

WE ARE

European Cyber Security Month



“We did it our way”

Tony Neate, Chief Executive - Get Safe Online

Tony Larks, Vice President Marketing, Trend Micro & Director, Get Safe Online

12 June 2012

“ We did it our way” - The failures and successes.



Who are the potential victims?



www.getsafeonline.org

“ We did it our way” - The failures and successes.



What are they doing?

Jean

- Retired Teacher
- Grandchildren live in Australia
- Shops online



“ We did it our way” - The failures and successes.



What are they doing?

Nina

- Junior doctor
- Addicted to social network sites
- Uses the Internet for research and study



“ We did it our way” - The failures and successes.



What are they doing?



Luke

- Is a Telecoms Engineer
- Enjoys online gaming
- Synchronises mobile and PC

“ We did it our way” - The failures and successes.



What are they doing?



Mike

- Runs his own business
- Worried about BYOD
- Does all his finances online

“ We did it our way” - The failures and successes.



Do we care?



www.getsafeonline.org

“ We did it our way” - The failures and successes.



Supported by public and private sectors

Public sector



- UK Payments
- e-Crime Wales
- Metropolitan Police (PCeU)
- Trading Standards
- PhonePayPlus
- Office of Fair Trading
- UKCISS



- Cyber Security Challenge
- Local Authorities
- Department for Education
- UK Payments
- Information Commissioner's Office
- Trading Standards
- CEOP

Private sector



- Santander
- ValidSoft
- Camelot
- PurchaseSeal
- Nominet

“ We did it our way” – The failures and successes.



Mission

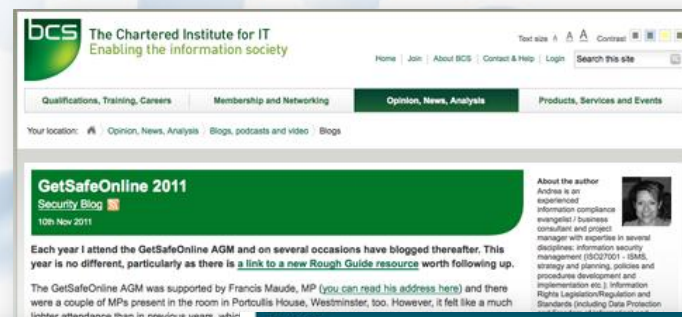
“To be the preferred point of trusted advice for internet users in the UK, helping them to reduce the risk from cyber threats and crimes.”

“ We did it our way” – The failures and successes.



Get to know us

- Leading Online Safety Resource
- Public Private Partnership
- UK Government voice on online security
- Trusted
- Independent
- Strong Brand Awareness & Following
- High Media Visibility



“ We did it our way” – The failures and successes.



Trend Micro Vision

A world safe for exchanging digital information

“ We did it our way” – The failures and successes.



What We Do



Recognized global **leader** in server, virtualization and cloud security

Innovative security solutions

Protecting the exchange of digital information for businesses and consumers

How We Do It



1,200 threats experts in 12 TrendLabs locations around the globe; **1,500** R&D engineers

\$400M USD and 500 engineers invested over last 4 years to develop cloud-related solutions

Global Threat Intelligence



Who We Are



Eva Chen: CEO and Founder

Co-founded: 1988

Offices: 36

Global Employees: 4942

Revenue: \$1.2B USD

Cash Assets: \$1.9B USD

Operating Income: \$330M USD

Headquarters: Tokyo

Trend Micro is the largest independent security provider

www.getsafeonline.org

“ We did it our way” – The failures and successes.



Main Launch – October 27th 2005

“ We did it our way” – The failures and successes.



Get Safe Online Launch October 27th 2005



Launch Events

Press Conference @ govt building
Led by Cabinet Minister John Hutton, MP
Message from the Prime Minister

All sponsors involved
Deputy Director Sharon Lemmon, SOCA
Q&A with media
Targeting business, technology media

Celebrity launch

Cyber Survey results revealed by
the BBC's Richard Hammond
Photocall
Radio and TV interviews
Targeting consumer media

“ We did it our way” – The failures and successes.



Who Supported It?



“ We did it our way” – The failures and successes.



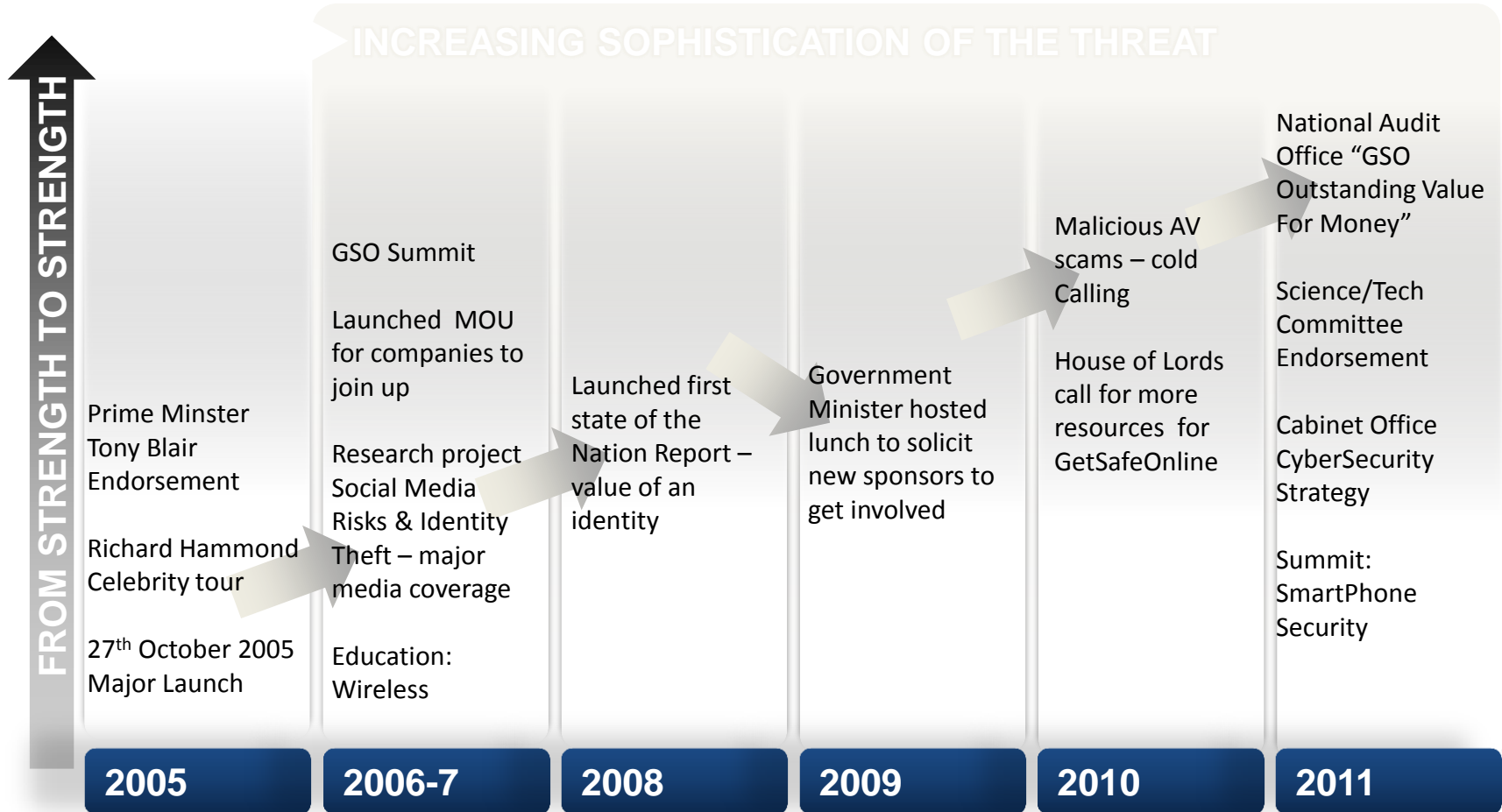
Who Didn't?



“ We did it our way” – The failures and successes.



7th Year



“ We did it our way” – The failures and successes.



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Mandated

Objective 1: Tackling cyber crime and making the UK one of the most secure places in the world to do business (continued)

Cyberspace is an important and expanding part of our economy. Our objective is to tackle cyber crime and make the UK one of the most secure places in the world to do business.

Objective	Approach	Actions to include
	<p>Get Safe Online is a joint public/private sector campaign to raise awareness of online security, aimed at the general public and small businesses. It is sponsored by Government, Microsoft, HSBC, Cable and Wireless, Ofcom, Trend Micro, Gumtree, Verisign, Symantec and Paypal. It works with a range of community groups and aims to give people the confidence and know-how to use the internet securely. It combines marketing and PR activities with a comprehensive website (www.getsafeonline.org) giving up-to-date advice, tools and guidance on cyber good practice. It includes advice on topics such as online shopping, social networking sites, data theft and identity fraud.</p>	<p>18. Support GetSafeOnline.org to become the single authoritative point of advice on responding to cyber threats (for example, the recent publication of an internet safety guide).</p>

The UK Cyber Security Strategy
Protecting and promoting the
UK in a digital world

“ We did it our way” – The failures and successes.



National Media Coverage



Smartphone scams: Owners warned over malware apps



Rik Ferguson, an "ethical hacker" and expert on smartphone security, demonstrates how easy it is for criminals to create trojan apps

<http://www.bbc.co.uk/news/uk-15600697>

A national computer security campaign is urging smartphone

www.getsafeonline.org

Get Safe Online says that there has been an increase in smartphone

“ We did it our way” – The failures and successes.



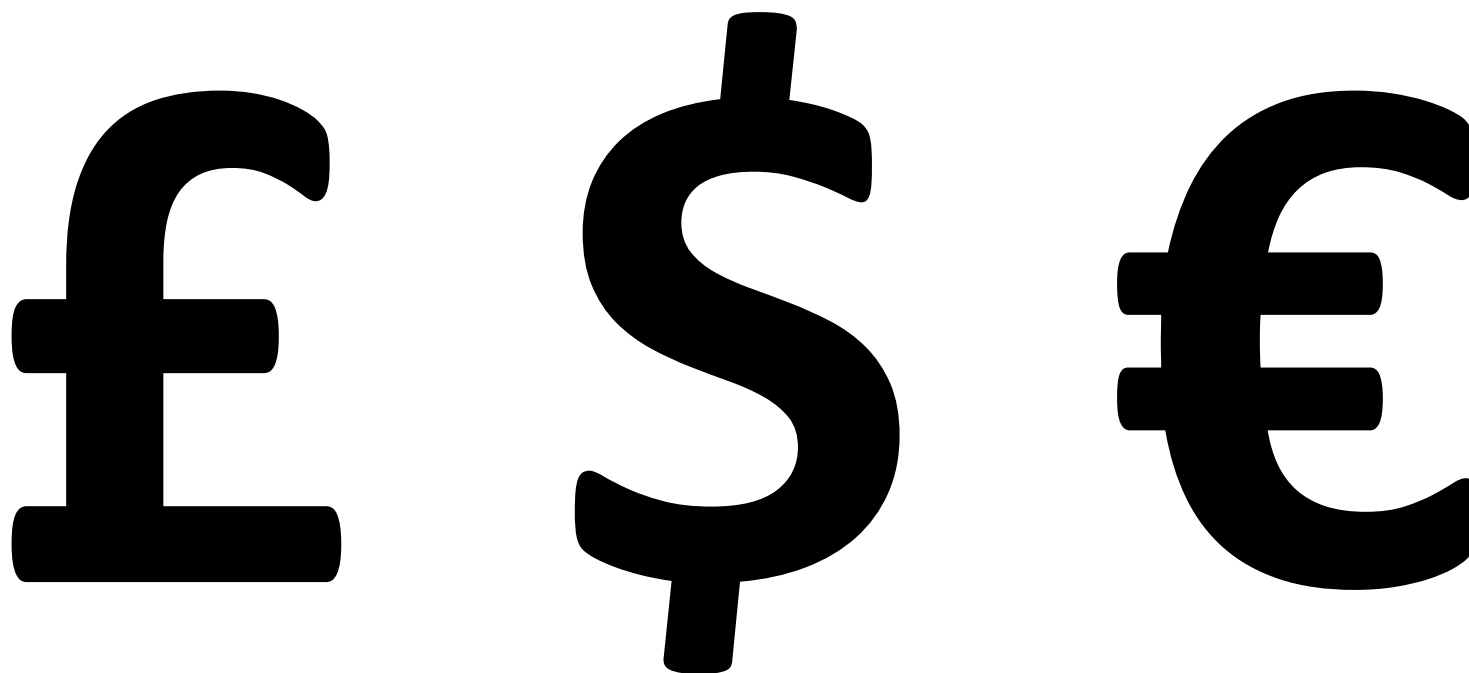
Retained Long Term Partnerships?



“ We did it our way” – The failures and successes.



Sustained Funding



“ We did it our way” – The failures and successes.



Soliciting Support

80 / **20**

User still victims

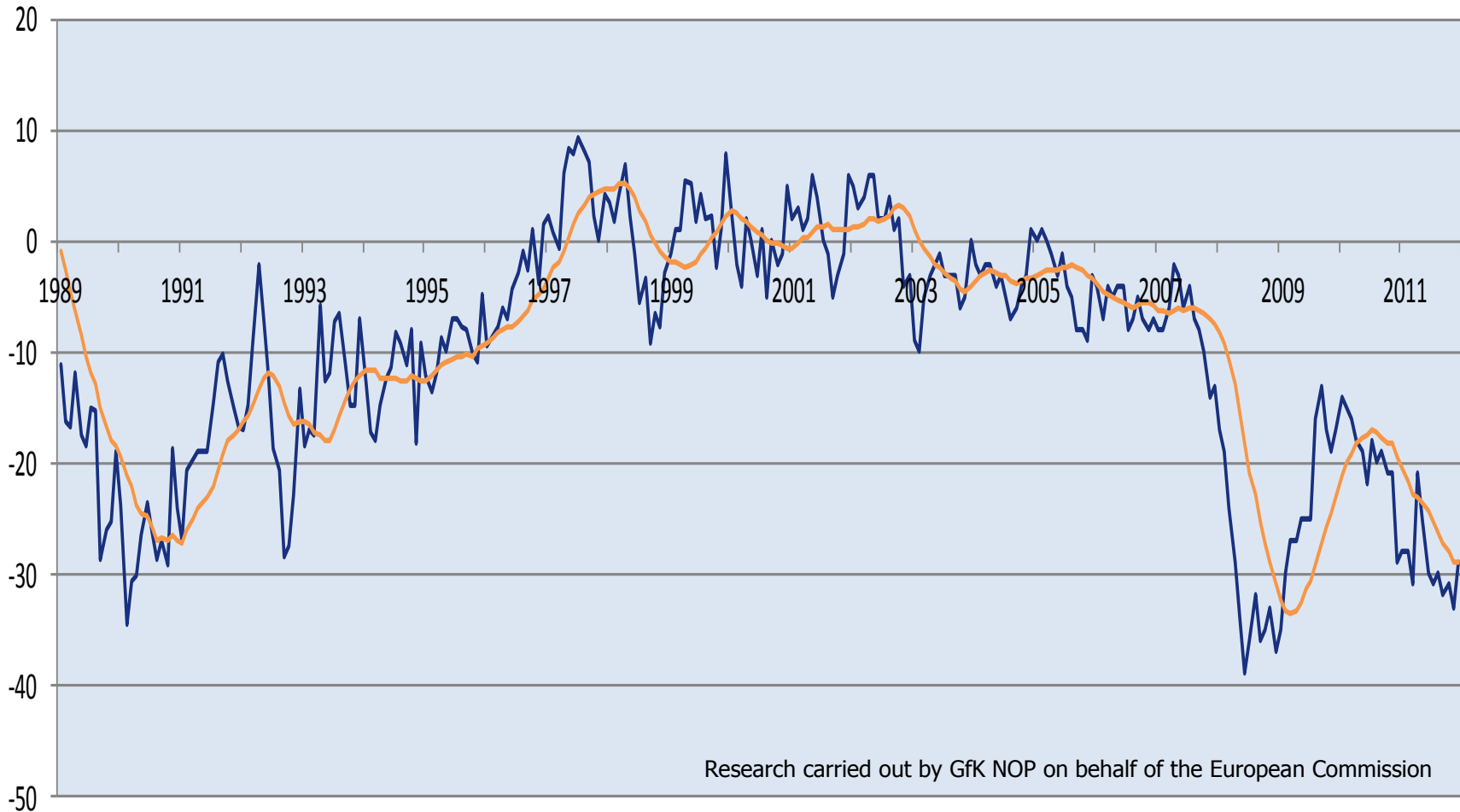
- Millions of machines still compromised hosts

	Country	2011
1	Brazil	8,552,206
2	Germany	7,519,639
3	USA	5,747,376
4	Russia	5,449,975
5	India	4,484,258
6	Great Britain	3,848,112
7	Italy	3,825,501
8	China	3,007,188
9	Spain	2,582,996
10	Vietnam	2,163,656

“ We did it our way” – The failures and successes.



Impact of the Economy



Research carried out by GfK NOP on behalf of the European Commission

“ We did it our way” – The failures and successes.

Get Safe Online



How bad is it out there?

- 2011, e-crime cost the UK Government, businesses and consumers an estimated total of £27bn
- Identity fraud has increased by a massive 244% in the last four years, contributing to the £1.9 billion lost to this crime
- 11% of the UK's online community was a victim of fraud in 2010



“ We did it our way” – The failures and successes.



It's easy to be safe

“ We did it our way” – The failures and successes.



Get Online

- It is essential we don't scare
- We must have positive messaging
- We need to show the benefits
- We want more people on line
- The message must be ...



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- Get Shopping
- Get Banking
- Get Chatting
- Get Watching
- Get Dating



Get Safe Online





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Social Media



twitter

Get Safe Online
@GetSafeOnline
Online Safety Campaign from the UK, sponsored by Government and the Private Sector
London, UK <http://www.getsafeonline.org>

1,403 followers

Follow Get Safe Online

Full name
Email
Password
Sign up

Tweets

Get Safe Online @GetSafeOnline
RT @infosecmag: Trojan used hacked WordPress sites to carry out mass Mac infections bit.ly/UVV1

Get Safe Online @GetSafeOnline
RT @MJamesRomo: AI BT breakfast briefing where we are previewing new #Cyberchallenge comp with @stuart and @getsafeonline. Food smells yummy

Get Safe Online @GetSafeOnline
"Scotland 'hacked' ransom virus holds computers hostage: Telegraph www.theguardian.com link to removal instructions in article

Get Safe Online @GetSafeOnline
BBC News: Marathon runners' details leaked - bbc.in/2yqZM

Get Safe Online @GetSafeOnline
Rogue Apps: Essential advice for smart phone users ow.ly/afqj3

Get Safe Online @GetSafeOnline
BBC News: India becomes top spamming nation bbc.in/8p6tV

Get Safe Online @GetSafeOnline
RT @josh: Remember: Feed out if you lose your internet on 8th July, check your DNS here bit.ly/8p6tV

Get Safe Online @GetSafeOnline
RT @guardiantech: How to download your data from Google and Facebook bit.ly/246AP

Get Safe Online @GetSafeOnline
RT @guardiantech: Big Data age puts privacy in question as information becomes currency bit.ly/246LQv

Get Safe Online @GetSafeOnline
RT @PhoWoodward: Is your phone infected? Here's how to tell ow.ly/1U3p

Get Safe Online @GetSafeOnline



book

Get Safe Online
314 likes · 6 talking about this

Computers/Technology
Get free expert advice on how to Get Safe Online by visiting our website

About

Post
Write something...

Get Safe Online shared a link.
Saturday @

Julian from the Get Safe Online team is running the London Marathon in aid of Kids Company. Keep an eye out for his

314 likes

DigitalJinxes Product/Service
Deregov Government Organization
Sealthbyling - Official Page Non-Profit Organization

Get Safe Online (The Blog)
syndicated content powered by FeedBurner

FeedBurner makes it easy to receive content updates in My Yahoo!, Newsator, Bloglines, and other news readers.
Learn more about syndication and FeedBurner...

Subscribe Now

Current Feed Content

Time to organise your new Facebook timeline
Posted: Wed, 01 Feb 2012 10:33:24 +0000

When Facebook introduced the **new style timeline** at the end of last year there was a mixed reaction from users. If you're on Facebook then, whether you love it or hate it, you'll be changed over to the new style at some point in the next few weeks. (If you haven't already chosen to do so)

The new layout orders your posts in chronological order and it is much easier to "jump back" several years and see all the posts and pictures from that time. If there are parts of your Facebook history that you would prefer not to be accessible then you will need to take action. You'll get 7 days to sort out your timeline and remove any posts or pictures that you don't want people to be able to see.

Here are our tips to making the transition:

Check who can see your timeline: Go into the privacy settings and select "how you connect". The last option is all about your new timeline and make sure it's set to "friends". (You can customise the settings and set it to "only me" if you prefer)

Manage your old posts: In your privacy setting you'll find "Limit the audience for past posts". Click on "manage past post visibility". You then have the option to limit everything to just your friends being able to access your timeline posts. This is a one way trip and can't be undone in one click, but ensures that nothing will be in the public domain unless you decide to share it.

Hiding/emphasising posts: Even if your timeline can only be seen by your current friends, there may still be material that you would rather they didn't see lurking in your timeline from years before. Every post can be hidden or deleted by you. (there's a button in the top right corner). Posts containing pictures can be related to



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Event in a box

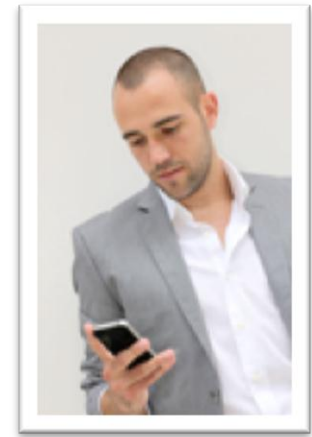
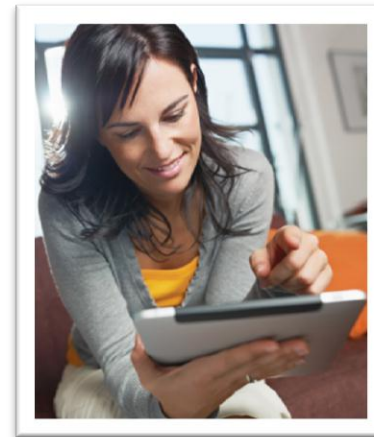
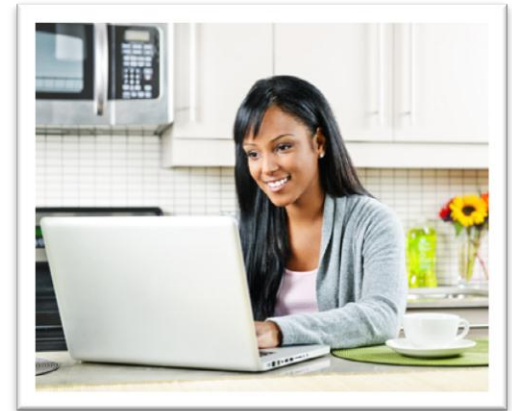
- Promotional giveaways
- Roller Banner stands
- Posters
- Leaflets
- Presentation
- Interactive Training Tool



“ We did it our way” – The failures and successes.

Training: e-learning

- Train the Trainer
- Simple, enjoyable, training
- Two levels of certification
 - Intermediate
 - Standard
- Apps available for PC and mobile
- Download modules
- Study anywhere at anytime



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Supporting the Pilot Scheme

- Website
- Social Media
- Event in a box
- PR and Marketing support
- Channel Partner programmes
- Training (e-learning)
- Get Safe Online Week



CUMBRIA
CONSTABULARY
SAFER STRONGER CUMBRIA



Working together for a safer London



Joint thinking, joint working

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Get Safe Online Week 2012



WE ARE

European Cyber Security Month

www.getsafeonline.org

Our message

Its easy to get safe online

Our concept

You're only 1 click away
from a safer internet

Our call to action

Click and tell

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Advice you can trust



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Click & Tell

- Pick a friend
- Give them a tip about online safety
- Get them to do the same

It's easy to get safe online

GET SAFE ONLINE WEEK 2014-2015 Oct 2014

www.getsafeonline.org

Click & Tell

- Install anti virus software
- Protect your smartphone with a password
- Look for the padlock symbol when buying

It's easy to get safe online

GET SAFE ONLINE WEEK 2014-2015 Oct 2014

www.getsafeonline.org

Click & Tell

Get Safe online Week is a unique opportunity for you to get involved in helping friends, family, neighbours and workmates to find out more about being, and staying, safe online.

It's easy to get safe online

GET SAFE ONLINE WEEK 2014-2015 Oct 2014

www.getsafeonline.org

Guerilla marketing

Architectural projection mapping - project simple images on prominent city office blocks around the UK - the idea is that 1 click can change everything - create videos and post on youtube - generate a viral buzz

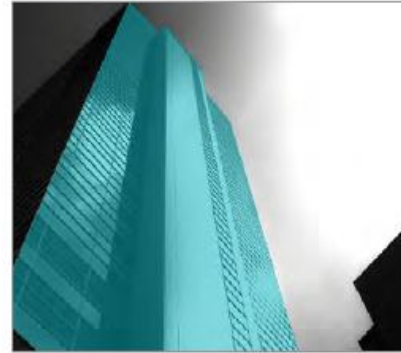
www.thecoolist.com/when-buildings-come-alive-10-unreal-urban-projection-videos/



Simple square appears on the side of the building



Hand reaches up and clicks the button which causes the building to change



Building changes colour - could be block by block



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Get Safe Online Week 2012

22-26 October 2012

- Belfast
- London
- Edinburgh
- Cardiff
- Leeds



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Key Messages

- Informative
- Engaging
- Trusted
- Credible
- Current
- Understandable
- Reassuring
- Educational
- Independent
- Qualified
- Dynamic
- Comprehensible



It's easy to be safe



Get Talking

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