

RSA® Conference 2015

San Francisco | April 20-24 | Moscone Center

SESSION ID: DSP-W02

Security & Privacy: Let's Stay Together, Baby.

Malcolm Harkins

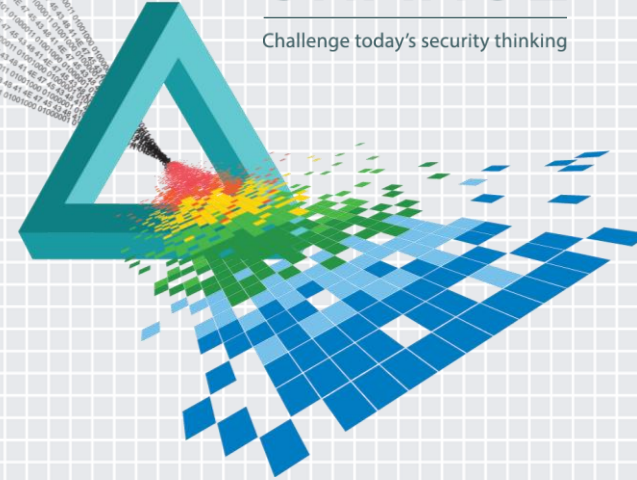
Vice President
Intel Security Group
Intel Corporation
@ProtectToEnable

Ruby A. Zefo

Vice President, Law & Policy Group
Chief Privacy & Security Counsel
Intel Corporation
@RubyZefo

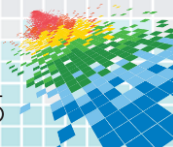
CHANGE

Challenge today's security thinking

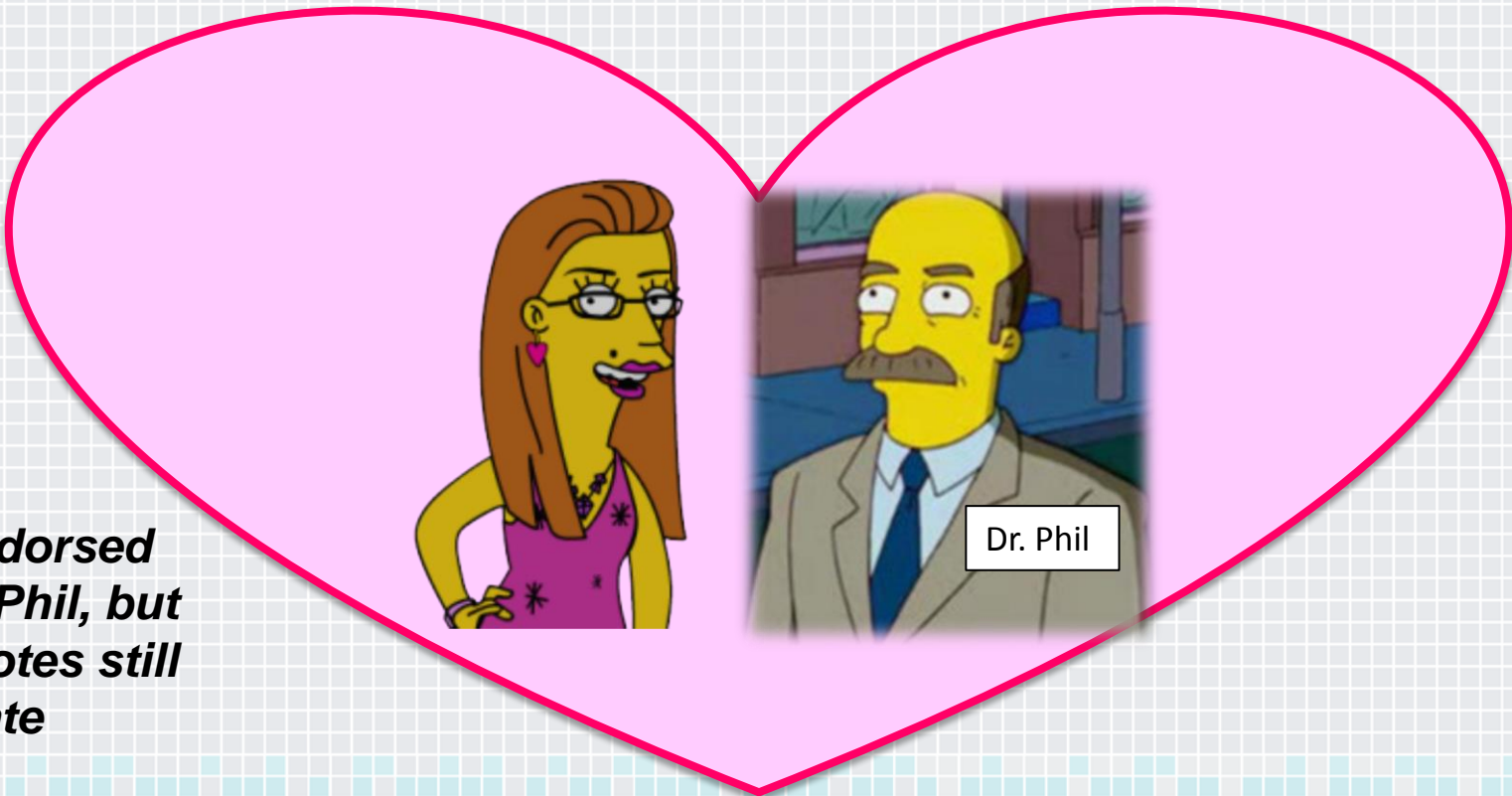


Agenda/Recipe For Success

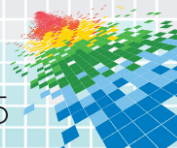
- ◆ Privacy & Security: Dating Compatibility Test
- ◆ Premarital Counseling
- ◆ The Marital Commitment
- ◆ Trouble In Paradise
- ◆ Separation: Therapy & Recommitment
- ◆ Marriage Made In Heaven
- ◆ Takeaways For The Happy Couple



Privacy & Security: Dating Compatibility Test



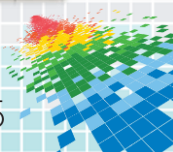
***Not endorsed
by Dr. Phil, but
his quotes still
resonate***



Are Privacy & Security Compatible? Let's See!

- ◆ Do you have similar interests?
- ◆ How often do you think of each other?
- ◆ How easy is it to communicate?
- ◆ How committed are you to making it work?
- ◆ How often do you disagree?

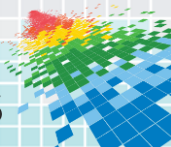
Wake up each morning and say, "What can I do today to advance the ball?" Even small things will accumulate over time and make a difference.



Premarital Counseling

An extended family of shades as colorful as TV's

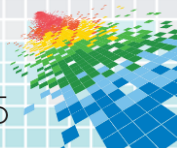
modern *family*™



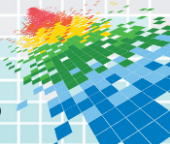
The Marital Commitment



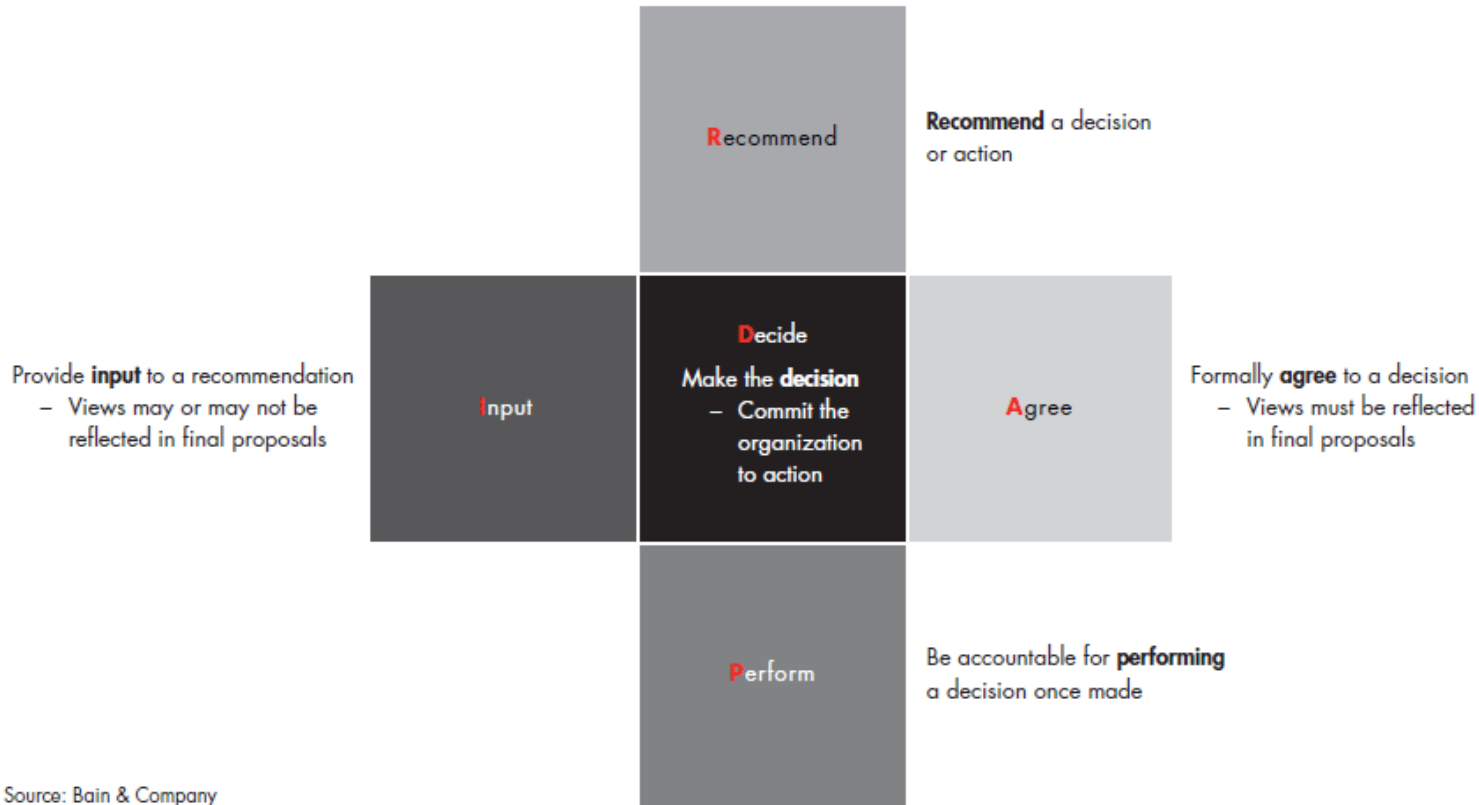
Your vows are about commitment, not method. If the methods you've been using aren't working, it's time to try new ones.



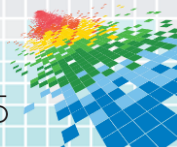
The Marital Commitment



RAPID Decision-Making Tool from Bain



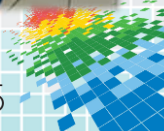
Source: Bain & Company



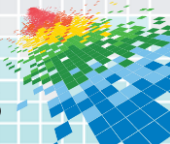
Quiz: When Should One Partner Sacrifice Its Needs For The Other?

- A. When one is old and rich and has paid for the privilege
- B. With consent of the other partner
- C. When one partner threatens to withhold the lovin'.
- D. In times of emergency
- E. When there's a large imbalance in value

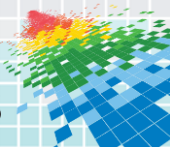
Stop the ego-driven power struggle. Don't be a "right-fighter." Is it worth destroying your marriage so you can be right in every argument?



Trouble in Paradise



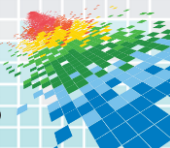
Separation: Therapy & Recommitment



Marriage Made In Heaven



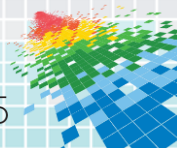
No?



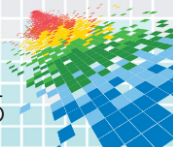
Marriage Made In Heaven



Bonds that are hard to break



Increasing Speed, Efficiency, Synergy



Intel's Person Information Protection Philosophy



Respect for privacy is fundamental to Intel's culture and helps maintain trust in our brand and in our products and services. Intel is transparent about our privacy practices, including why we collect, use, keep, and share personal information. Following is a summary of Intel's philosophy on personal information protection. **Read our complete [Privacy Notice](#) for more details.**

Transparent Collection and Choice

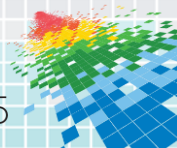
Intel will explain why we need to collect personal information when we ask you for it and give you a choice when appropriate.

Limited Use

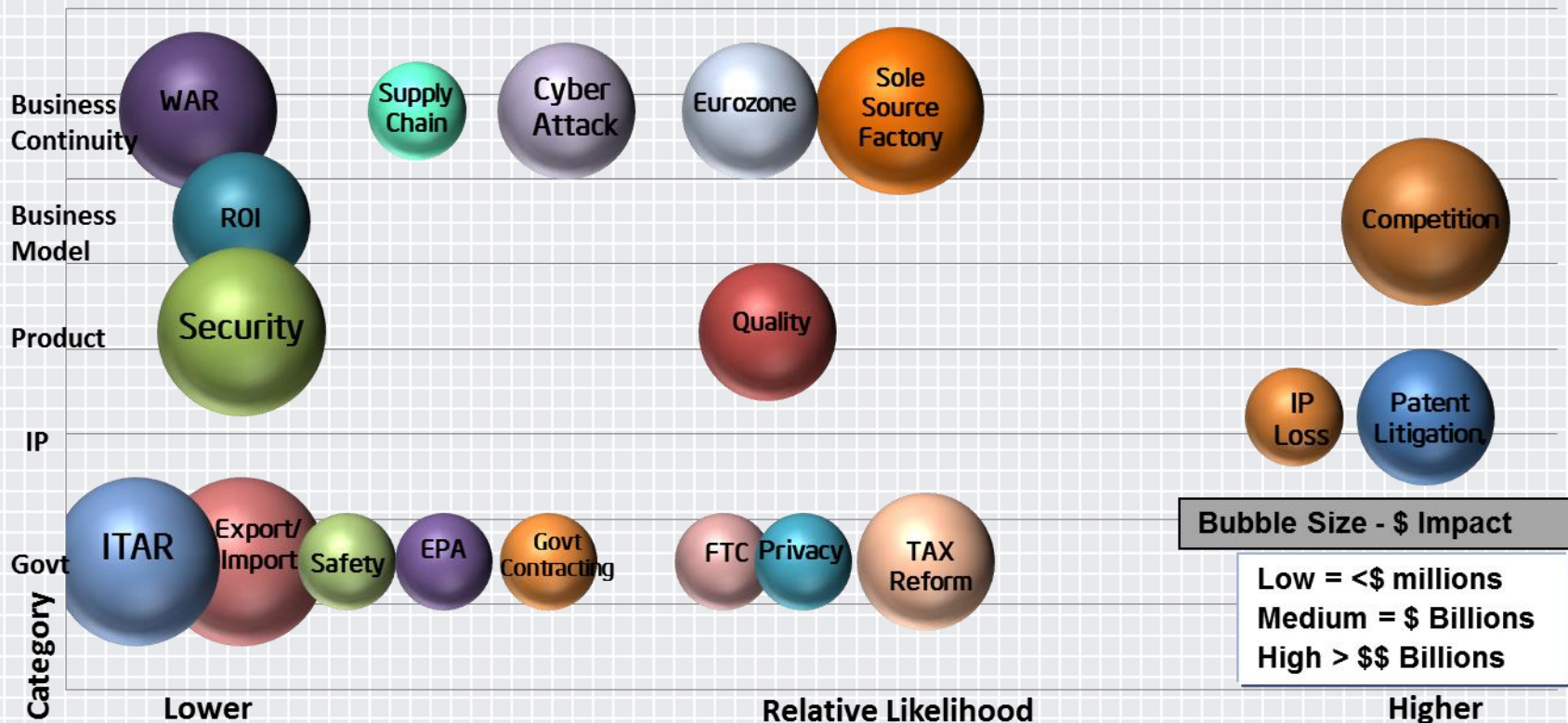
Intel will only use your personal information for the purpose we collected it. For example, to deliver a product or service that you requested, enable you to join online activities, or improve your experience with us. We will keep it only to fulfill compatible purposes, or additional purposes to which you have consented, or as required by law.

Limited Sharing

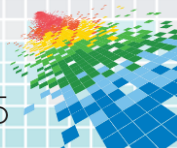
When Intel shares your personal information with authorized third parties, we provide them with



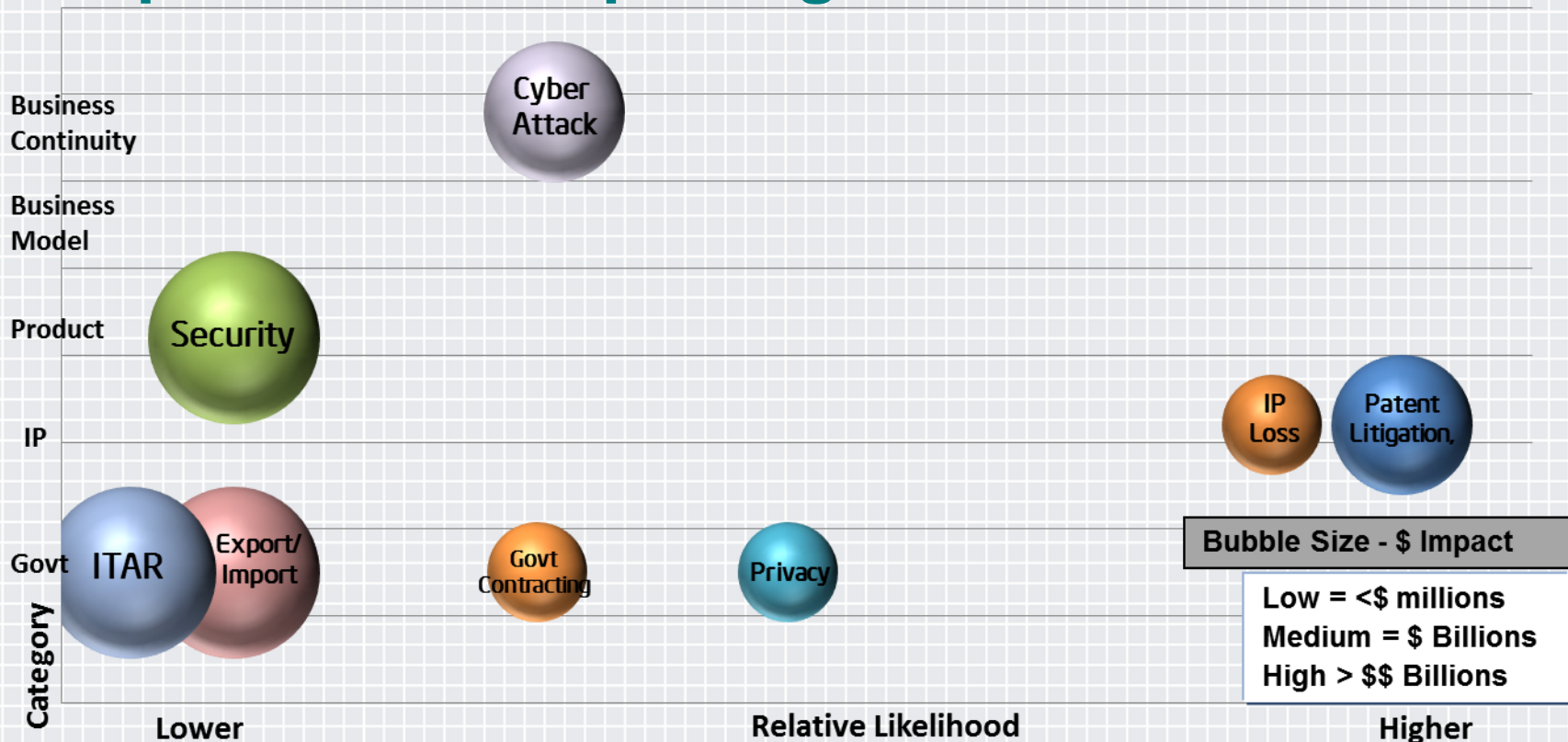
Example Of Risk Reporting



Comparison of potential magnitude and possibility of occurrence relative to the other risk profiles referenced; does not reflect likelihood of impact or magnitude of a particular risk. Not all risks are represented, including potentially high likelihood of very low level impacts.

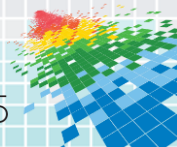


Example Of Risk Reporting



Bubble Size - \$ Impact
 Low = <\$ millions
 Medium = \$ Billions
 High > \$\$ Billions

Comparison of potential magnitude and possibility of occurrence relative to the other risk profiles referenced; does not reflect likelihood of impact or magnitude of a particular risk. Not all risks are represented, including potentially high likelihood of very low level impacts.



Privacy & Security Risk By The Numbers



250+
Outsourcing
contracts/year
with sensitive
data; **~95%** of
risks **reduced**
to low



>100K corp.
devices in Q1
faced
malware;
<300 infected



600 websites;
+95% security
compliance
(weekly scan)



~150K
encrypted
documents



>80K
encrypted
laptops



>25K active
encryption
users



>600 Privacy
Reviews; **95%**
risk **reduction**
to low



>13K
employees
trained on
Privacy



>100 Patches
pushed to
>200K
devices/mont
h



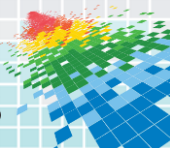
>36K
employees
trained on
InfoSec



~200 InfoSec
incidents
investigated



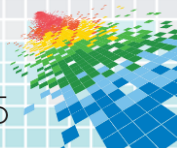
<5 corp.
laptops stolen
per day



Final Quiz: What's Your Elevator Pitch?

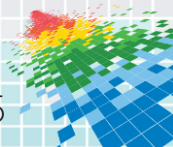
- A. Privacy = security.
- B. You need to balance privacy with security.
- C. Privacy & security functions should report in separately to maintain “tension”.
- D. All I need to do is follow the law, which is super clear!
- E. Privacy & security should stay together, baby.

Recognize that you have the power to redefine the relationship.



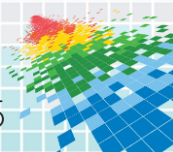
Let's Stay Together, Baby

- ◆ *The quality of a relationship is a function of the extent to which it is built on a solid underlying friendship and meets the needs of the two people involved.*
- ◆ *If you put your relationship in a win/lose situation, it will be a lose/lose situation.*
- ◆ *Make a promise to work on your marriage every single day — not just during the bad times, but also during the good ones.*



Today's Takeaways For The Happy Couple

- ◆ Next Week: Draft Your Pick-Up Line.
 - I like you. Why create “tension” between us when the world is a tough mistress already?
 - Let's write our vows.
 - What nasty habits do we need to address to cohabitate peacefully?
 - Let's discuss a Power of Attorney.
 - What common friends and enemies do we have that will help or hinder our relationship?



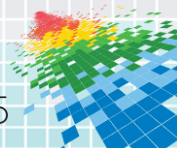
Today's Takeaways For The Happy Couple

◆ 3 Months: Going Steady

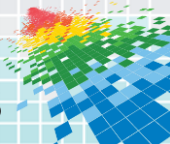
- Create and socialize your privacy and security governance and reporting process.
- If you already have one, infuse it with a symbiotic relationship.

◆ 6-9 Months: A Future Together

- Create specific preparedness plans for your business.
- If you have a robust privacy and security incident management plan, test it with drills.



Taking care of each other as we mature ...



Questions?

