

# Stopping Fake Antivirus: How to Keep Scareware off Your Network

Fake antivirus is one of the most frequently encountered threats on the web today. Also known as rogue antivirus, rogues, or scareware, fake antivirus uses social engineering to lure users to malicious sites and scare them into paying for fake threat removal tools.

This paper provides insight into where fake antivirus comes from and how it is distributed, what happens when a system is infected with fake antivirus, and how to stop this persistent threat from infecting your network and your users.

### What is fake antivirus?

Fake antivirus is fake security software which pretends to find dangerous security threats—such as viruses—on your computer. The initial scan is free, but if you want to clean up the fraudulently-reported “threats,” you need to pay.

This class of malware displays false alert messages to computer users concerning threats on their machines (but these threats do not really exist). The alerts will prompt users to visit a website where they will be asked to pay for these non-existent threats to be cleaned up. The fake antivirus malware will continue to send these annoying and intrusive alerts until a payment is made or the malware is removed.

This paper provides insight into where fake antivirus comes from, what happens when a system is infected with fake antivirus, and how users can protect themselves from fake antivirus.

Why is fake antivirus so popular among cybercriminals? It is a huge revenue source. Compared to other classes of malware such as bots, backdoor Trojans, downloaders and password stealers, fake antivirus draws the victim into handing money over directly to the malware author. Victims typically pay around \$120 via credit card to pay for the junk software that will supposedly fix the problem.

Fake antivirus is also associated with a thriving affiliate network community that makes large amounts of money by driving traffic toward the stores of their partners<sup>1</sup>. Individual affiliates can quickly generate income because distribution networks pay affiliates between \$25 and \$35 to simply do “lead generation” by infecting additional computers.

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At SophosLabs, we are seeing new and different types of fake antivirus emerging. Macs are now a major target, including Mac-targeted social engineering being used from the bait to the malware. We have been carefully tracking the developments in the Mac OS X malware community, and have concluded that fake antivirus for Macs is advancing fast and taking many cues from the Windows malware scene.

Hackers are also using image and image search poisoning in addition to trending topics to infect users with fake antivirus. In addition, SophosLabs is seeing prolific rebranding of fake antivirus names to confuse users and elude detection.

### Typical signs of infection

Fake antivirus usually uses a large array of social engineering techniques to get itself installed. Campaigns have included:

- ▶ Fake Windows Security Updates<sup>2</sup>
- ▶ Fake Virus-Total pages<sup>3</sup>
- ▶ Fake Facebook app<sup>4</sup>
- ▶ 9/11 scams<sup>5</sup>

Once on a system, there are many common themes in its behavior:

### Popup warnings

Many fake antivirus families will display popup messages (see fig.1-5).



Fig.1



Fig.2



Fig.3

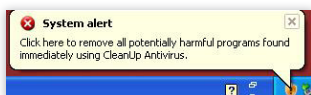


Fig.4



Fig.5

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### Fake scanning

The fake antivirus will typically pretend to scan the computer and find non-existent threats, sometimes creating files full of junk that will then be detected<sup>6</sup> (see fig.6-8).

Fake antivirus uses an enormous range of convincing names to add to the illusion of legitimacy, such as:

- ▶ Security Shield
- ▶ Windows XP Recovery
- ▶ Security Tool
- ▶ Internet Defender
- ▶ PC Security Guardian
- ▶ BitDefender 2011
- ▶ Security Defender
- ▶ Antimalware Tool
- ▶ Smart Internet Protection

- ▶ AntiVirus AntiSpyware 2011
- ▶ Malware Protection
- ▶ XP Security 2012
- ▶ Security Protection
- ▶ XP Antivirus 2012
- ▶ XP Anti-Spyware 2011
- ▶ MacDefender
- ▶ Mac Security

There can be many thousands of variants for each family as techniques such as server-side polymorphism are used heavily to alter the fake antivirus executable. This is a process whereby the executable is re-packaged offline and a different file is delivered when a download request is made. This can happen many times during a 24-hour period. One particular family that calls itself "Security Tool"<sup>7</sup> has been known to produce a different file nearly every minute. This is how a single family can have such large numbers of samples.

Many families will also share a common code base underneath the polymorphic packer, where the application is simply "re-skinned" with a different look and feel but the behavior remains the same.

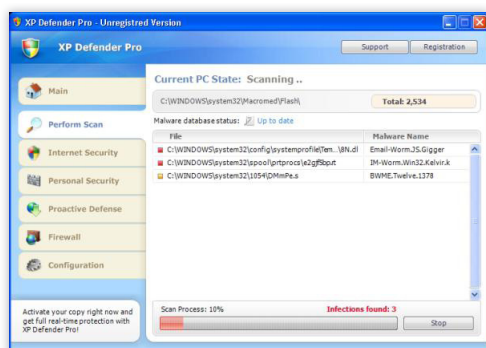


Fig.6

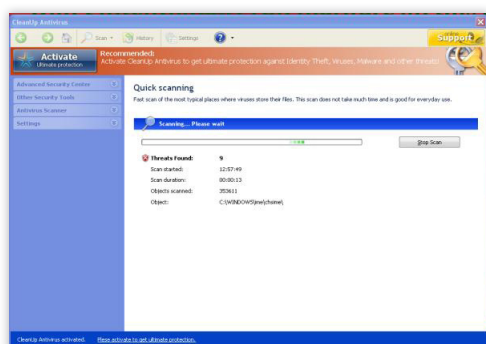


Fig.7

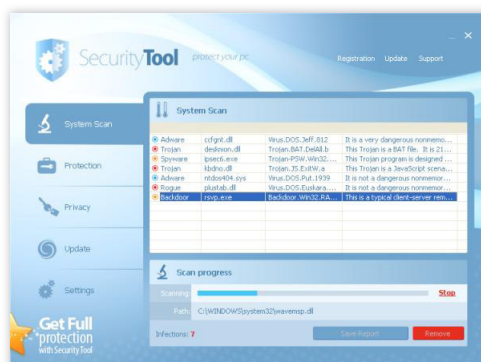


Fig.8

### Infection vectors

#### How do people get infected with fake antivirus?

Although there are many different ways that a specific fake antivirus may get onto a system, the majority of distribution avenues rely on social engineering. Ultimately, the user is tricked into running the fake antivirus installer executable in a way similar to many other types of Trojans. Fake antivirus authors have used a huge range of different social engineering tricks and are continuing to come up with new ones all the time.

In this paper, we review several main sources of fake antivirus infection:

- Search engine optimization poisoning
- Email spam campaigns
- Compromised websites and exploit payloads
- Fake antivirus downloads by other malware

### Search engine optimization poisoning

A very common source of fake antivirus infection is clicking on links received from popular search engines while searching for topical terms. Fake antivirus authors ensure that links leading to fake antivirus download sites will feature prominently in search results by using Black Hat SEO techniques<sup>8</sup>. These poisoned results will redirect users to a fake antivirus-controlled website that displays a fake scanning page, informing them that their computer is infected and they must download a program to clean it up. Alternatively, a fake movie download page may be displayed, where users are prompted to download a codec in order to view the movie. This codec is in fact a fake antivirus installer.

Google Trends is a service provided by Google that highlights popular search terms entered into its search engine. Here is an example of how search terms taken from Google Trends are poisoned by fake antivirus authors. Let's do a search for pages containing terms from Hot Searches (see fig.9).

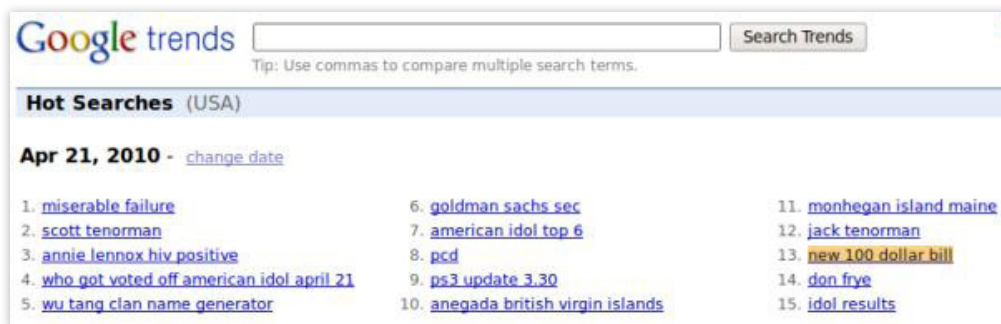


Fig.9

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Picking several of the terms and performing a search for them will produce several poisoned results (see fig.10).

Clicking on these links takes users to a fake scanning page, where they are told they have multiple infections and need to download a program to remove the threats (see fig.11-13).



Fig.10

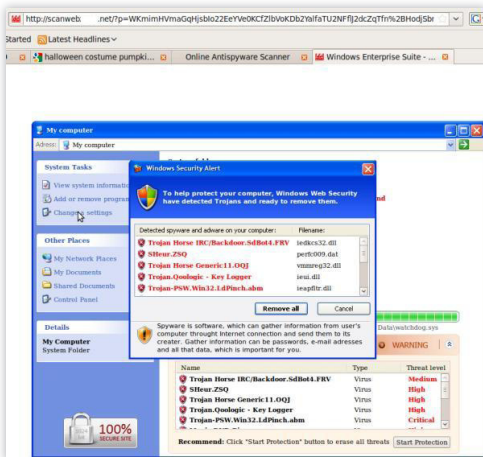


Fig.11

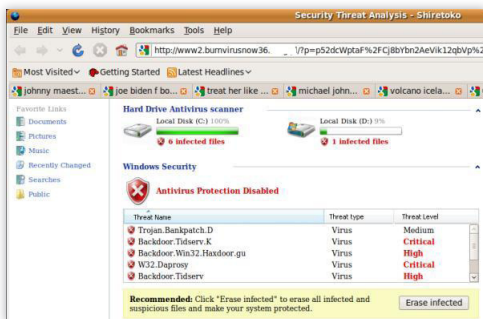


Fig.12

Or, users are taken to a fake movie download page where they are told they need to download a codec to view the movie (see fig.14, 15).

In each case, users are tricked into downloading and running an unknown executable, which is the fake antivirus installer.

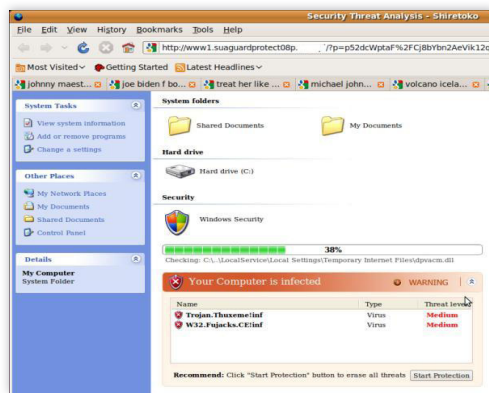


Fig.13

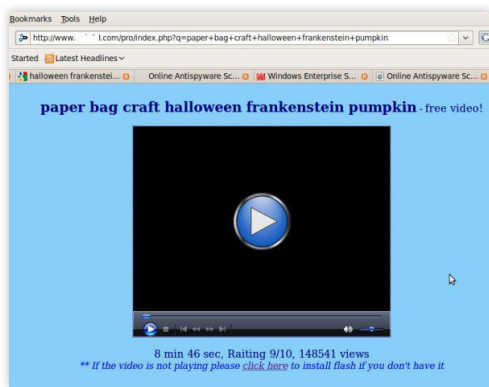


Fig.14

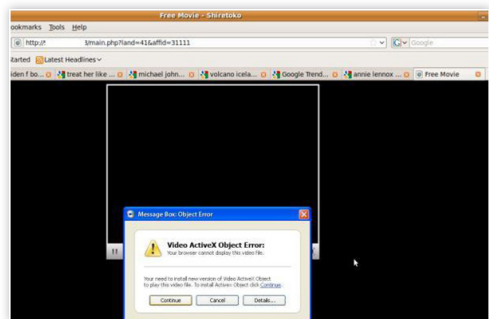


Fig.15

### Spam campaigns

Fake antivirus is often sent directly to the victim as an attachment or as a link in a spam message. The message is predominantly sent through email, but other forms of spam have also been observed to deliver fake antivirus, such as instant messaging applications including Google Talk<sup>10</sup>. The spam message itself usually uses social engineering techniques to trick users into running the attached file or clicking on the link. Specific campaigns vary and include password reset, failed delivery message and "You have received an ecard" scams.

Examples of email spam campaigns spreading fake antivirus include:

- ▶ **Account suspension scams:** Victims receive an email message suggesting access to a specific account has been terminated and they need to run the attached file to fix the issue (see fig.16).

- ▶ **Ecard scams:** An email is received purporting to be from a legitimate ecard company. In fact, a fake antivirus installer is attached (see fig.17).
- ▶ **Password reset scams:** Victims receive a message supposedly from a popular website, informing them that their password has been reset and the new one is in the attached file (see fig.18).
- ▶ **Package delivery scam:** Details of a (fictitious) recent postal delivery are included in an attached file. In reality, the attachment will install fake antivirus (see fig.19).

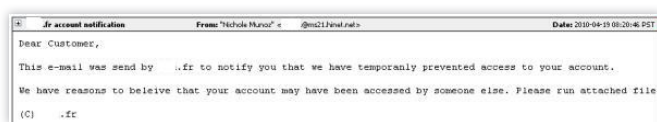


Fig.16



Fig.18

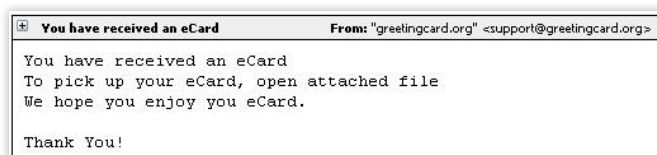


Fig.17

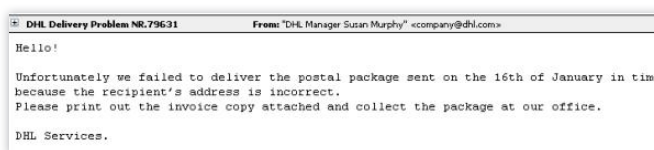


Fig.19

### Compromised websites and exploit payloads

Users can sometimes be sent to fake antivirus websites by browsing legitimate websites that have been compromised, where malicious code has been injected into the page. This can be achieved by penetrating the target website's hosting server and appending (typically) JavaScript to HTML pages hosted there. This redirect code can be used to send the browser to any type of malware hosting page including exploit kits and fake antivirus. This JavaScript code is almost always heavily obfuscated, and Sophos detects this type of malware as variants of Troj/JSRedir<sup>11</sup>.

SophosLabs has also seen hackers compromise legitimate web-based advertising feeds to ensure that malicious code is loaded instead. This may take the form of an exploit that downloads and executes a fake antivirus binary as the payload or a simple iframe that redirects the browser to a fake antivirus web page<sup>12,13</sup>.

### Fake antivirus downloads by other malware

Fake antivirus can be downloaded onto a machine by other types of malware. SophosLabs maintains many honeypot machines that are seeded with different malware, in order to observe their behavior and ensure protection is maintained when new variants are downloaded. We have seen several families install fake antivirus onto an infected machine, most notably TDSS, Virtumundo and Waled<sup>14</sup>. The infamous Conficker worm was also observed to install fake antivirus onto infected computers<sup>15</sup>. In this way, a hacker that has infected a computer with TDSS or Virtumundo can extract more money from victims by forcing them to pay for fake antivirus.

In addition a pay-per-install model exists where hackers are paid to infect users' computers. In this system, a hacker controls a victim's computer (using TDSS or similar), and is paid by the fake antivirus producer to install the fake antivirus on the infected computer.

### Fake antivirus families

We now explain in more detail the behavior of fake antivirus once it has made its way onto a target system.

#### Registry installation

Fake antivirus's typical behavior is to copy the installer to another location on the system and create a registry entry that will run the executable on system startup.

The installer is often copied into the user's profile area (e.g., C:\Documents and Settings\<user>\Local Settings\Application Data), or into the temporary files area (e.g., c:\windows\temp) with a randomly generated file name. This makes the fake antivirus UAC-compliant on Windows machines that have UAC<sup>16</sup> enabled, thus avoiding a UAC warning popping up during installation. However, some families still do not care about UAC and still create their files in the Program Files or Windows folders.

A run key entry is then created in the registry that will run the file when the system starts up. Typically, this will be added to one of the following:

- ▶ HKCU\Software\Microsoft\Windows\CurrentVersion\RunOnce
- ▶ HKCU\Software\Microsoft\Windows\CurrentVersion\Run
- ▶ HKLM\Software\Microsoft\Windows\CurrentVersion\Run

Examples:

```
HKLM\SOFTWARE\Microsoft\Windows\CurrentVersion\Runwpkarufv
```

```
c:\documents and settings\<user>\local settings\application data\tqaxywicl\chgutertssd.exe
```

```
HKCU\Software\Microsoft\Windows\CurrentVersion\RunOnceCUA
```

```
c:\windows\temp\sample.exe
```

```
HKLM\SOFTWARE\Microsoft\Windows\CurrentVersion\Run85357230
```

```
c:\documents and settings\all users\application data\85357230\85357230.exe
```

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### Initiate a fake scan

Once fake antivirus is installed, it will usually attempt to contact a remote website over HTTP and will often download the main component. This will initiate a fake system scan, where many non-existent threats will be discovered. The main fake antivirus window is often very professionally created and victims can easily be convinced that they are using a genuine security product (see fig.20-25).



Fig.22



Fig.23

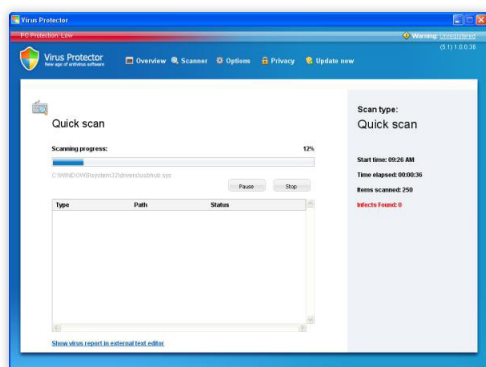


Fig.20

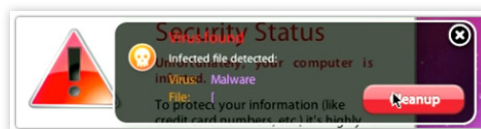


Fig.24



Fig.21

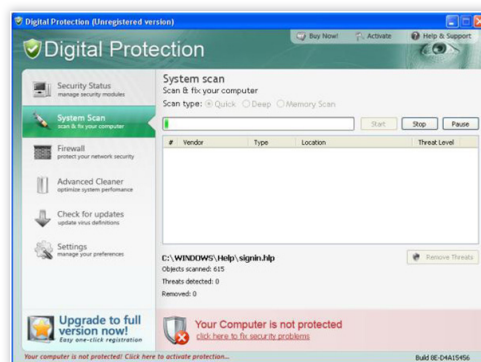


Fig.25

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Once the fake threats have been discovered, users are told they must register or activate the product in order to clean up the threats. Users are taken to a registration website (either through a browser or through the fake antivirus application), where they are asked to enter their credit card number and other registration details. These pages are also very convincing, occasionally featuring illegal use of logos and trademarks from industry-recognized organizations such as Virus Bulletin<sup>17</sup> and West Coast Labs<sup>18</sup> (see fig.26-31).



Fig.28

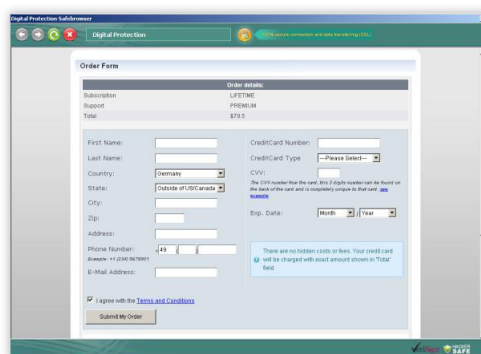


Fig.29

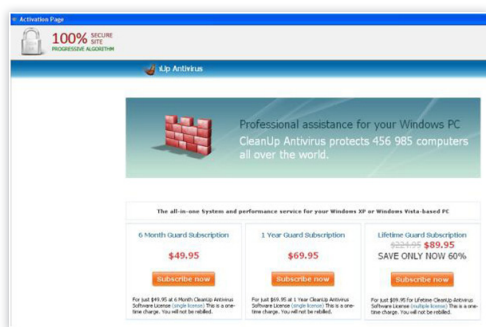


Fig.26

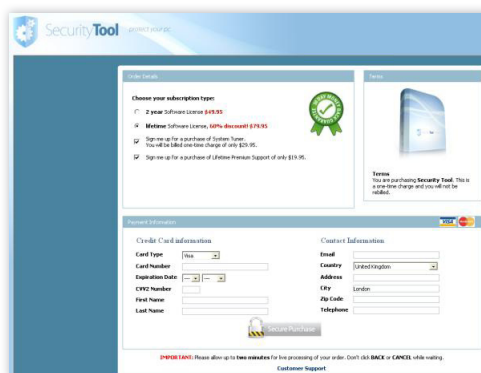


Fig.30



Fig.27



Fig.31

### Other fake antivirus behavior

Certain fake antivirus families cause further distress to the victim by interfering with normal system activity. Commonly, this includes disabling the Task Manager and use of the Registry Editor, prohibiting certain processes from running and even redirecting web requests. This behavior further convinces the user that there is a problem on the system and increases the likelihood of a purchase being made. This extra activity can take the form of:

- ▶ **Process termination:** Certain programs are prohibited from running by the fake antivirus, with a warning message being displayed instead (see fig. 32, 33).

The fake antivirus will generally allow Explorer and Internet Explorer to run, so renaming an executable as explorer.exe or iexplore.exe should allow it to be run.

- ▶ **Web page redirection:** Some fake antivirus families will redirect web requests for legitimate websites to an error message or other type of warning message. This adds to the user's fear and, again, makes the user more likely to pay for the fake antivirus (see fig.34).

- ▶ **Installation of more malware:**  
Fake antivirus has been known to download other types of malware upon installation, such as banking Trojans, rootkits and spam bots.

### Prevent and protect

There are many ways to stop fake antivirus—on the web, in email, and in your endpoint security. Malware is complex, and protecting the corporate IT environment is a full-time job. Antivirus software is just the beginning. A solid defense is needed to reduce the risk to your business by protecting all routes of attack.

The most effective defense against the fake antivirus threat is a comprehensive, layered security solution. Detection can and should take place at each stage of the infection.

- ▶ Reduce the attack surface
- ▶ Protect everywhere
- ▶ Stop the attack
- ▶ Keep people working
- ▶ Educate users

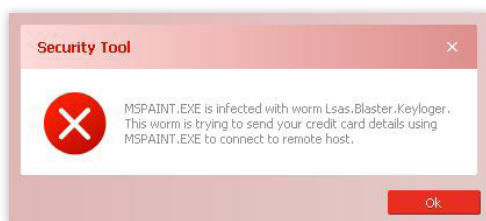


Fig.32

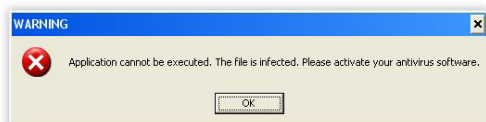


Fig.33

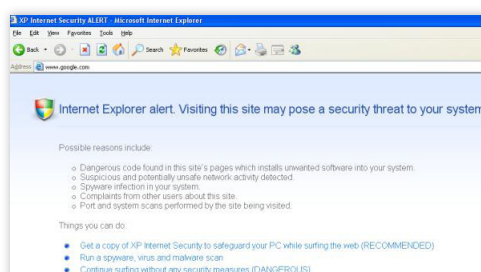


Fig.34

Here's how you can create this type of layered defense:

**Reduce the attack surface** – To reduce the attack surface, Sophos filters URLs and blocks spam to prevent fake antivirus from reaching users. By blocking the domains and URLs from which fake antivirus is downloaded, the infection can be prevented from ever happening. Sophos customers are protected by URL filtering in Sophos Web Security and Control19 and the latest endpoint security product. Sophos Email Security and Data Protection blocks spam containing fake antivirus before a user even sees it<sup>20</sup>.

**Protect everywhere** – But, protection needs to go further, and Sophos does this with endpoint web protection, live protection and firewall protection. Sophos Endpoint Security and Control detects web-based content, including the detection of the JavaScript and HTML used on fake antivirus and fake codec web pages. Detection at this layer prevents the fake antivirus files from being downloaded (e.g., Mal/FakeAVJs, Mal/VidHtml).

In addition, Sophos Live Protection enables the Sophos Endpoint Security and Control product to query SophosLabs directly when it encounters a suspicious file in order to determine whether the file is fake antivirus, or any other malware. This enables the automatic blocking of new and emerging malware outbreaks in real time, before the malware has a chance to run. This immediate access lets you close the window between the time SophosLabs finds out about an attack and when users are protected.

Firewall protection means that the Sophos Client Firewall can be configured to block outgoing connections from unknown programs to prevent fake antivirus from "calling home" to receive

updated downloads, or to send back a victim's credit card information.

**Stop the attack** – Stopping the attack involves your anti-malware software, ongoing updating and patching efforts, and run-time detection. To proactively detect the fake antivirus file, our Sophos antivirus agent delivers complete protection, plus low-impact scans that detect malware, adware, suspicious files and behavior, and unauthorized software. Using Behavioral Genotype technology, many thousands of fake antivirus files can be detected with a single identity. The number of samples currently detected as variants of Mal/FakeAV and Mal/FakeAle is well in excess of half a million.

Of course, updating and patching are also important to keep anti-malware software up to date, and apply at all levels of protection. Antivirus software must be kept up to date using automatic updating to ensure that the latest protection is provided at all times. Other software such as the operating system and commonly used applications, for example Adobe Reader, should be patched to ensure that they do not introduce security weaknesses. Static defenses are not going to keep up with the new variations, attacks change all the time. So, it is important to allow updates and apply patches as they are received.

Run-time detection is important because if a fake antivirus executable manages to evade the other layers of protection, the Sophos Host Intrusion Prevention System (HIPS) can detect and block the behavior of the fake antivirus sample when it tries to execute on the system<sup>21</sup>. HIPS includes rules that specifically target fake antivirus. Essentially, if the program sees the fake antivirus software doing anything dangerous, it will shut the software down—a blocking move by another layer of protection.

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**Keep people working** – Your users don't really care too much about any of this. They just want to get their work done. That's why Sophos provides IT staff with visibility into fake antivirus detection, sends alerts to let you know when malware has been stopped, and removes the malware from your users' computers. You can choose a configuration that lets users get these notifications, or shows these messages only to the security team.

**Educate users** – User education is an important part of the defense as well.

Users should know not to click on anything suspicious. But, they should also be reminded that the IT department takes care of antivirus protection for their computers. If they are concerned about antivirus, or have strange messages popping up, they should contact IT and not try to sort it out for themselves. It's also important to religiously refuse any anti-malware software which offers a free scan but forces you to pay for cleanup. Reputable brands don't do this—an antivirus evaluation should let you try out detection and disinfection before you buy.

## Stopping Fake Anti-Virus

Complete protection against a rampant threat

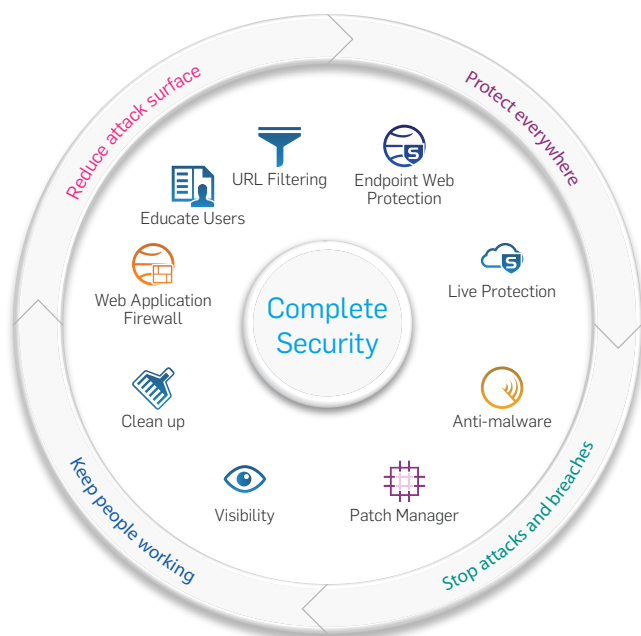


Fig.35

Here are three additional tips to help protect Mac users:

- ▶ If you use Safari, turn off the open “safe” files after downloading option. This stops files such as the ZIP-based installers favored by scareware authors from running automatically if you accidentally click their links.
- ▶ Don’t rely on Apple’s built-in XProtect malware detector. It’s better than nothing, but it only detects viruses using basic techniques, and under a limited set of conditions. For example, malware on a USB key would go unnoticed, as would malware already on your Mac. And it only updates once in 24 hours, which probably isn’t enough anymore.
- ▶ Install genuine antivirus software. Ironically, the Apple App Store is a bad place to look—any antivirus sold via the App Store is required by Apple’s rules to exclude the kernel-based filtering component (known as a real-time or on-access scanner) needed for reliable virus prevention.

### Conclusion

Fake antivirus is still a prevalent threat, it is a persistent problem and the financial benefits for cybercriminals means that fake antivirus will not go away.

Fake antivirus is already distributed through a large number of sources. The variety and inventiveness of its distribution will only increase.

Fortunately, users can protect themselves through a comprehensive and layered security solution that detects and defends against fake antivirus at every possible level.

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United Kingdom Sales:  
Tel: +44 (0)8447 671131  
Email: [sales@sophos.com](mailto:sales@sophos.com)

North American Sales:  
Toll Free: 1-866-866-2802  
Email: [nasales@sophos.com](mailto:nasales@sophos.com)

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