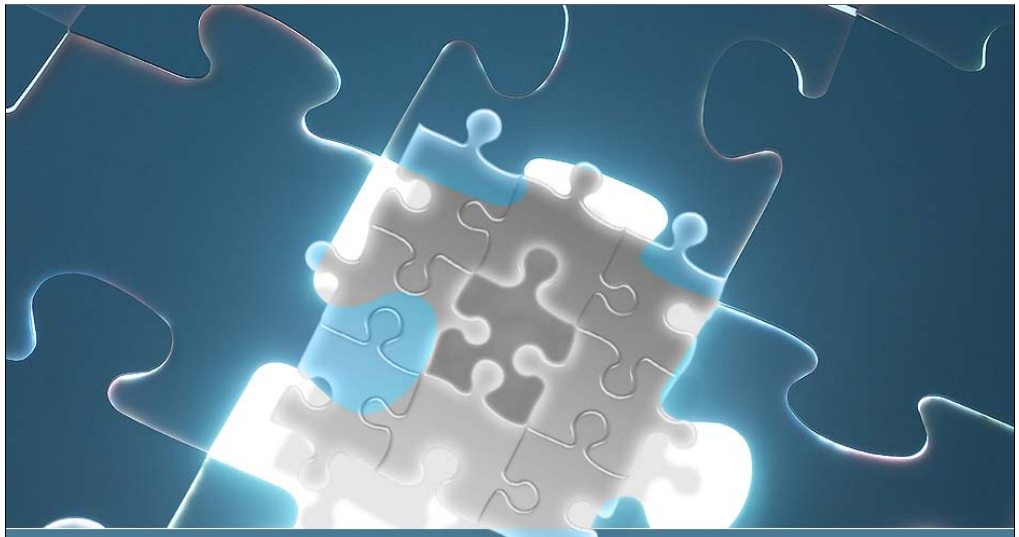
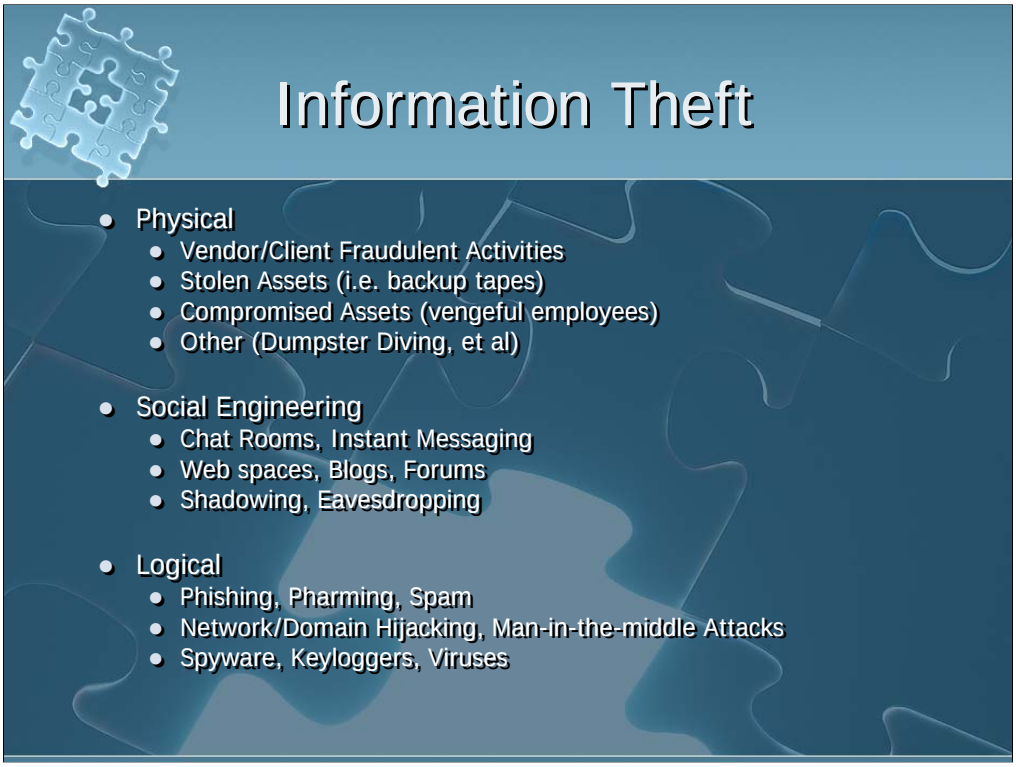


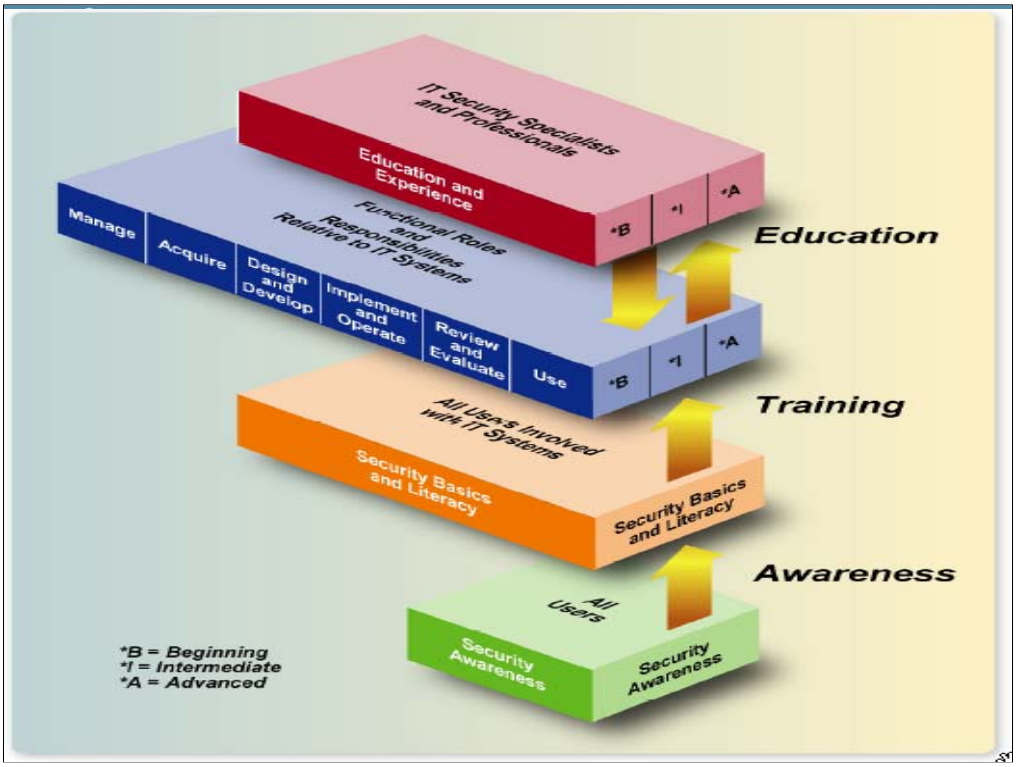
Corporate Security Awareness

The Common Sense of Compliance



70% of all information theft is still physical

Talk about newer cyber-threats: especially spear-phishing

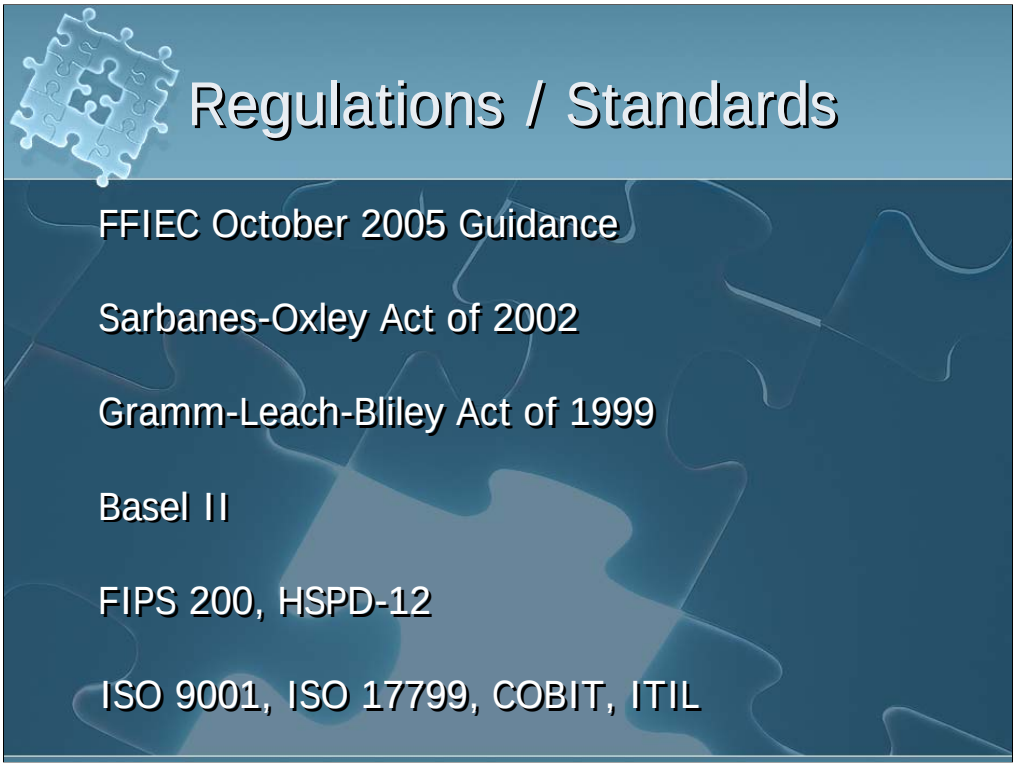


Explain purpose of comprehensive security awareness as building block for all other initiatives.

People's behavior is based upon their principles and their values.

An effective awareness program helps the workforce adopt the organization's principles and values.

The message is persuasive when the information is relevant to their values



Speak briefly on each, give some examples.

FFIEC

Multi-Factor (1½ factor) authentication for any remote transactions

SOX

"…affects only public companies, but has far broader applications than GLB and includes criminal penalties for individual executives who fail to comply with its provisions."

"Section 302 deals with Corporate Responsibility For Financial Reports. Computer security comes into play here because your executives need to know that your data has not been tampered with. Somebody in your organization, if your company qualifies under the act, is going to have to sign off that the data is accurate and hasn't been tinkered with."

"Section 404 deals with Management Assessment Of Internal Controls. Here again, computer security plays a role. Someone up there (maybe even you) is going to have to outline the controls that are in place that are safeguarding your company data and assess how well those controls are working."

"Section 409 deals with Real Time Disclosure. On the surface, this doesn't sound like a computer security issue, but your organization is going to be the one providing the numbers and they have to be accurate and easily available for quick distribution. That means that the numbers need to be fully automated and that they are protected from accidental or intentional loss. Further, that information cannot be tampered with once issued."

GLB

"The Gramm-Leach-Bliley Act of 1999 (sometimes called the Financial Modernization Act, and usually known as **GLB**) is intended to ensure protection of consumers' private financial data, which the Act refers to as Nonpublic Personal Information (NPI). **GLB** applies to a wide range of financial institutions and other organizations that maintain NPI related to their customers."

"The areas of greatest concern to most companies, and to corporate messaging managers, are the Financial Privacy Rule, which covers the collection, use, and disclosure of NPI, and the Safeguards Rule, which describes the processes companies must take to protect NPI."

"The Financial Privacy Rule is relevant to messaging because it covers the implementation of opt-out policies and privacy notices. For the most part, these are technology independent."

"The Safeguards Rule is more directly related to messaging infrastructure. It states that companies must maintain security programs that are commensurate with their size and complexity, as well as with the sensitivity of the NPI. More specifically, the Rule covers the use of technologies to prevent interception, automated enforcement of corporate policies related to message content, and general email security provisions."

ISO 17799

- security policy, objectives and activities that properly reflect business objectives
- a sound understanding of security risk analysis, risk management and security requirements
- an approach to security implementation which is consistent with the organization's own culture
- clear management commitment and support
- effective 'marketing' of security to employees (including managers)
- proper distribution and guidance on security policy to all employees and contractors
- provision of adequate education and training
- a balanced and comprehensive measurement system to evaluate performance in IS management and feedback suggestions for improvement

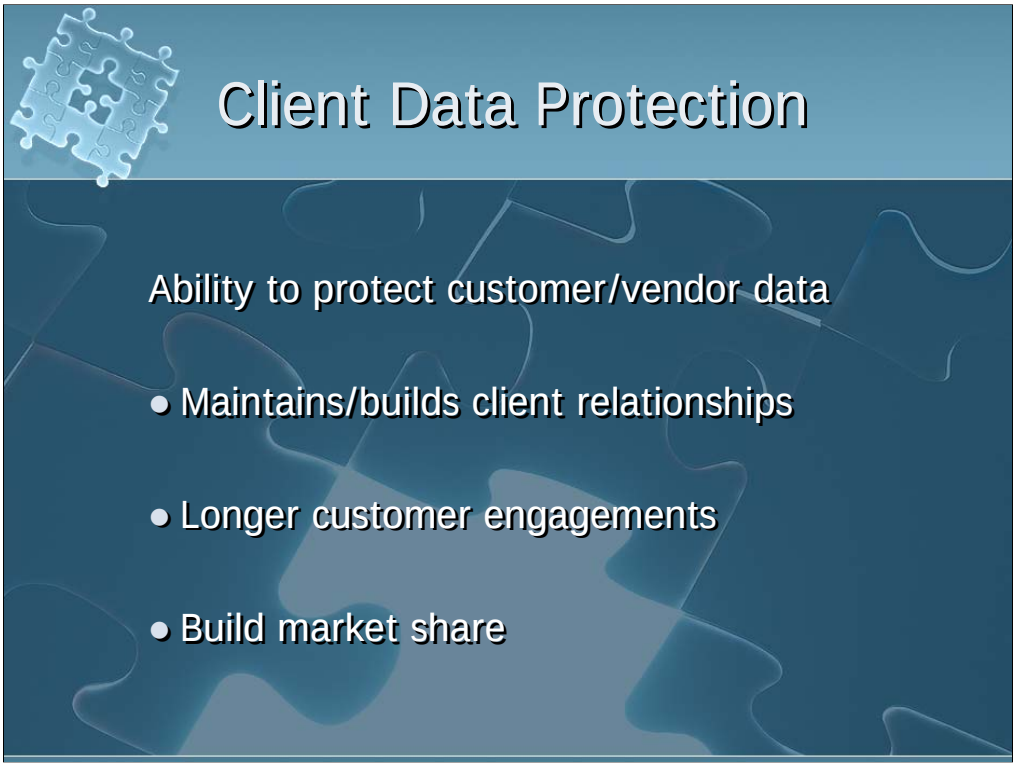
Regulations were not made to point fingers…

- Good business practices with a technical twist
- Needed to be verbalized when governing bodies failed
- (opinion) started early ’80s when corporations started choosing short-term profit without regard for long-term effects
- Ensures corporate focus as well as accountability

A corporation’s only true assets are

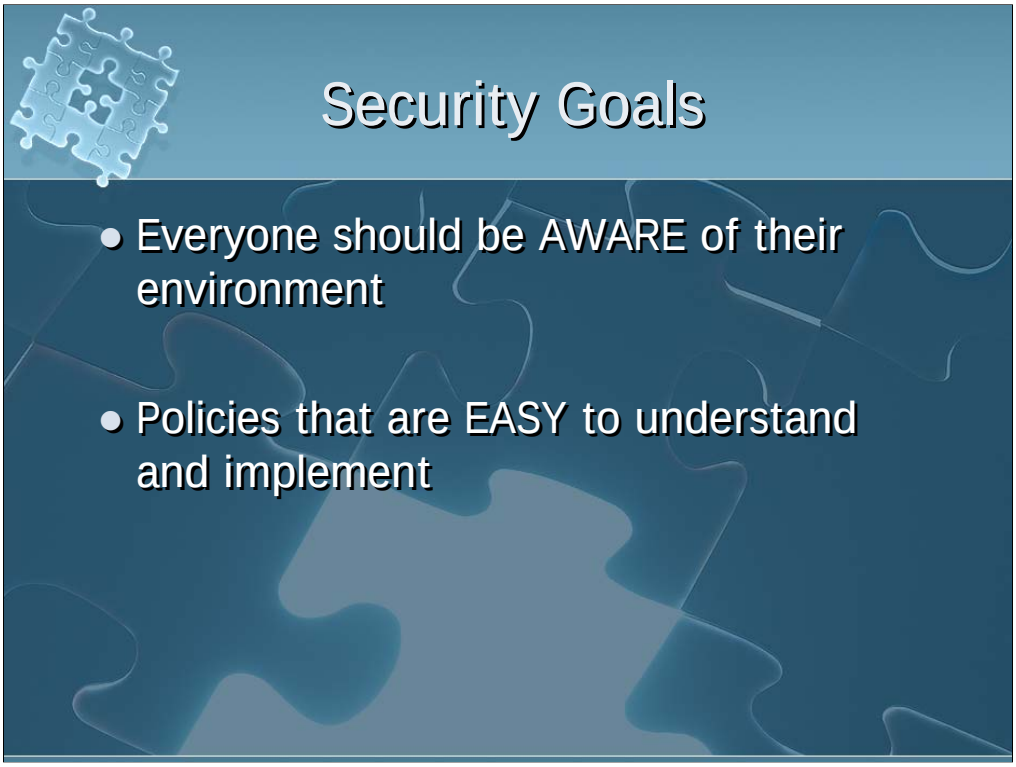
- real estate (or other non-depreciable physical asset),
- intellectual property (including its knowledge base),
- customer base.

The ability to protect IP is almost as important as the ability to exploit IP. When **both** are accomplished in an effective and visibly positive manner, the shareholder/owner trust in the upper-level management decision process greatly improves. This effect can lead to more “leash” to expand decision-making capabilities. Although it is intangible, consider the opposite. Failure to protect IP (or exploit IP) will lead to a more conservative stance, stifle innovation and eventually stagnate growth.



Along with IP, a corporation's client base is paramount to its success. Most business models address either increasing market share through customer quantity or customer quality. As many retail banks have found, failure to protect client data can be devastating to market share. However, many are only beginning to realize the potential tangible gains of making consumer protection more explicit and visible. Similarly, wholesale businesses need to be cognoscente of the indirect role they play in client data protection.

Elaborate on the FUD factor, but try not to diverge too long on this subject.


Security Goals
Everyone should be AWARE of their environment
Policies that are EASY to understand and implement

"Cockpit Resource Management"

Pre-plans all possible problem scenarios

Developed by the FAA in response to the crash of United Airlines Flight 173 on December 28, 1978.

Avoid: Do everything reasonable to prevent the opportunity for attack.

Trap: Be aware of "triggers" that indicate an impending attack.

Mitigate: Always plan for "when" and not "if" an attack happens.

In the loosest interpretations, compliance is the documentation of processes.

In the strictest terms, compliance is the validation of processes.

Policies should be written using a consistent interpretation.

Overall… make it EASY to understand and act on !!!

Data:

Data Origination and Identification -- Endpoints, Transports, Users

Data, Meta-Information and Business Intelligence -- Accurate, Secured, Archived, Accessible

Data Manipulation, Auditing and Archival Processes -- Accurate, Audited

Data Disposal -- Secure, Audited

Processes:

Well-defined and documented

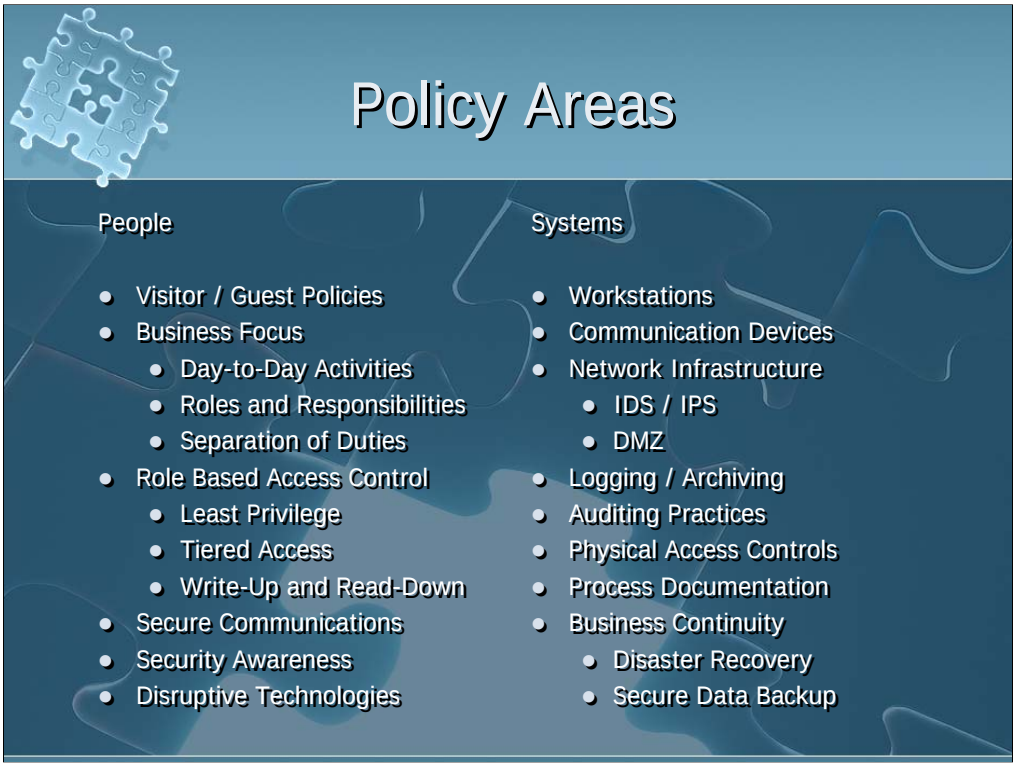
Repeatable

Audited

Decisions:

Behavioral – provide guidelines

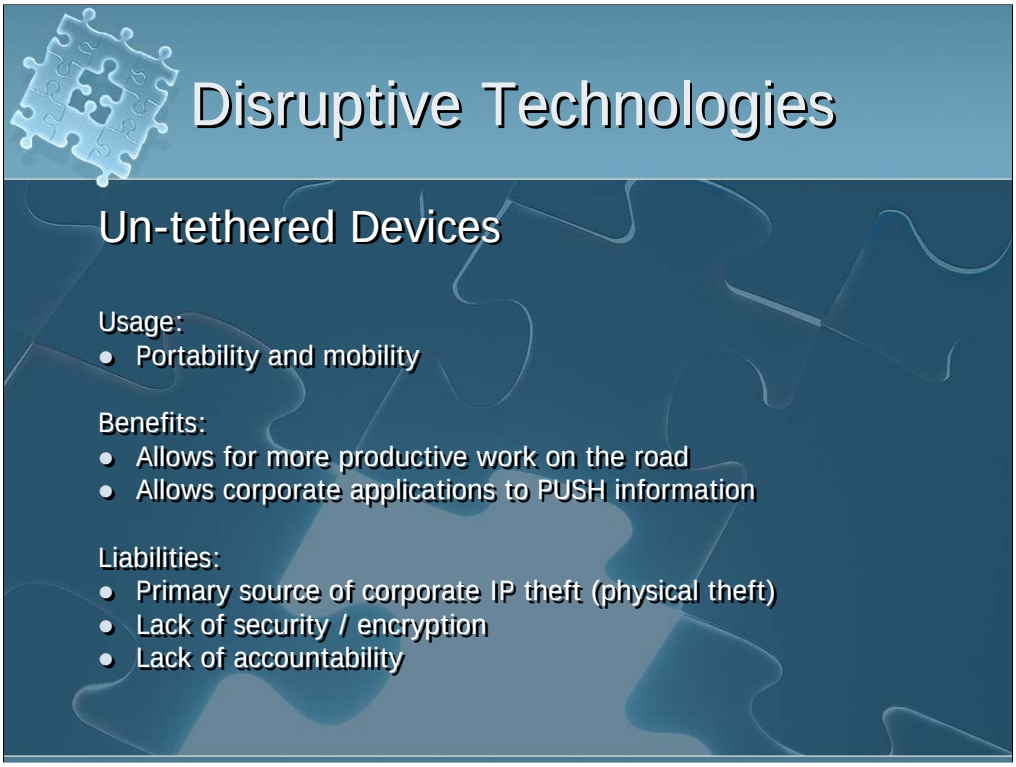
Business – well-defined and documented



Speak briefly on each with one example.

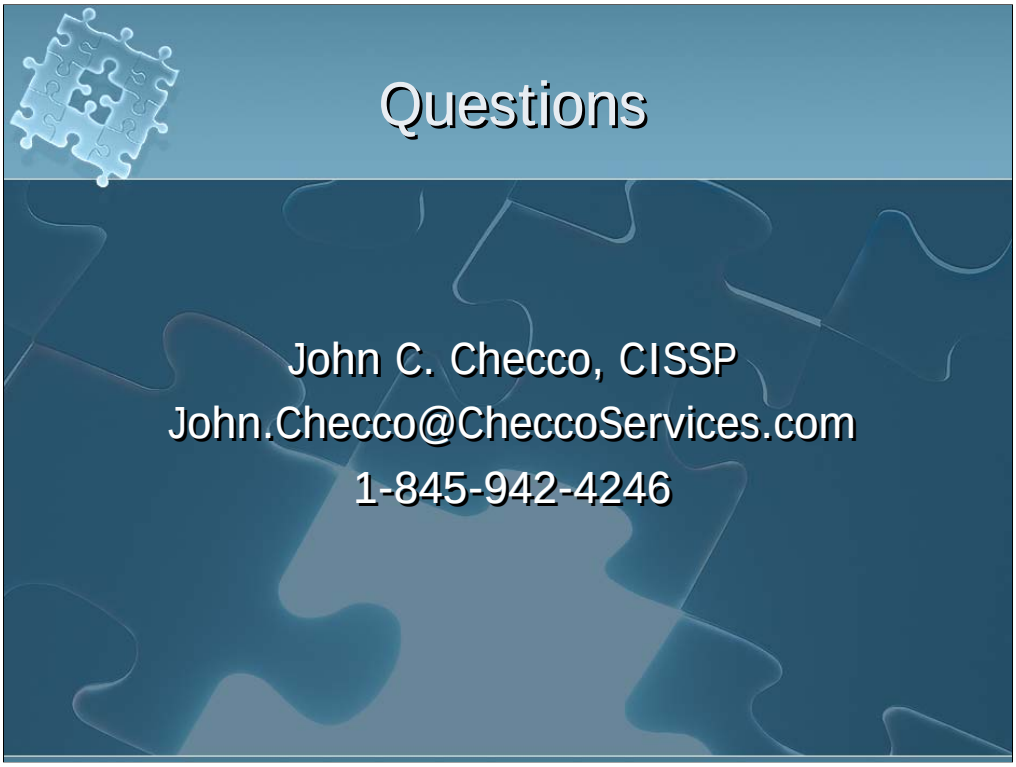
We want a positive spin…

Be positive, give examples of acceptable peer technologies. Talk about security issues.



Be positive, give examples of acceptable personal devices. Talk about security issues.

Be positive, give examples of acceptable personal spaces. Talk about security issues.


Questions
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