“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?

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

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

Do we care?
“We did it our way” - The failures and successes.

Supported by public and private sectors

**Public sector**
- HM Government
- Cabinet Office
- Home Office
- Action Fraud
- UK Payments
- e-Crime Wales
- Metropolitan Police (PcEU)
- Trading Standards
- PhonePayPlus
- Office of Fair Trading
- UKCISS

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

- Santander
- Camelot
- Nominet

- ValidSoft
- PurchaseSeal

www.getsafeonline.org
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
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

“We did it our way” – The failures and successes.
Main Launch – October 27\textsuperscript{th} 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

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

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

Who Supported It?

nhtcu
Home Office
dti
YELL.COM
NISCC
CabinetOffice
eBay
Lloyds TSB
Microsoft
securetrading
HSBC
dell
MessageLabs

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

Who Didn’t?
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

“We did it our way” – The failures and successes.
### Public sector
- HM Government
- Cabinet Office
- Home Office
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- 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
- **Trend Micro**
- **Microsoft**
- **PayPal**
- **HSBC**
- **Cable & Wireless Worldwide**
- **Santander**
- **Camelot**
- **Nominet**
- **ValidSoft**
- **PurchaseSeal**
“We did it our way” – The failures and successes.

Mandated

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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Approach</th>
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<tbody>
<tr>
<td></td>
<td>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.</td>
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</tbody>
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<thead>
<tr>
<th>Actions to include</th>
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<tbody>
<tr>
<td>18. Support <a href="http://www.getsafeonline.org">www.getsafeonline.org</a> to become the single authoritative point of advice on responding to cyber threats (for example, the recent publication of an internet safety guide).</td>
</tr>
</tbody>
</table>

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

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“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

A national computer security campaign is urging smartphone owners to be aware of the risks and take precautions.
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Retained Long Term Partnerships?
Sustained Funding

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Soliciting Support

80%
User still victims

- Millions of machines still compromised hosts

<table>
<thead>
<tr>
<th>Country</th>
<th>2011</th>
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<tbody>
<tr>
<td>Brazil</td>
<td>8,552,206</td>
</tr>
<tr>
<td>Germany</td>
<td>7,519,639</td>
</tr>
<tr>
<td>USA</td>
<td>5,747,376</td>
</tr>
<tr>
<td>Russia</td>
<td>5,449,975</td>
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<tr>
<td>India</td>
<td>4,484,258</td>
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<tr>
<td>Great Britain</td>
<td>3,848,112</td>
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<tr>
<td>Italy</td>
<td>3,825,501</td>
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<tr>
<td>China</td>
<td>3,007,188</td>
</tr>
<tr>
<td>Spain</td>
<td>2,582,996</td>
</tr>
<tr>
<td>Vietnam</td>
<td>2,163,656</td>
</tr>
</tbody>
</table>

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

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“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
Get Safe Online

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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 …

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

It’s easy to be safe

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

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

Get Safe Online

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

Social Media

www.getsafeonline.org
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

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

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

www.getsafeonline.org
Get Safe Online Week 2012

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

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It's easy to get safe online

Our concept
You're only 1 click away from a safer internet

Our call to action
Click and tell
What are they doing?

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- Retired Teacher
- Grandchildren live in Australia
- Shops online

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Guerrilla 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/
Get Safe Online Week 2012

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

22-26 October 2012

- Belfast
- London
- Edinburgh
- Cardiff
- Leeds

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

Key Messages

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

It’s easy to be safe
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