The Human Side of Information Security

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Why Is Awareness Difficult to Do?

• Economics:
  – Labour intensive.
  – The cost of learning time.

• Negative approach.

• Secondary goal.

• Perverse incentives.
The melting pot

Awareness program
Definition

**Awareness** is the first stage in the process of learning about a new product, service or idea about which the consumer has received information, but has not yet formed an opinion.
Objectives

Increase staff confidence in Information Security.

Convince executives to lead by example.

Persuade staff to adopt security-positive habits.
Strategy

Integrate best practices in the day-to-day life.

Make InfoSec a Mecca for competent knowledge.

Become a catalyst for cultural change.
Quarterly campaigns

Very important:

• Language
• Format
• Channels
Quarterly Campaigns

Deliverables:
• Articles;
• Posters;
• Brochures;
• Seminars;
• Movies.
Delivery

One-time projects with company wide impact, such as: monthly calendar, screensaver, website.
On-line training

Tracks and reports on usage to meet compliance and audit requirements.

Main characteristic: it’s forgettable!
Metrics

• It’s a continuous process.

• Should be implemented from the very beginning - establish baseline – and followed up on a regular basis.

• It can be done on a sample population.

• Doesn’t matter what the findings are, they can be interpreted positively.
Epidemic of Security?

The three rules of epidemics:

The Law of the Few

The Stickiness Factor

The Power of Context
Persuasive Technologies

Computers as persuaders – roles:

• Tools

• Media

• Social actors
Benefits

Awareness is the spice that makes Information Security palatable – 93% user satisfaction.

Improves overall (security) health of the organisation.

Creates a security-positive culture within the workforce.

Improves productivity (Gartner says up to 25%).

Demonstrates compliance.
Thank you
Danke
Xie xie
Khawp khun
Yum gotic
Mahalo
Salamat
Obrigada
Spacibo
Arigato

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