

RSAC[®] Studio

CHANGE

Challenge today's security thinking

Failsafe the Human Psyche to Advance Security & Privacy...

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Image: President George W. Bush, Presidential Library

\$1 Trillion later...

Sources: 2010-2015 Security researchers & experts, Gartner Global Surveys, IDC Reports, Newspapers, US Government budgets. Note: This figure does not include the cost of remediation after a breach.

We have introduced
the **most sophisticated**
technology the world
has ever seen...

Yet Sony, Target,
Anthem and other
breaches happen...

Why?

**We Fail To Design For
the Human Psyche**

We Fail To Design For Humans

95% of all security

**breaches are due to sophisticated
cybercriminals that we could not
defend ourselves against...**



Image: Startupstock photos

yes

☐

no

☒

maybe

☐

We Fail To Design For Humans

95% or more of past
breaches were a result of
human error

Source: IBM Security Services 2014 Cyber Security Intelligence Index.

We Fail To Design For Humans

78% of cyber-attacks start
with **tricking the user**

Sources: Changing the Cyber Security Playing Field in 2015, Paul Ferrillo, Weil, Gotshal & Manges LLP, January 20, 2015.
Verizon and US Secret Service Data Breach 2014 report.

We Fail To Design For Humans

If we know this,
**why do we still
open
attachments?**





Redacted
Redacted
What's with all these brown and red widows right now. Take it it's spider season hear in Cali.



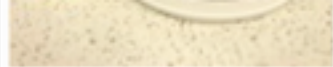
The bike is almost complete. What to do next lol #gsxr #gixxer #gsxr600



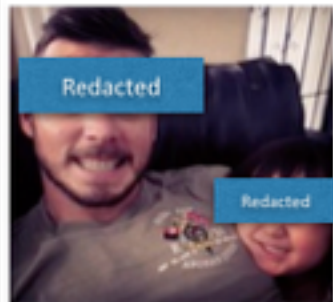
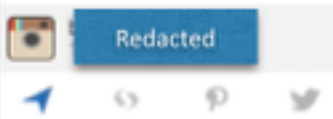
Getting better at this daddy stuff since the wife is away on deployment.



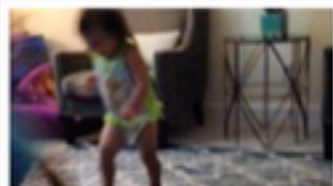
Ma lil toy..
Redacted



Some new protein and creatine to try out. #bulking



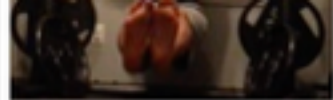
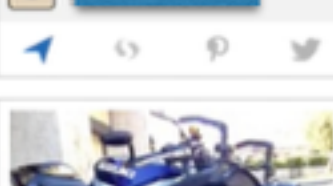
Chilling with ma baby..
Redacted
10/2/14 1:50 PM



Just found this lil dude in my yard



Wrapping @srt8chin SRTmag and it's coming out clean. #bagged #wrapped #srt #srt8 #hemi

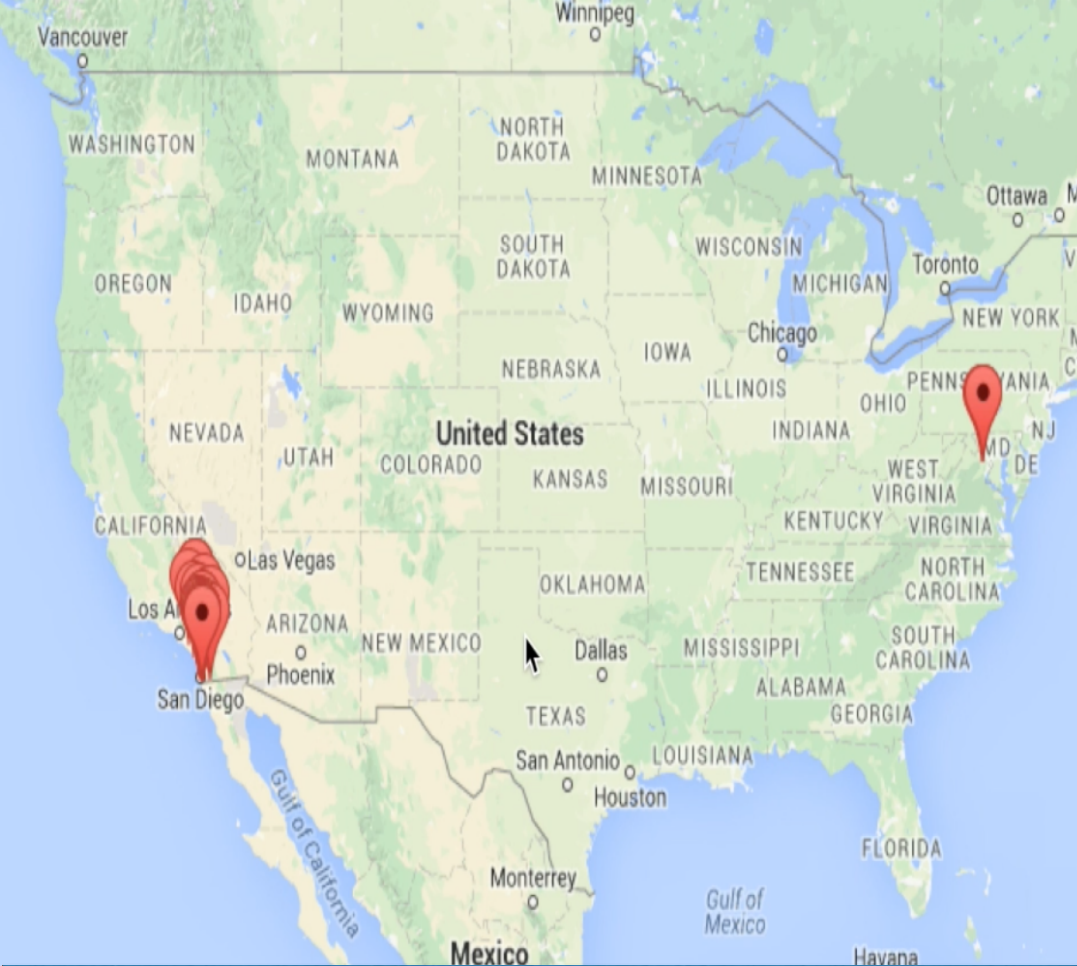


Well while all you guys and girls are out drinking and having fun. Am training like a beast in the good old home gym.. #beastmode #train #gym



A slight change to the appearance of the beast.. #gsxr #gixxer #gsxr600 #k1gsxr





Images: Bagram photo: U.S. Air Forces Central Command website.
The other pictures were collected & anonymized during a geofencing exercise.

Because **Hackers Gonna' Hack.** The Solution.

Three Design Principles:

1. Design assuming that your users will do **everything wrong**
2. Ask the question: Does our design have **high empathy** for the user?
3. **Reread number 1.**





THE WHITE HOUSE
WASHINGTON

Because **Hackers Gonna' Hack**. The Solution.

- **1 action** reduced the chance of a breach **45-70%**
- **2 actions** reduced annual losses by **\$800,000**
- **Machine learning** as human safety nets

The Solution. **Design for the Human Psyche.**

5 Winning Security Strategies

- **Life** is a Happy Meal® - Own **Hearts & Minds**
- **Segment** to Save It
- Redesign **Access**
- Digital **Shredding** Strategy
- Easy & Rewarded **Reporting**

Apply What You Have Learned

- **Next Week:** list your **biggest human errors** that could lead to a breach
- **30 days:** **design for the human** (not the system) using one of the biggest human errors
- **60 days:** implement **rewarded reporting** & brief your **Executives**
- **120+ days:** **segment** users & data; **shred** user access & data

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Failsafe the Human

Psyche to Advance Security & Privacy...

Let's Keep The Chat Going!

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