](https://www.thecrimson.com/article/2023/10/11/student-groups-withdraw-israel-statement/)

¹¹ [hXXps://hls.harvard\[.\]edu/clinic-stories/legal-policy-work/should-doxing-be-illegal/](https://hls.harvard[.]edu/clinic-stories/legal-policy-work/should-doxing-be-illegal/)

¹²

[hXXps://withoutmyconsent\[.\]org/50state/state-guides/kentucky/statutory-criminal-law/#:~:text=\(1\)%20A%20person%20is%20guilty%20of%20divulging%20illegally%20obtained%20information,engaged%20in%20transmitting%20the%20message](https://withoutmyconsent[.]org/50state/state-guides/kentucky/statutory-criminal-law/#:~:text=(1)%20A%20person%20is%20guilty%20of%20divulging%20illegally%20obtained%20information,engaged%20in%20transmitting%20the%20message)

| Appendix A: Traffic Light Protocol for Information Dissemination

	Red	Amber
WHEN SHOULD IT BE USED?	Sources may use TLP:RED when information cannot be effectively acted upon by additional parties and could lead to impacts on a party's privacy, reputation, or operations if misused.	Sources may use TLP:AMBER when information requires support to be effectively acted upon but carries risks to privacy, reputation, or operations if shared outside of the organizations involved.
HOW MAY IT BE SHARED?	Recipients may NOT share TLP:RED with any parties outside of the specific exchange, meeting, or conversation in which it is originally disclosed.	Recipients may ONLY share TLP:AMBER information with members of their own organization and its clients, but only on a need-to-know basis to protect their organization and its clients and prevent further harm. Note that TLP:AMBER+STRICT restricts sharing to the organization only.
	Green	Clear
WHEN SHOULD IT BE USED?	Sources may use TLP:GREEN when information is useful for the awareness of all participating organizations, as well as with peers within the broader community or sector.	Sources may use TLP:CLEAR when information carries minimal or no risk of misuse in accordance with applicable rules and procedures for public release.
HOW MAY IT BE SHARED?	Recipients may share TLP:GREEN information with peers and partner organizations within their sector or community but not via publicly accessible channels.	Recipients may share TLP:CLEAR information without restriction, subject to copyright controls.

| Appendix B: ZeroFox Intelligence Probability Scale

All ZeroFox intelligence products leverage probabilistic assessment language in analytic judgments. Qualitative statements used in these judgments refer to associated probability ranges, which state the likelihood of occurrence of an event or development. Ranges are used to avoid a false impression of accuracy. This scale is a standard that aligns with how readers should interpret such terms.

Almost No Chance	Very Unlikely	Unlikely	Roughly Even Chance	Likely	Very Likely	Almost Certain
1-5%	5-20%	20-45%	45-55%	55-80%	80-95%	95-99%