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1. Merry Christmas from us all

Season's Greeting from all at First Base Technologies. Please paste this link into your browser to see our Christmas card:

<http://www.firstbase.co.uk/christmascard.htm>

At First Base Technologies, we take our responsibility towards the environment very seriously. One of our environmental policies concerns reducing our use of paper and printer inks - heading towards a paper-less office as far as possible. It is this policy that led us to decide that we would no longer send printed Christmas cards and we hope you understand our stance on this.

We have donated the money saved to ChildLine, the official charity of white-hats.co.uk. For more information about the White Hat Ball and Childline, paste this link into your browser:

http://www.nspcc.org.uk/getinvolved/events/whitehatball2010_wde65078.html

Didi Barnes - Partner (Chief of Business Operations)
Keiron Northmore - Partner (Head of Technical Services)
Peter Wood - Partner (Chief of Operations)

2. Web Site Overhaul

Our web site has been given a bit of an overhaul. We hope you like the new, fresher, look. We also decided to have some festive fun with our home page - as you will see on www.firstbase.co.uk As always, we would be very interested to hear your suggestions for content and format.

We also hope you enjoy the video on our home page ... and I'm sure those of you that know Pete will have fun giving him some virtual heckling about it!



3. The White Hats Ball - 29 January 2010, London

white-hats.co.uk (our user group - see below) is pleased to support the 5th annual White Hat Ball in aid of ChildLine on 29 January 2010 at the Royal Lancaster Hotel in London.

The evening will be hosted by a celebrity friend of ChildLine (and no, we don't know who it is!) and will begin with a champagne reception followed by a three-course dinner. Guests will have the opportunity to win some great prizes in the White Hat raffle, and to bid for some dazzling lots in the live auction. Live music and dancing will continue into the early hours - so go on, let your hair down!

First Base Technologies have a table at the event, so if you are attending we look forward to seeing you there.

Please visit http://www.nspcc.org.uk/getinvolved/events/whitehatball2010_wde65078.html to find out more...

4. Why you shouldn't trust everything that Google shows you!

Hopefully we won't get into trouble for using that headline!

Joking aside, do you know about Google pay-per-click ads? These appear to the right or at the very top (in their own separate section) of a search results page. They are paid-for advertisements. We make use of this service - if you type in "penetration testing" as a search string, you should see us at the top of the page (provided lots of other people haven't used that search term that day - and exhausted our daily ad budget!). Many other search providers make money using the same type of pay-per-click strategy as well.

But here's the rub: anyone can advertise. Google, for example, does do some checking (e.g. it won't allow advertisers to use certain keywords) and will disallow certain landing pages (the page you get taken when you click on an ad). However, research is showing an increasing inclination for attackers to exploit these adverts by linking them to pages that contain malicious code that may infect your machine. An article (see below) indicates that the search providers currently have no means to screen these type of pages.

Check out: <http://windowssecrets.com/2009/10/08/01-Sponsored-search-results-lead-to-malware> for more information...



5. Subscription Information

We hope that you have found this newsletter to be informative and useful.

This newsletter is intended to be published four times a year. Subscription is free. Please feel free to pass this copy on to friends and colleagues.

If your friends or colleagues wish to receive the newsletter directly, they should send a request to: info@firstbase.co.uk.

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