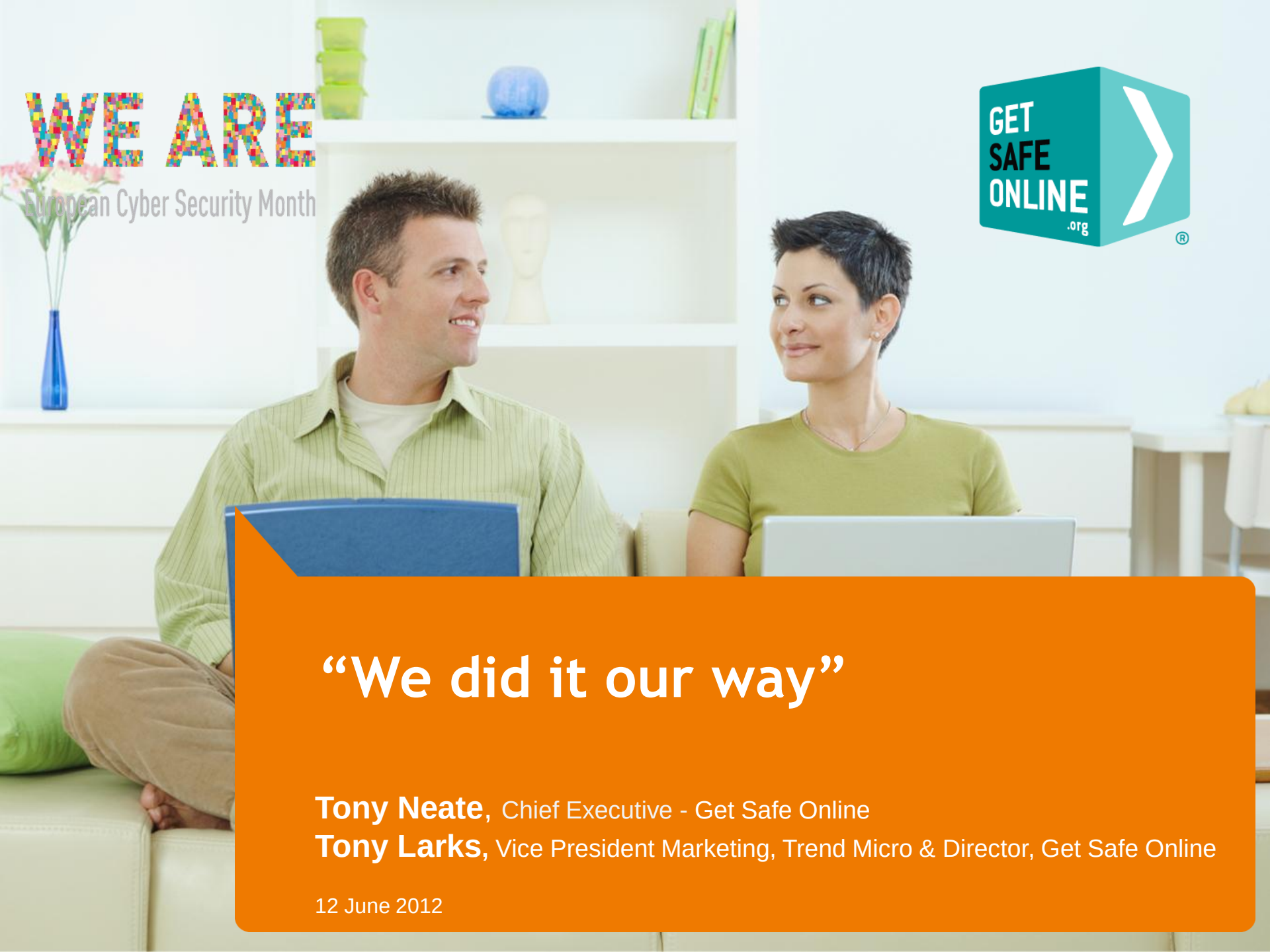


“We did it our way”

Tony Neate, Chief Executive - Get Safe Online
Tony Larks, Vice President Marketing, Trend Micro & Director, Get Safe Online

12 June 2012

Who are the potential victims?

What are they doing?

Jean

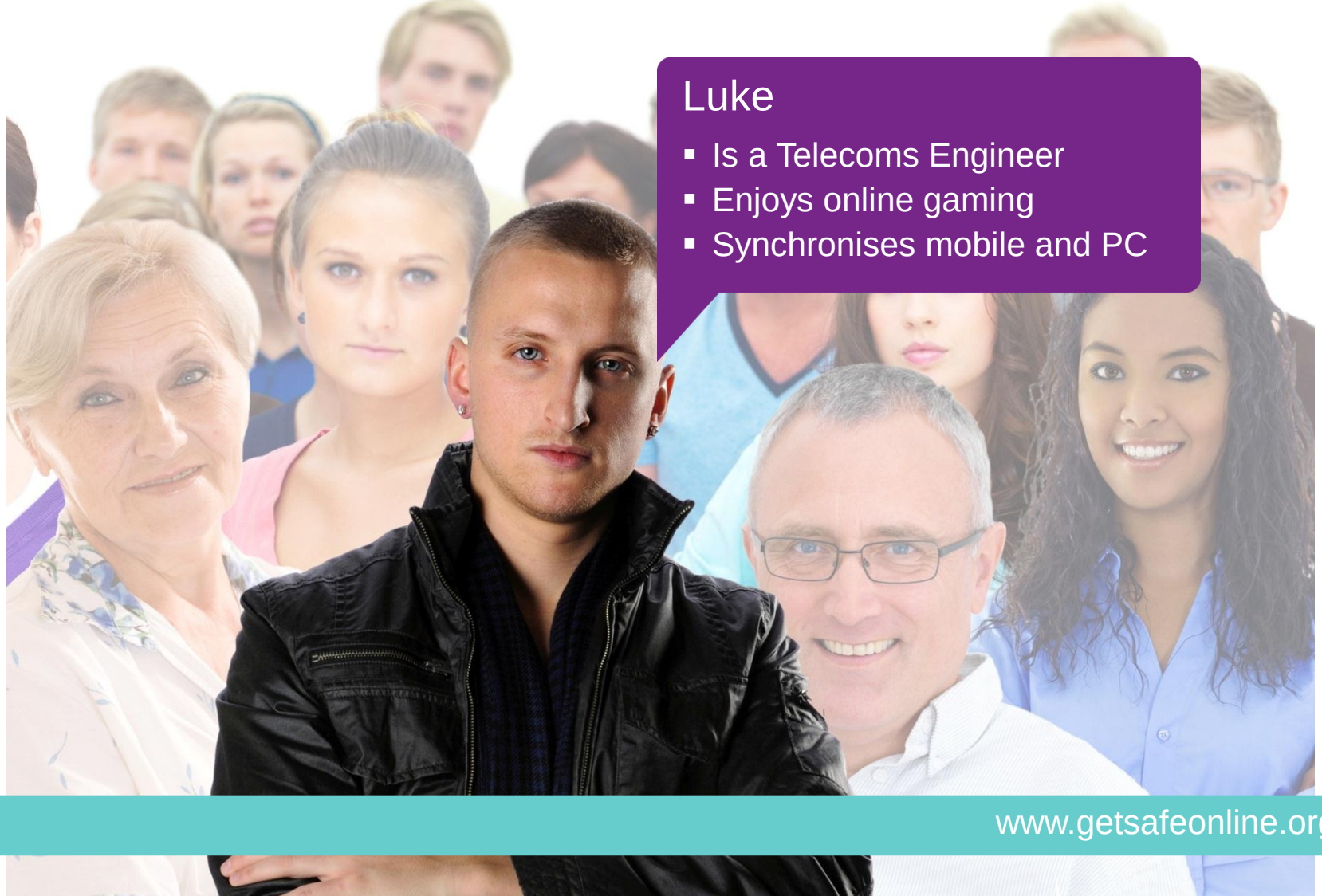
- Retired Teacher
- Grandchildren live in Australia
- Shops online

What are they doing?

Nina

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

What are they doing?



Luke

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

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.

Supported by public and private sectors

Public sector

HM Government

CabinetOffice

Home Office

ActionFraud
Report Fraud & Internet Crime

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

SOCA
SERIOUS ORGANISED CRIME AGENCY

Ofcom

BIS Department for Business Innovation & Skills

ASSOCIATION OF CHIEF POLICE OFFICERS

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

Private sector

TREND MICRO

Microsoft

PayPal

Gumtree

HSBC

Cable&Wireless Worldwide

Now from Symantec. VeriSign Authentication Services

- Santander
- Camelot
- Nominet
- ValidSoft
- PurchaseSeal

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.”

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

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

TREND MICRO SMART PROTECTION NETWORK™

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

Main Launch – October 27th 2005

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

Who Supported It?

nhtcu
national hi-tech crime unit
A National Crime Squad multi-agency initiative

Home Office
BUILDING A SAFE, JUST AND TOLERANT SOCIETY

dti

YELL.COM

NISCC
NATIONAL INFRASTRUCTURE SECURITY CO-ORDINATION CENTRE

CabinetOffice

ebay

Lloyds TSB

Microsoft

securetrading

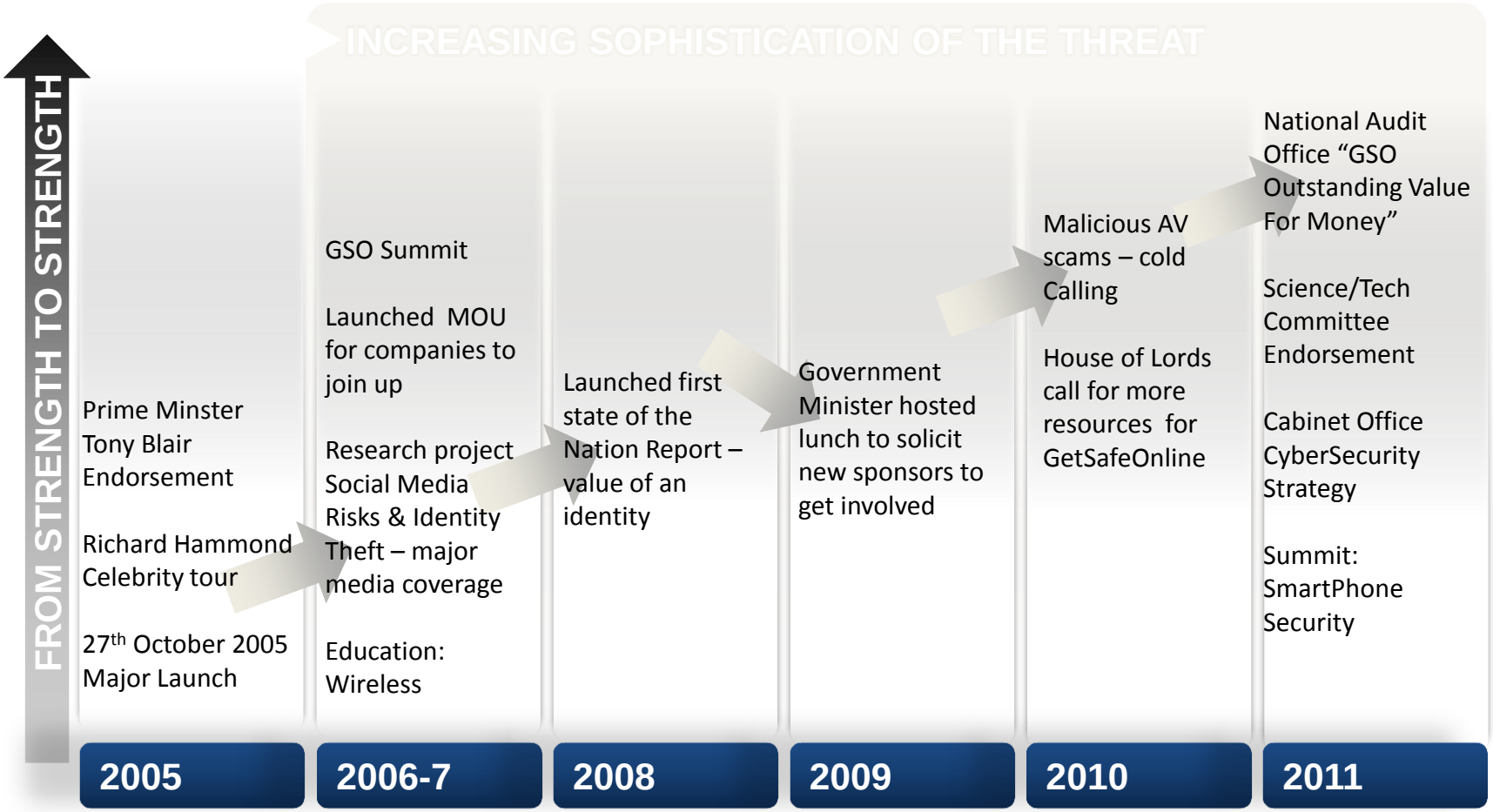
HSBC

DELL

MessageLabs

Who Didn’t?

7th Year


INCREASING SOPHISTICATION OF THE THREAT
FROM STRENGTH TO STRENGTH
Prime Minster Tony Blair Endorsement
Richard Hammond Celebrity tour
27th October 2005 Major Launch
GSO Summit
Launched MOU for companies to join up
Research project Social Media Risks & Identity Theft – major media coverage
Education: Wireless
Launched first state of the Nation Report – value of an identity
Government Minister hosted lunch to solicit new sponsors to get involved
Malicious AV scams – cold Calling
House of Lords call for more resources for GetSafeOnline
National Audit Office "GSO Outstanding Value For Money"
Science/Tech Committee Endorsement
Cabinet Office CyberSecurity Strategy
Summit: SmartPhone Security
2005
2006-7
2008
2009
2010
2011

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Public sector

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Ofcom

BIS Department for Business Innovation & Skills

ASSOCIATION OF CHIEF POLICE OFFICERS

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Now from Symantec. VeriSign Authentication Services

- Santander
- Camelot
- Nominet
- ValidSoft
- PurchaseSeal

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
		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).

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.

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

National Media Coverage

BBC News Sport Weather iPlayer TV Radio

NEWS UK

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Env

7 November 2011 Last updated at 15:51

Share

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

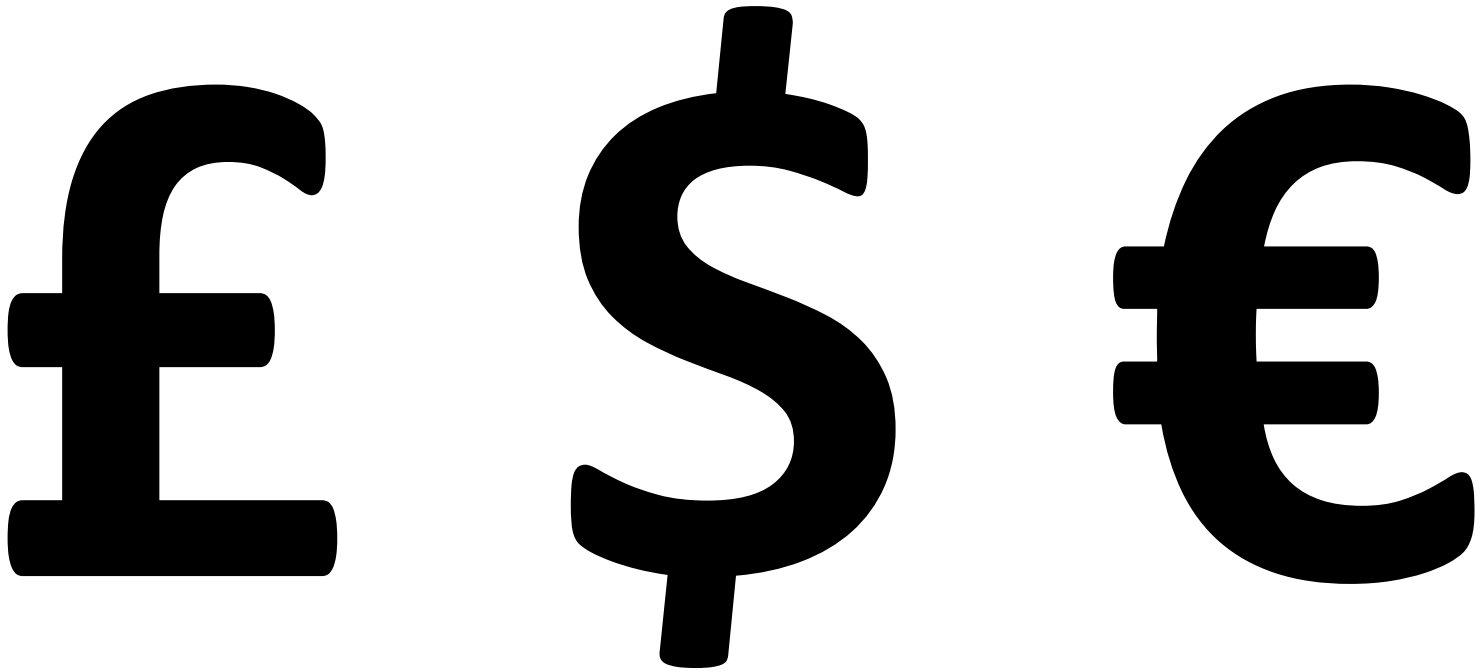
A national computer security campaign is urging smartphone

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

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

Retained Long Term Partnerships?

Sustained Funding



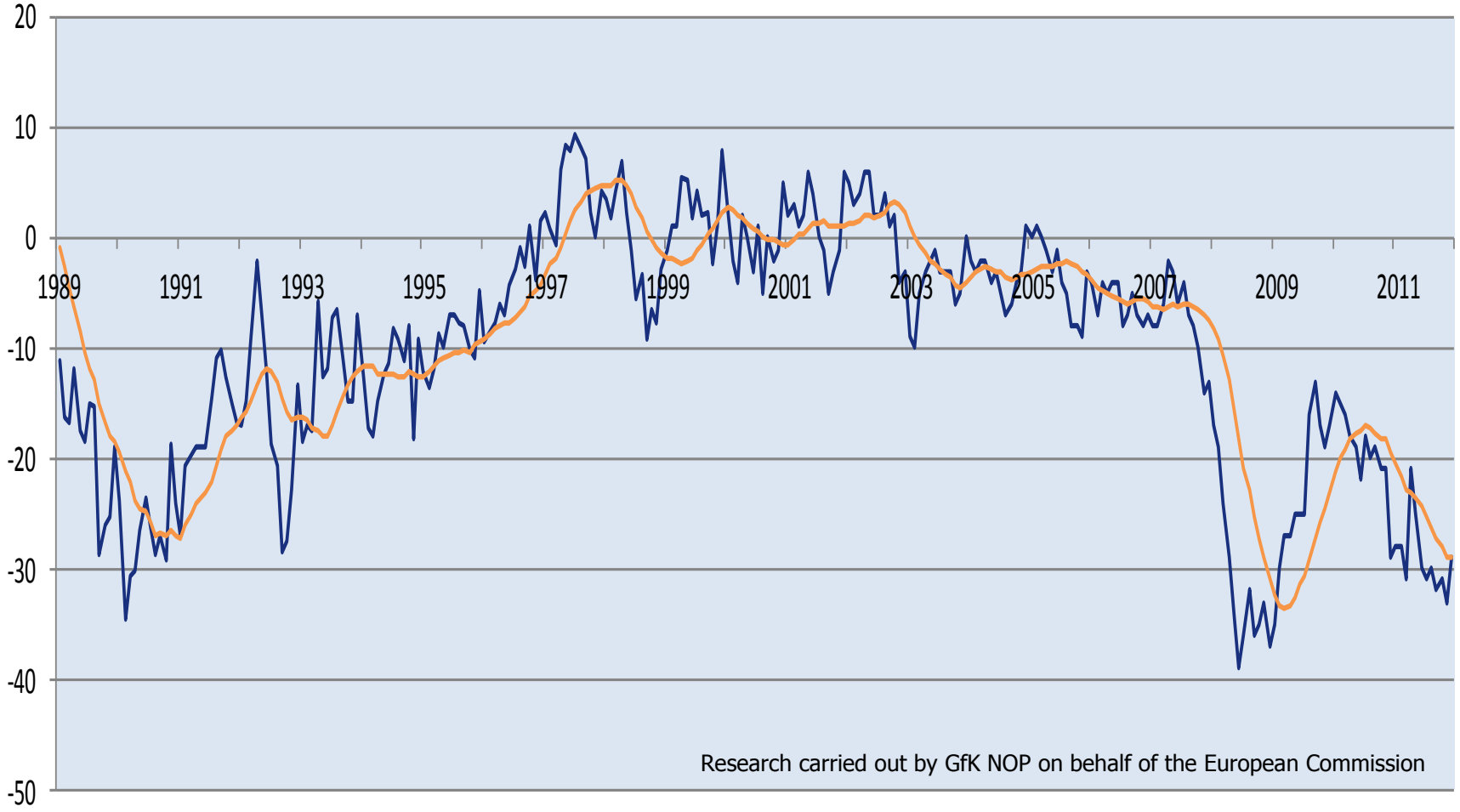
Soliciting Support

User still victims

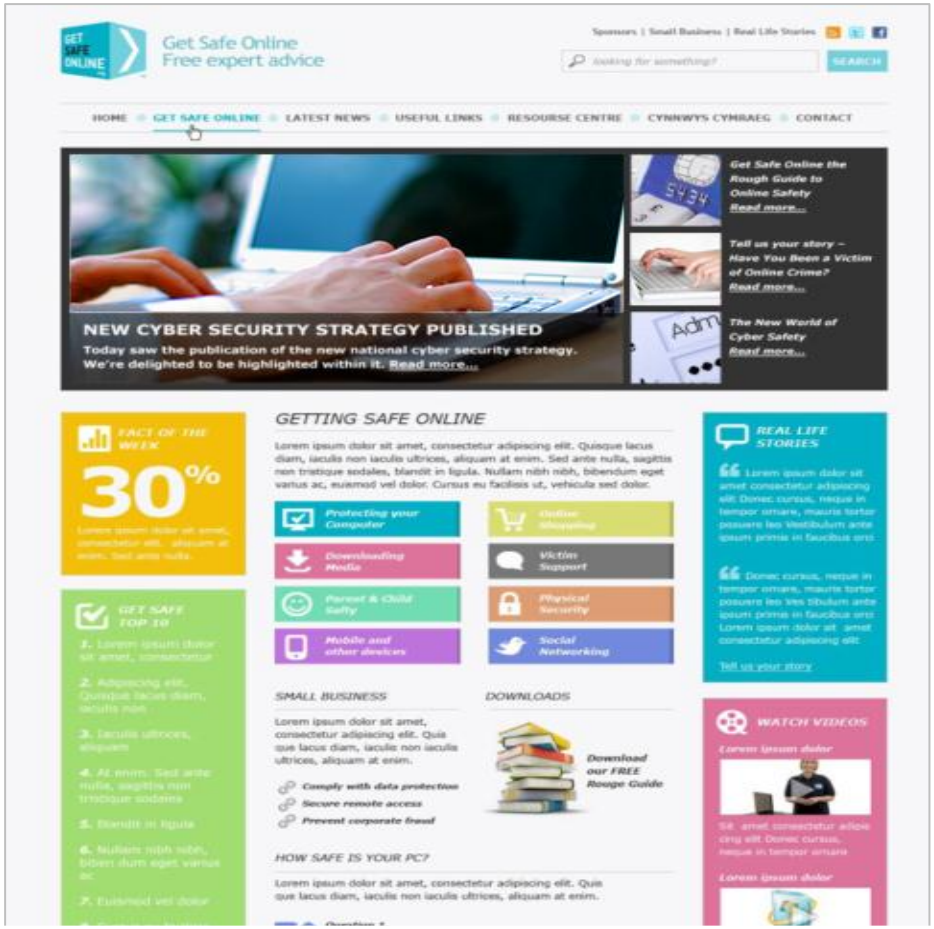
- Millions of machines still compromised hosts

	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

Impact of the Economy



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

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 …

It’s easy to be safe

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

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

Get Safe Online

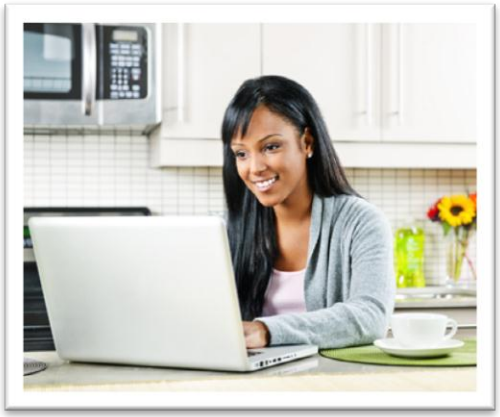
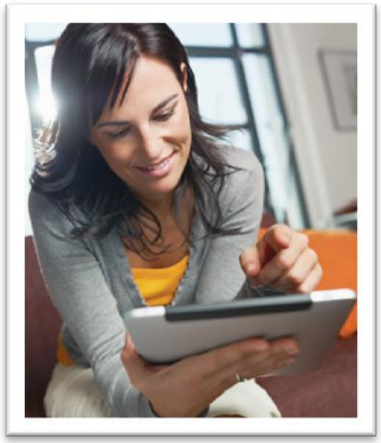
Social Media

Event in a box

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

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

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

Scottish Business Crime Centre
Safeguarding Economic Wellbeing Across Scotland

UK online centres™

SCOTTISH POLICE COLLEGE
SCOTTISH POLICE SERVICES AUTHORITY

citizens advice bureau

SCOTTISH CRIME AND DRUG ENFORCEMENT AGENCY
SCDEA

ecrimewales
edroseddcymru

CUMBRIA CONSTABULARY
SAFER STRONGER CUMBRIA

NEIGHBOURHOOD WATCH

METROPOLITAN POLICE
Working together for a safer London

POLICING
YORKSHIRE & HUMBERSIDE
Joint thinking, joint working

Get Safe Online Week 2012

WE ARE
European Cyber Security Month

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

WE ARE

European Cyber Security Month

What are they doing?

Jean

- Retired Teacher
- Grandchildren live in Australia
- Shops online

What are they doing?

Nina

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

GET SAFE ONLINE .org

Advice you can trust

GET SAFE ONLINE.org
WEEK 22nd - 26th Oct 2012

GET SAFE ONLINE.org
WEEK 22nd - 26th Oct 2012

GET SAFE ONLINE.org
WEEK 22nd - 26th Oct 2012

WE ARE

European Cyber Security Month

Promotional items and temporary pop-up banners

WE ARE

European Cyber Security Month

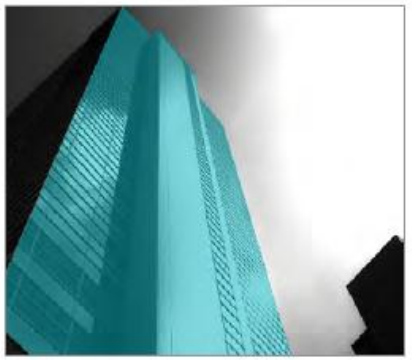
Guerilla marketing

Architectural projection mapping - project simple images on prominant 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

WE ARE

European Cyber Security Month

Get Safe Online Week 2012

22-26 October 2012

- Belfast
- London
- Edinburgh
- Cardiff
- Leeds

WE ARE
European Cyber Security Month

Key Messages

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

It’s easy to be safe

Get Talking

Contact:

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e: tony.neate@getsafeonline.org

Tony Larks
e: tony_larks@trendmicro.co.uk