

Selling the Dream

How Intimate Insiders and Identity-Based Attackers Disrupt Micro-businesses

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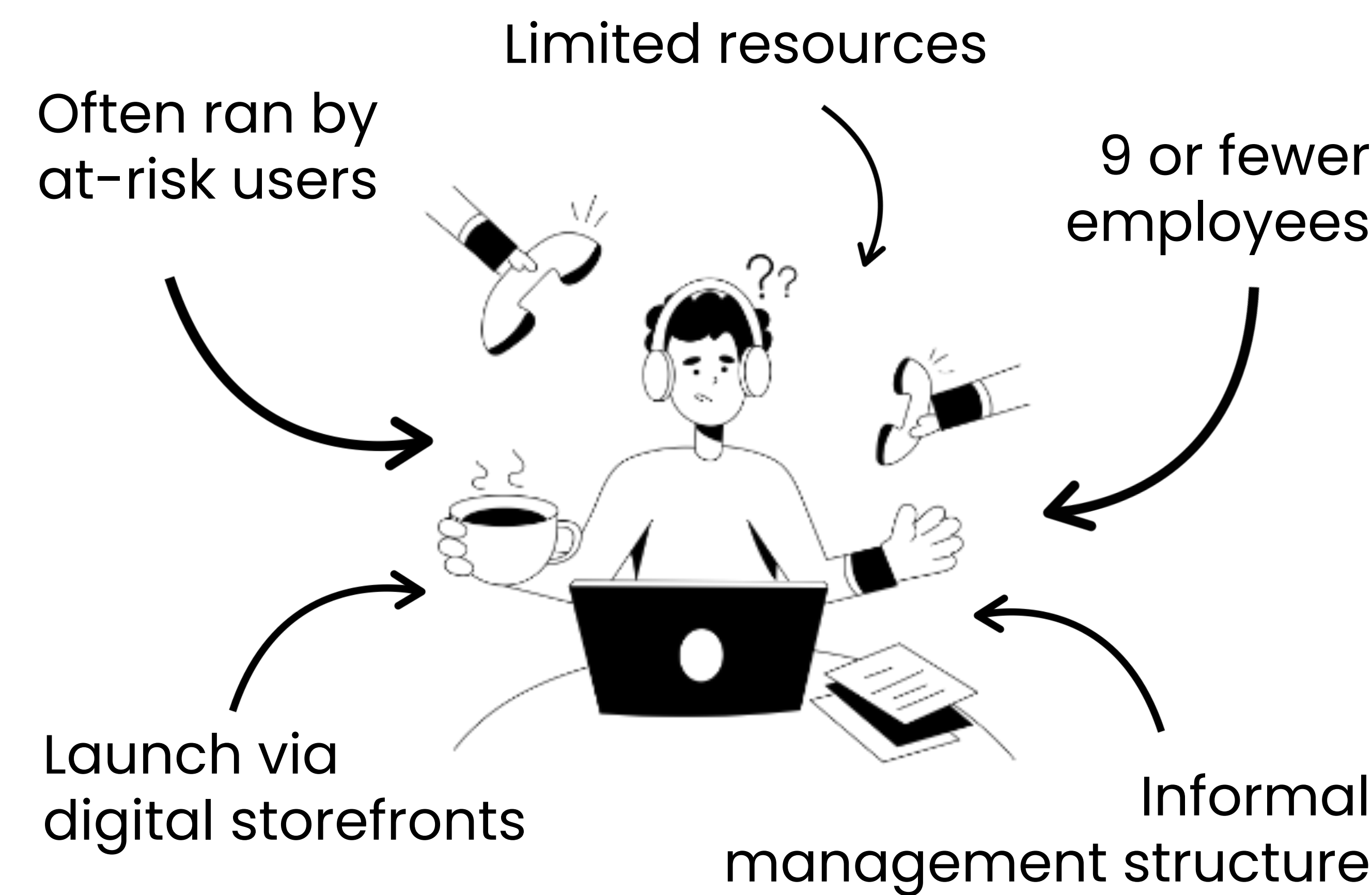
Prior works

Government enterprise security guidance [Ruth, 2025]
In remote work settings [Jorbes, 2023]
Corporate security management [Heinemann, 2025]

RQ: How might visibility-driven eCommerce platforms exacerbate existing vulnerabilities and harms for at-risk micro-business owners?

16 semi-structured interviews with micro-business owners with at-risk identity-focused branding

[9F : 6M : 1NB] [1 – 8 years experience]
Snowball sampling
Sales: Etsy, Shopify, Amazon, Wix
Marketing: Instagram, Tiktok, Pinterest and LinkedIn

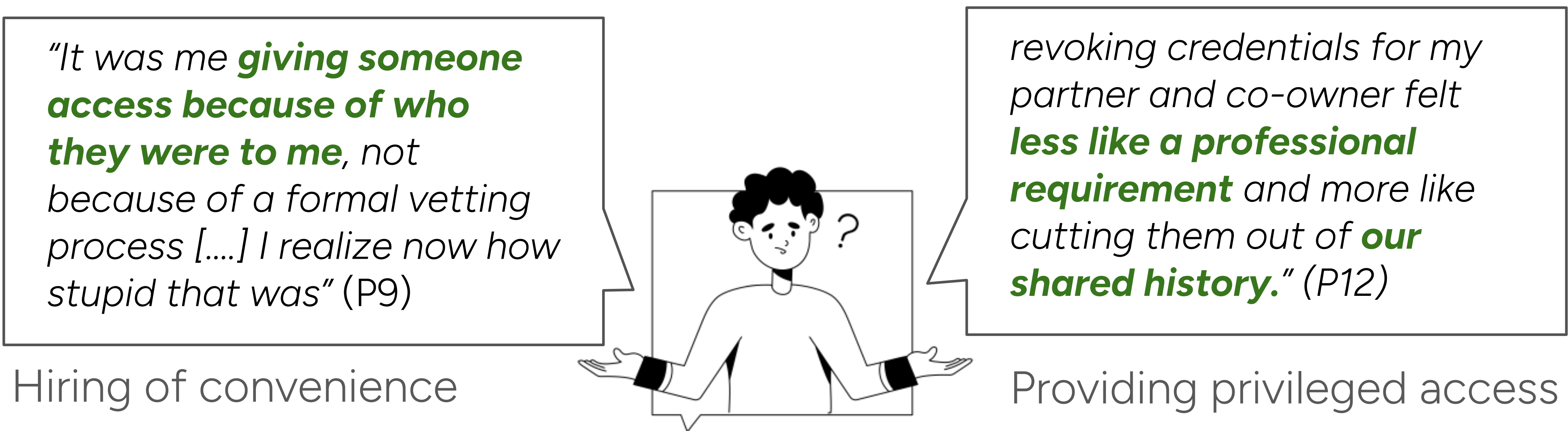


Micro-Businesses



38 consultations with survivors of intimate partner violence in a technology clinic

Clinic to End Tech Abuse in New York City
Retroactive case review
Comorbidity with technology abuse
Persistent and active threats



Invisibility

- Denial of Account Access
- Deletion of Business Data
- Termination of Business Operations

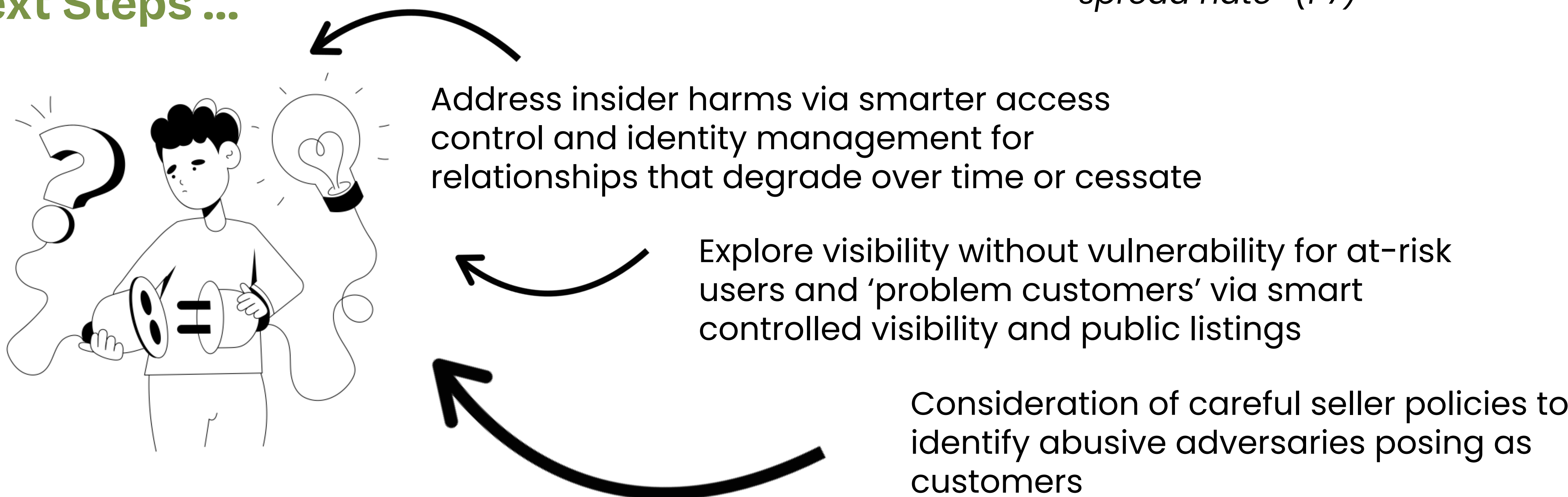
Hypervisibility

- Inability to control access
- Remote surveillance
- Targeting via proxy bases

Weaponizing Customer-Protection Policies

"you can't stop [people] from placing an order. So even when it's clearly targeted harassment, they can just keep buying the cheapest thing in the shop and using the review system to spread hate" (P7)

Next Steps ...



UC San Diego



Cornell University



NYU

