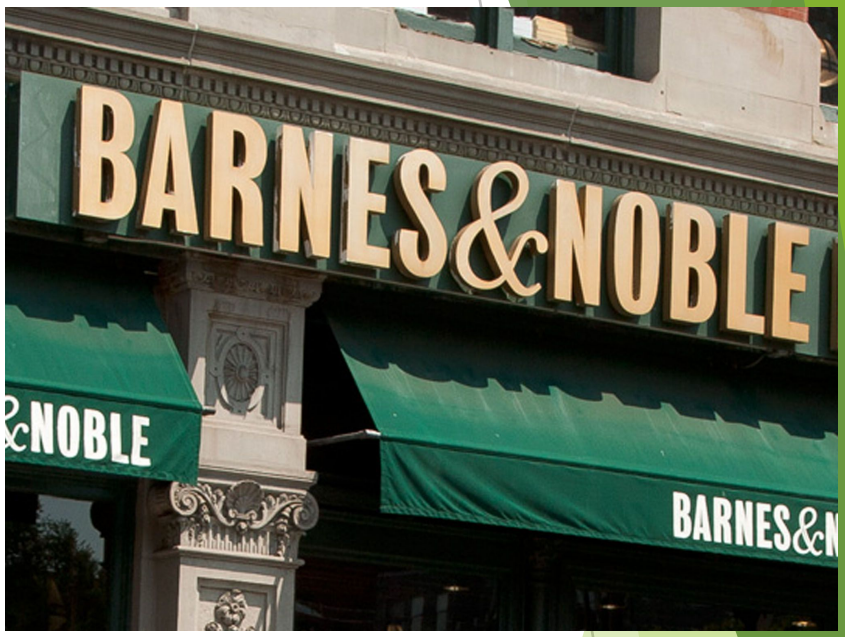
Burp Proxy Analysis for Barnes & Noble

MIS 5211: Introduction to Ethical Hacking

Mengqi He

Barnes & Noble



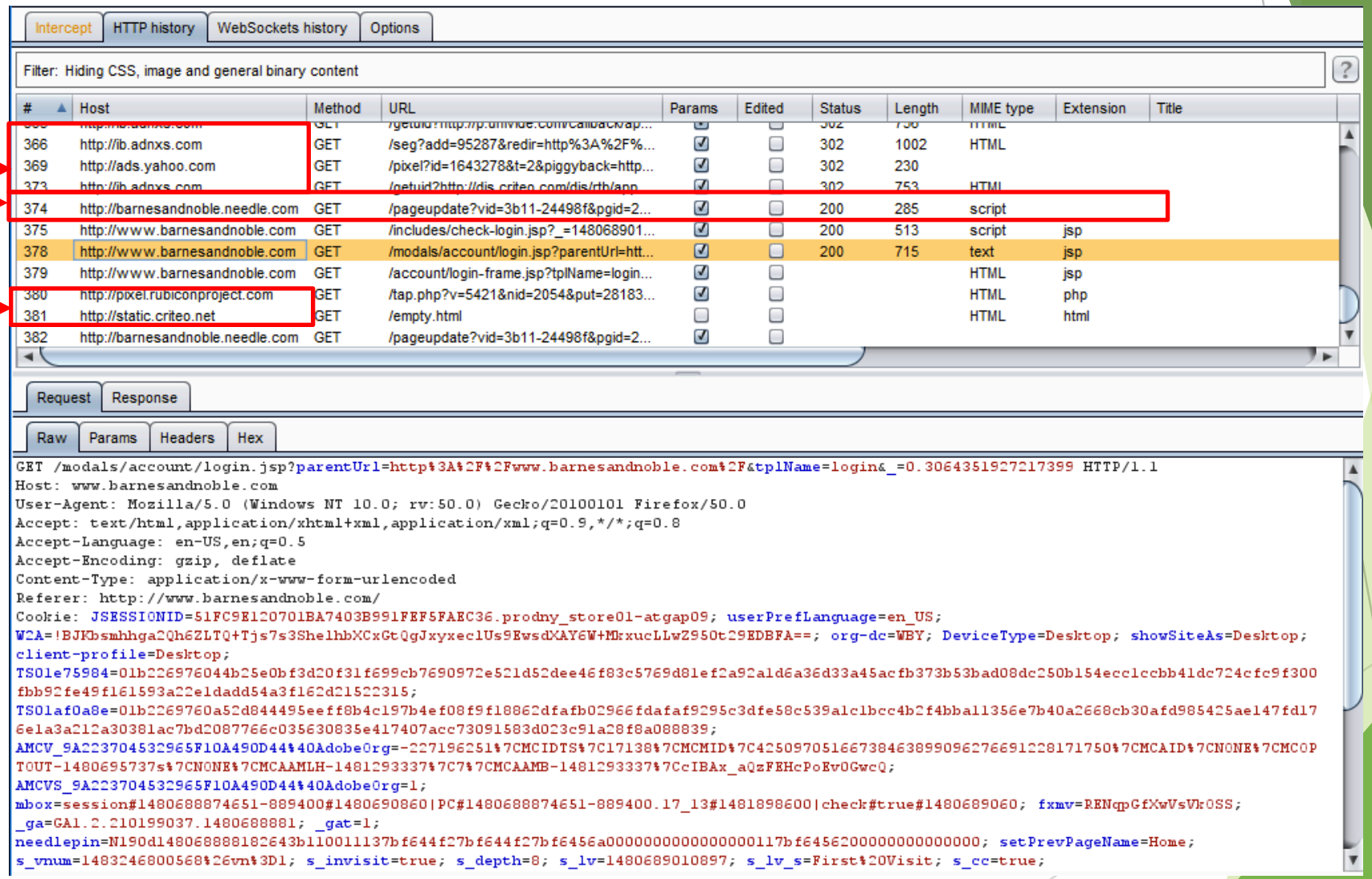
- Largest retail bookseller in the United States.
- 640 retail stores over the US.
- Products:
  - sells books, eBooks, magazines, toys & games, music, DVD and Blu-ray, and related products and services
- Started selling books online since the late 1980s.
- Security issue: credit card data breach
  - Victims: customers who shopped in August and September at 63 B&N stores across the country.
  - Hackers broke into the keypads in front of registers where customers swipe their credit cards and enter their PINs.

BARNES&NOBLE.com
www.bn.com

Proxy Intercepting result: Sign-in page

Subdomain of needle.com, an ecommerce sales chat platform to improve online customer experience

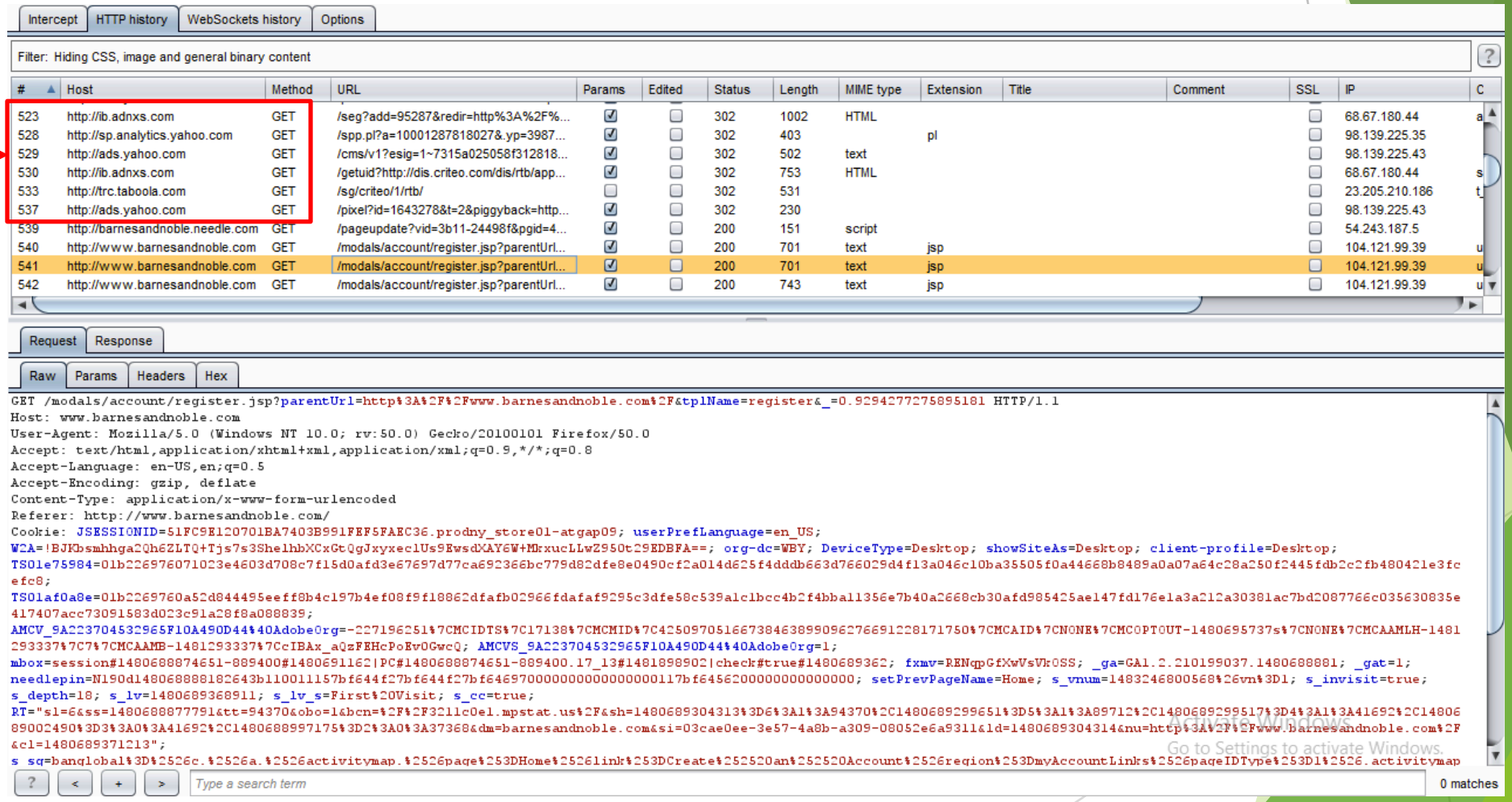
Advertising hosts



BARNES&NOBLE.com
www.bn.com

Proxy Intercepting result: Create an account page

Advertising hosts



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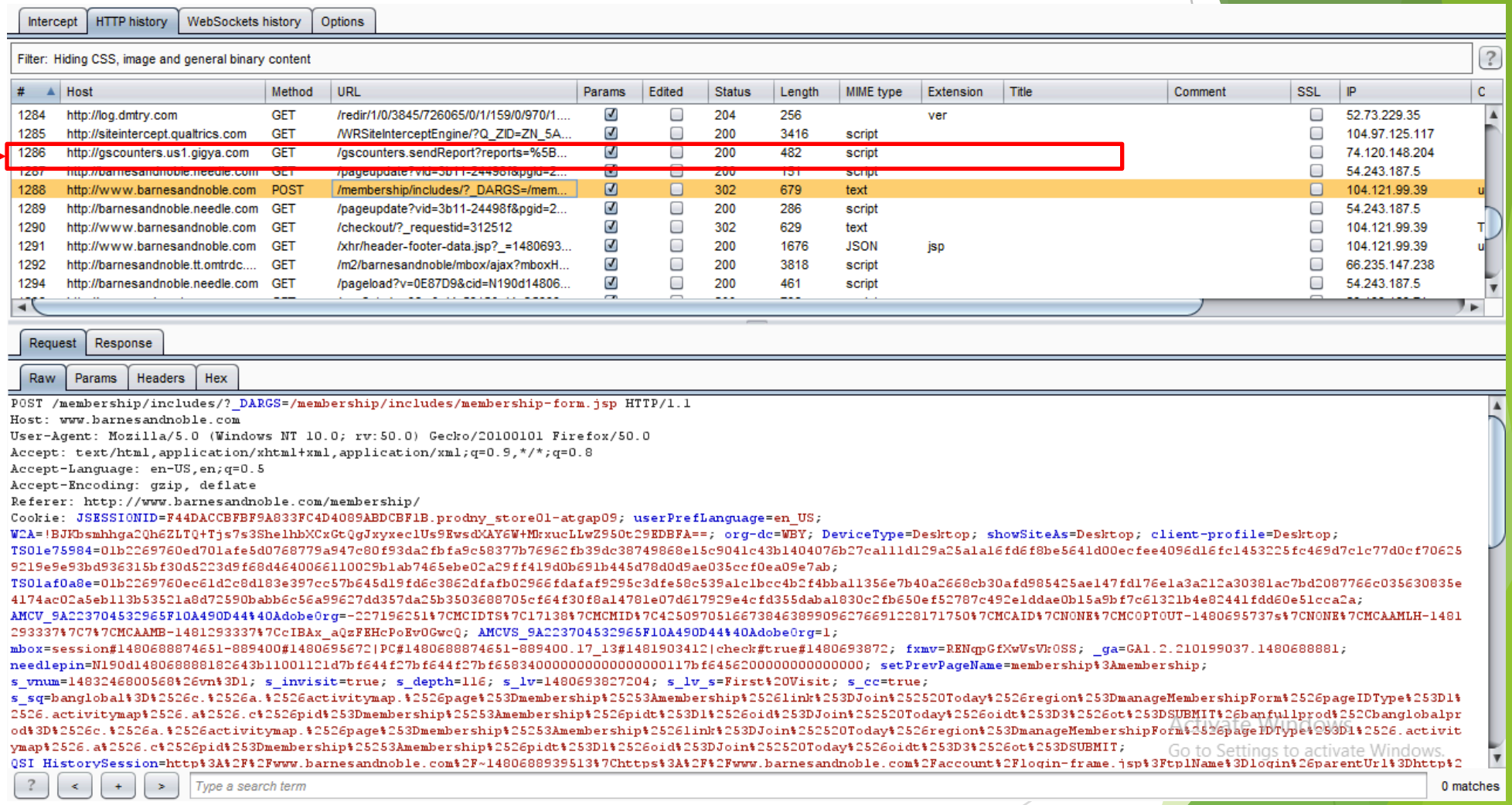
Proxy Intercepting result: Membership page

gigya.com is a customer identity management platform that helps companies build trusted digital relationships with consumers.



BARNES&NOBLE.com
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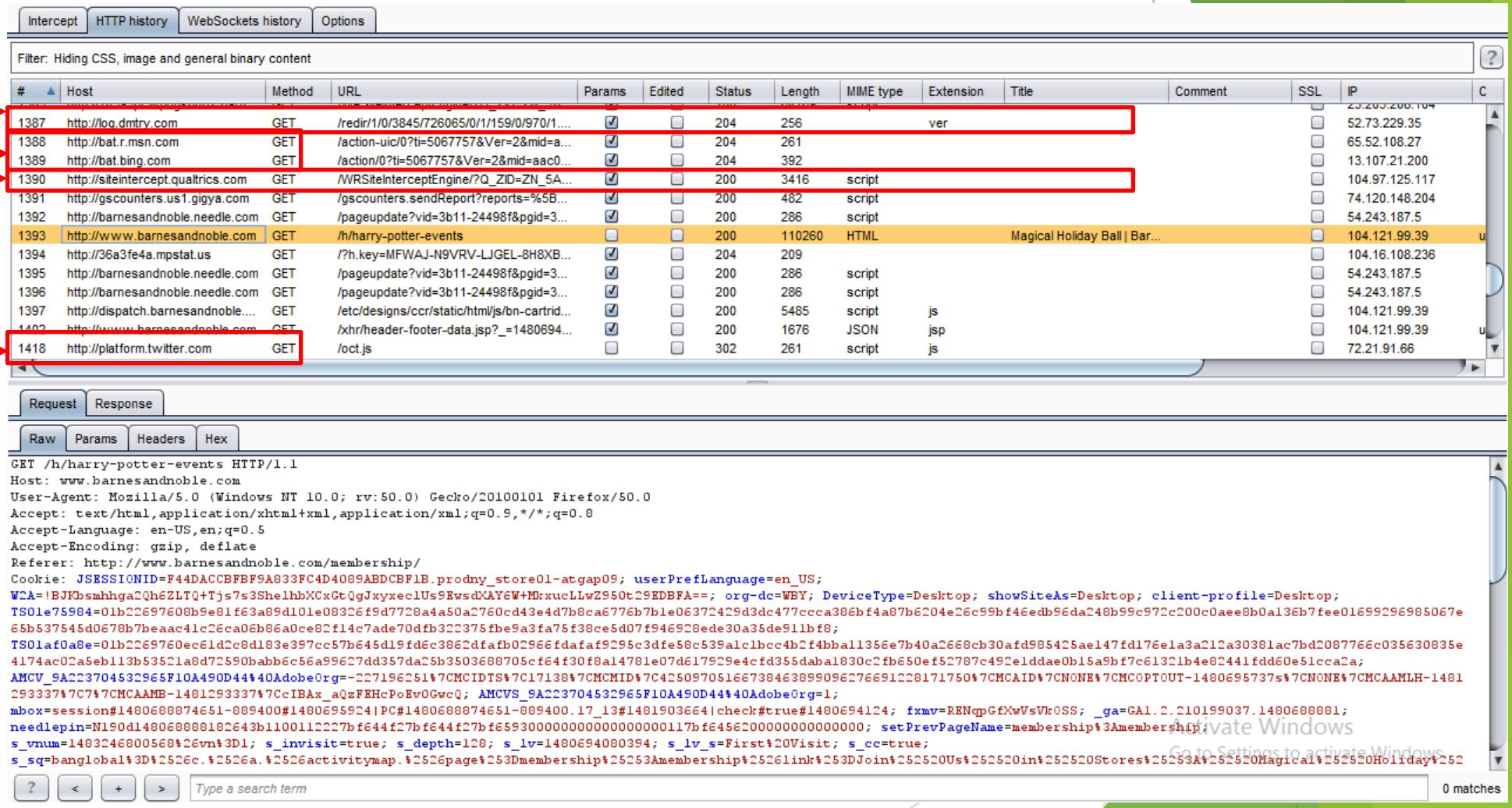
Proxy Intercepting result: Harry Potter event page

Tracking of users to link buying behavior with particular marketing channels.

Interact with targeted website visitors for surveys, polls, ads, promotions, and more.

Media sites



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