



THE SECURITY STANDARD™



Securing the Enterprise from a Dangerous Cyberworld

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Produced by

CSO

The Changing Balance of End User Accountability

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ADP



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Creating a Definition of Reasonable

Reasonability - Understanding that power by which we distinguish truth from falsehood, and right from wrong; and by which we are enabled to combine means for the attainment of particular ends



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Responsible vs. In Control:

Can you tell me please?

- What was in that update?
- A Zero Day what.....?
- Where is my data?
- No... I set my Facebook privacy last month



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The Legislative Answer: Make the Companies Pay

Name of the Legislation	Sponsor	Summary of Legislation
Data Accountability and Trust Act 2011	Rep. Bobby Rush	A bill to protect consumers by requiring reasonable security policies and procedures to protect data containing personal information, and to provide for nationwide notice in the event of a security breach
Secure and Fortify Electronic Data Act of (SAFE) 2011	Rep. Mary Bono Mac	
Cybersecurity Enhancement Act of 2011	Rep. Michael McCaul	To advance cybersecurity research, development, and technical standards
Cyber Security and American Cyber Competitiveness Act of 2011	Sen. Harry Reid	A bill to secure the United States against cyber attack, to enhance American competitiveness and create jobs in the information technology industry, and to protect the identities and sensitive information of American citizens and businesses

The law would give authority to the Federal Trade Commission (FTC) jurisdiction to promulgate rules “to establish and implement policies and procedures” for securing personally identifiable information (PII). This means that **the FTC would develop and codify a set of best practices for securing PII**, along with parameters and guidelines for providing consumer notices for data breaches.

The law would apply to **an entity that “owns or possesses data** containing personal information related to that commercial activity, including an information broker and any third party” that has contracted to maintain such data **will be covered** under the proposed law.

The cybersecurity bill also reaches into the private sector, urging incentives for attack risk assessments and preventive action as well as promoting investment in the U.S. IT arena. And it **seeks to give the government the capability to assess risks in cyberspace** and to prevent, detect and respond to attacks



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People and their Privacy

- A Society of Implicit Trust
- Generational Distinctions
- Willful Consumer Confusion
- Function v. Privacy

Younger adults (ages 16-24) were less likely than other age groups to reveal highly sensitive data pointing to the increased awareness in this age group of the risks of data misuse online (5 percent do not give any personal information online)

Age Group	% of people checking a website's legitimacy
16-24	40.2%
25-34	18%
35-44	12%
45-54	11%
55+	7%



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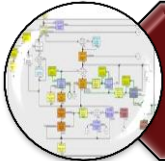
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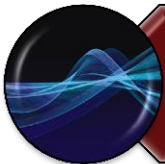
Data Protection: *It's Where the Data's At*



If you have solved the “Where’s the data at?” issue please see me after class



The Key to Success is Linking Business & Data Process Flows



Drive Data Centric Control Models



ACTIONABLE 5 POINT DATA PROTECTION PLAN

1. **Map Your Top 10 Critical Business Processes, Data Flows & Controls**
2. **Do an Internal DLP Scan of your Environment**
3. **Do a Structured Database Monitor Review of Your Top 5 Databases**
4. **Execute an Edge Monitoring Assessment of Who is Using Cloud Storage**
5. **Execute a Threat Surface Reduction Project: Location & Access Controls**



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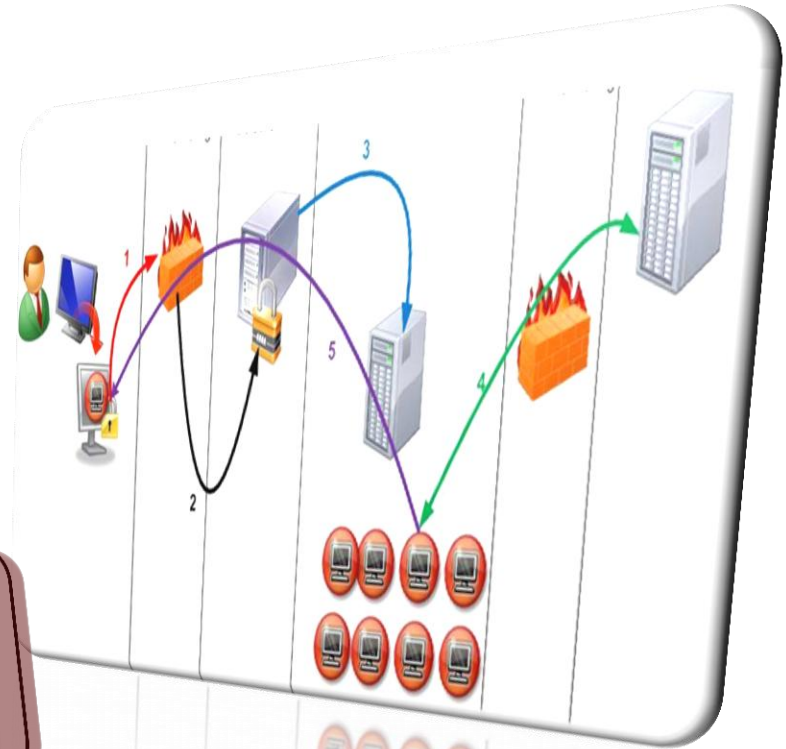
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The Future of the End User Environment

Remove the User Device
from the Equation

Resist Resident Data at the
End Node

Advanced Identity &
Hardware Integration



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Key Technologies Driving the Right Model

Identity & Authorization Management

Virtualization

Data Encapsulation & Tokenization

Digital Rights Management (multi-format)



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Creating the Ability vs. the Roadblock

Answers

- Ask, Seek & Demand

Solutions

- Embrace, Introduce & Excite

Advancements

- Pilot, Test & Promote

Consider These

1. **Create Top 10 Can Do List**
2. **Dedicate .5 FTE Towards Solutioning**
3. **Host an Innovation Enablement Competition**
4. **Create a Client CISO Advisory Group**



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Redefining the “Yes. But Here’s How” Theory

Care and Custody
Decision Making

Moving past the end
Point Decision

Creating Markets &
Opportunity



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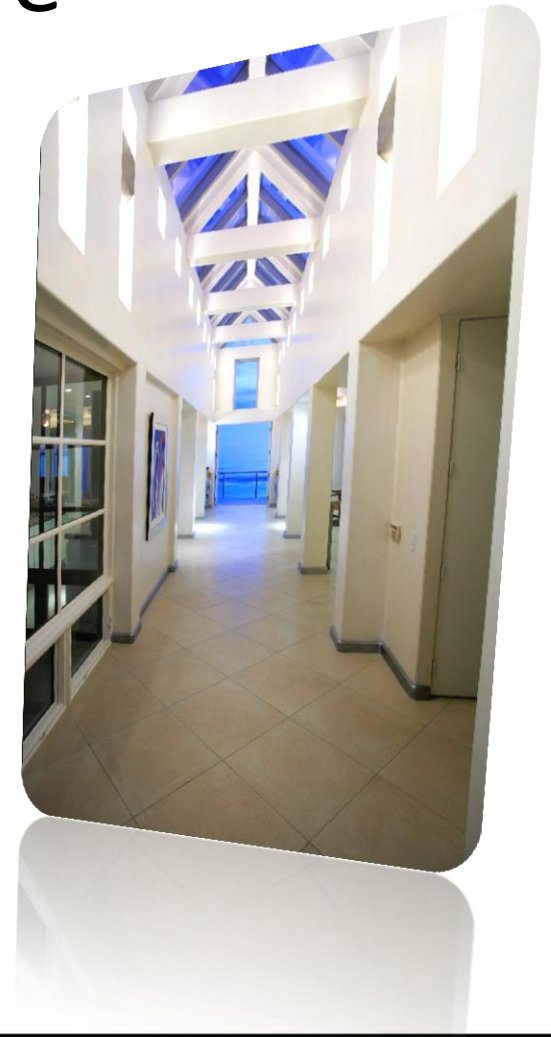
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Guiding Our Future

- Create Actionable & Flexible Standards
- Imagine, Invent & Implement
- Focus on the Data



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Your Challenge



Be a Leader

You Decide What Type....



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Thank You!

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