

### Unified Cybersecurity Awareness Messaging to Upgrade Users @ Scale The Footprint Report / Winter 2016

### Peter Cassidy





Founding Director, Principle Architect

STOP THINK CONNECT







### STOP THINK CONNECT **Global Unification of Cybersecurity Awareness** STOP THINK CONNECT RÉTÉCHIS CONNECTE-TOI



ZASTAV POEMÝŠLEJ



நிறுத்தவும் | யளேசிக்கவும் | இணகை்கவும் ™



**Global Response** to Cybercrime

# STOP. THINK. CONNECT. Campaign

- The global STOP. THINK. CONNECT.™ publicawareness campaign is the first-ever and only globally coordinated cybersecurity messaging suite to help all digital citizens stay more secure online
- The campaign maintains a service-mark slogan, logo and brief advisory suite
- The assets are managed by the non-profit STOP. THINK. CONNECT. Messaging Convention, Inc. a Georgia corporation co-managed by two nonprofits, APWG and Washington-based NCSA



### Fourteen National Campaigns Deployed

- Antigua and Barbuda
- Slovenia
- Kingdom of Tonga
- The Federal Republic of Nigeria
- Mongolia
- People's Republic of Bangladesh
- Armenia
- The French Republic
- <u>USA</u>
- Japan
- Belize
- Switzerland
- Jamaica
- Spain

- Latest campaign deployments:
  - Antigua and Barbuda
  - Belize
  - Kingdom of Tonga
  - Nigeria
  - In fast-track deployment mode this quarter:
    - Colombia
      - Swaziland



### 27 Memorandums of Cooperation With National Ministries, CERTs and NGOs

- Armenia Armenia Education Center and Internet Society of Armenia
- Antigua and Barbuda Ministry of Information, Broadcasting, Telecommunications & Information Technology
- Bangladesh Bangladesh Computer Council
- Canada Public Safety Canada (2012/Harper Administration)
- Colombia MinTIC
- Czech Republic NCBI / SaferInernet.cz
- Dominica Ministry of Information Science Telecommunications and Technology
- Ecuador Centro de respuesta a incidentes informáticos del Ecuador
- France CECyF (Ministère de l'intérieur / Ministère des finances)
- Italy Poste Italiene
- Japan Council of Anti-Phishing Japan (JP CERT)
- Jamaica Ministry of Science, Technology, Energy and Mining
- Latvia IMCS UL / CERT.LV
- Spain Instituto Nacional de Ciberseguridad de España, S.A.
- Malaysia Cybersecurity Malaysia
- Mongolia Mongolia CERT
- Nigeria CSEAN
- Norway NorSIS
- Panama Autoridad Nacional para la Innovación Gubernamental
- Paraguay Secretaría Nacional de Tecnologías de la Información y Comunicación (SENATICS)
- Poland NASK
- Slovakia Preventista.sk
- Slovenia Slovenian Computer Emergency Response Team (SI-CERT)
- Swaziland Office of the Secretary to Cabinet
- Switzerland Swiss Internet Security Alliance (SWITCH/SwissPost)
- Kingdom of Tonga Ministry of Information & Communications
- Uruguay Agencia para el Desarrollo del Gobierno de Gestión Electrónica y la Sociedad de la Información y del Conocimiento (AGESIC)

Latest Memorandums of Understanding signed:

- Norway (NorSIS)
- Swaziland (Sec't of Office of Prime Minister)
  - Colombia (MinTIC)
  - Slovenia (CERT.si)
  - Czech Republic (NCSC)
  - Latvia (CERT.Iv)
  - Slovakia (CERT.sk)

Latest Memorandums of Understanding shipped for due diligence:

- Macedonia (CSIRT)
- Argentina (UNLP / UBA)
- Mexico (Digital Family)
- Bhutan (CERT)
- Sudan (CERT)



# **30 National Curators in Due Diligence for Memo of Cooperation**

- APWG working peer-to-peer with national ministries and national-scope NGOs
- APWG working with multi-lateral treaty organizations, representing 150 member nations with an interest in seeing them adopt STC:
  - Organization of American States
    - 2012 Memorandum of Cooperation
  - Commonwealth Secretariat
    - Advising in development of Commonwealth Cybercrime capacity development strategy, presented STC at conferences in St Lucia, Austalia and Namibia in 2015
  - Europol (EU)
    - Presented at INTERPOL-Europol cybercrime conference 2015
      - Looking ahead to further collaborations
  - On going dialog with African Union, United Nations (ODC), OSCE, and Council of Europe (Cybercrime Convention)



# Hybrid Vigor: Campaign Invites Flexibility in Deployment Scenarios

- The Messaging Convention has entered into cooperative memorandums with a number of different kinds of curating enterprises
  - Government ministries
  - Government agencies
  - National CERTs
  - National-scope NGOs
  - Trade associations (like APWG)
  - Hybrid special purpose NGO
  - National postal service
  - National universities
- HINT! Maybe your STC national curation story may start: A CERT, a bank, an ICT minister and a telco walk into an APWG meeting . . .
  - Talk to us and take your place in the STC Campaign Pantheon



# Curators' Corps Assures Campaign Future as a Global Resource

The Bern Symposium on Global Cybersecurity Awareness Messaging



First conference for global stakeholders working to upgrade users **at scale** with a people-as-infrastructure perspective

Curators presenting: Armenia, Latvia, Nigeria, USA, France, Spain, Switzerland, Slovenia



Program Partners: Organization of American States, Commonwealth Secretariat, Europol & IGF, organizations with delegations from around 116 countries

Key proposal: National baselining protocol for assessing cyber resilience of national populations



# National Cyber Resilience Baselining Survey Protocol

- National survey protocol would use regression factor analysis based on technical experiences to predict the likelihood that a subject will be able to accurately recognize a cybercrime in progress – like a phishing attack email
- The baseline protocol that was developed at Indiana University to be a validated skills-measurement protocol
- Now validated, APWG curators, likely in collaboration with research universities, can use this protocol as a broadly deployable baseline awareness and expertise study
- Then we can add data-specific before and after questions or phishing tests to see 1) if there are changes in responses and 2) if those changes are a result of superior education or other outside influence







### **STOP. THINK. CONNECT.** *Meet the National Curators*







# Nigeria

- **Cyber Security Experts Association** of Nigeria joined the Messaging Convention as a licensing partner of the campaign assets in 2015
- CSEAN unveils the Nigerian national STOP. THINK. CONNECT.™ on June 11, 2016 at the annual DigitalSENSE forum conference
- Messaging Convention working to help partnership cultivate its footprint in Nigeria and the West African region
  - See: stopthinkconnect.ng

CYBER SECURITY EXPERTS ASSOCIATION OF NIGERIA



# Japan

- First national STOP. THINK. CONNECT. campaign in East Asia
- The STOP. THINK. CONNECT.™ campaign in Japan is curated by the Council of Anti-Phishing Japan which recruited a group of some 20 technology companies, e-merchants and business infrastructure firms to manage its deployment
- Operational as of December 2014
- February 2016 deployed original STC posters at all 160 subway stations of the massive Tokyo Metro
- Leadership is shared by JP CERT, Trend Micro and Hitachi Data Systems.
- See: stopthinkconnect.jp





### Campaign Architecture - Japan

- STC is evolved into a keystone for cybersecurity awareness outreach instrument for stakeholders addressing the general pubic and for industry actors
- Can play to a crowd and, through industry, talk 'inside baseball'





Le CECYF - Centre Expert contre la Cybercriminalité Français - est une association creee en 2014, regroupant des partenaires institutionnels, académiques et industriels pour conduire des projets de prévention, formation et de recherche et développement contre la cybercriminalité. Le présent site <u>CECyf Prévention</u> est notre portail principal de diffusion des messages de sensibilisation et de prévention.

### ARRÊTE-TOI, RÉFLÉCHIS, CONNECTE-TOI,

STOR THUNK CONNECT (www.stopthinkconnect.org) est notre partenaire principal pour le développement des actions de sensibilisation vers le grand public. Les quelques paragraphes qui suivent résument la philosophie de ce projet auquel le CECyF s'associe.

Quand vous traversez la rue, vous regardez des deux côtés pour vous assurer que la traversée est sûre. Pour rester en sécurité sur Internet c'est la même chose: il faut se rappeler de quelques étapes faciles à se rappeler.

Adlié IL-IDI: Avant d'utiliser l'Internet, prenez le temps de comprendre les risques et d'apprendre la façon de se protéger des problèmes potentiels.

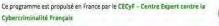
HEREELHER Prenez le temps de vous assurer que le chemin devant vous est sûr. Faites attention au signes d'avertissement et évaluez la façon dont vos actions en ligne peuvent impacter votre sécurité, ou celle de votre entourage.

CUMECTE/DI: Profitez de l'Internet avec encore plus de confiance, en sachant que vous avez suivi les étapes indispensables pour vous protéger vous-même et votre ordinateur.

Protégez-vous et aidez à faire de l'Internet un espace plus sûr pour tous.

L'Anti-Phishing Working Group (APWG) et le National Eyber Security Alliance (NCSA) ont conduit le développement de la campagne STOP. THINK, CONNECT. (ARRÉTE-TOI. RÉFLÉCHIS. CONNECTE-TOI.). Aujourd'hui, des centaines d'entreprises de taille mondiale et locale, ainsi que des gouvernements ou des associations soutiennent la campagne pour apporter ses messages de sensibilisation à la cybersécurité au monde et les renforcer pour leur donner une résonance mondiale et attirer l'attention des utilisateurs. Contactez info@stopthinkconnet.org pour les rejoindre.

Un Programme de Sensibilisation à la Cybersécurité de l'initative d'éducation du public de l'APWG Dédiée à l'Utilisation Sûre de l'Internet dans le Monde





Search

Partage

### France

- Memorandum of Cooperation completed for the Republic of France in December 2015 by the French Center of Excellence Against Cybercrime, signed by IG of **Gendarmerie Nationale**
- CECyF is a public private partnership with management provided by French Interior
- Website launched in February 2016
- SEE: cyberprevention.fr



### **Campaign Architecture - France**



CECyF employs the campaign to create a virtual omnibus channel for a number of cyber-security programs France manages







J Wray & Nephew donates 76 beds to

hospitals

JBA, Richard Murray; and Scotlabank representative, Derrick Cochran. Occasion was a JIS

Think Tank held Tuesday at the agency's head office in Kingston.

### Jamaica

- Jamaica organized its STOP. THINK. CONNECT.<sup>TM</sup> campaign through a coalition of the Ministry of Science, Technology Energy and Mining with the collaboration of the Jamaica Bankers Association
- Its launch in January of 2016 garnered national media attention from the first day of the campaign
- See:stopthinkconnect.org.jm



### **Campaign Architecture - Jamaica**



- Under the leadership of Jamaica CIRT and MSTEM ministry, the campaign is an outreach and advisory scheme that brands and extends all general-pubic awareness programs in Jamaica
- The one-stop shop provides STCthemed presentations to Boards, civil society groups and:
  - Posters o schools, churches and civic organizations;
  - This year, distributing a student cybersecurity handbook
- Leveraging STC, the MSTEM ministry is developing plans for a full scale observance of Cyber security awareness month for this October



Cyberkriminelle haben die Erpressung für sich entdeckt. Mit Verschlässelungs-trojanem, sogenannter Kansomware, machen Sie Daten von Privätpersonen und Firmen unzugänglich. Um die eigenen Daten zurückaubekammen, fordern sie von ihren Opfern hohe Lösegelder und erzieten demit Gewinne in Millionenhöhe.

### Was ist Ransomware?

Ransomware bezeichnet Schadsoftware (Mren), weiche Dateien auf dem befallenen Computer und angeschlossenen Laufwerken verschlüsselt, Der Benutzer kann also nicht mehr auf seine Daten (Potos, Dokumente und weitere Dateien) zugreifen, ist der Verschlüsselungionizersi abgeschlossen, fordern die Cyberkriminellen zur Zahlung eines Lösegeids auf. Wir diesen Betrag einzahle, erhalte ein Programm, das teine Dateinn wiederherstelle. Garantie, dass man diese Software erhält, und dass sie funktioniert, gibt es keine.

Auf rund US \$ 325 Mio, beaffern Experten den durch Ransomware angerichteten Schäden im lezzen Jahr, Neben dem Löbegeld entstehen für Arwender auch Aufwände und Kosten, um das betroffene System neu zu installieren und die Daten aus einer Scherung wiederherzustellen.

### Wer ist betroffen?

Treffen kann es jeden. Bekannt sind Fälle von Privatpersonen, Unternehmen jeder Grösse und Behörden. Die Erpresser passen das Lösegeld oft den Opfern an: Es beträgs bei Privatpersonen in der Regel einige hundert franken, bei Firmen abhängig von deren Grösse tausende bis huntertausende Franken.

### Wie kommt Ransomware auf den Computer?

Ransomware wird über verschiedene Methoden verteilt: Verbreitet sind Spam-Malk, die eine Dringlichkeit vortauschen ("Betreff: Ihre Rechnung") oder die Neugier der Opfer wecken soll ("Betreff: Vertrauliches Dokument"). Wer den Malf-Anhang öffnet, Installiert damit die Ransomware. Deshalb sollten solche Malis ungelesen gelöscht werden.

### Weitere Informationen

- Merkblatt von MELANI
- Detaillierte technische information din Englisch)
- Schutz für Mac OS
- Informationen zu Erpressungen im Internet
- · Ratgeber zur Datensicherung
- Microsoft Malware Protection Center on Ransomware (in Englisht)
- Kantonspolizei Zürich

### Switzerland

- **SWITCH**, the national CERT and ccTLD manager, arranged for the MoC through Swiss Internet Security Alliance (SISA), an NGO largely managed by SWITCH and PostBank Switzerland
- Campaign launched in late 2015. First in Europe to prepare and present materials for local languages. So far, German and French.
- See: stopthinkconnect.ch



### **Campaign Architecture - Switzerland**

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Cyberkrivinette heben üle Erynssung für sich entleckt. Mit Verschlüsslungs-treijenen, sogenannter Ransonware, machen lie Daten von Frivelpresonen und Finnen versugligtlich. Um die eigenen Daten auf-tickubekammen, forfern sie von Bren Dyfern hohe Läsigsteier und artelete Gamit Geeinen is Mitsonanhöhe.

### Was ist Ransomware?

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Tansonware bearliches Schaltofbeare (Vorri), welche Danien auf eine terfahrene Computer und angeschinssonen zusärenten verschlosste. Der Fenzuere kann aller sicht mehr auf seine Daten (Fritza, Dokumente und weitere Danient) zugreifen, ist der Verschlüsselungsonsens abgeschlussen, fürdern die Cyberklistmellen zur Zahlung eines Lösagete auf, Wei desam Remzig einzahle, arthatt alle freguenten, das siche Dateiten weiderheintelle. Eanreite, dass man diese Schware erhält, und dass sie funktionen gibt einen.

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- Register our Datersicherung
   Microsoft Malware Protection Center on Ransomware (in Englisch)
- · Sansonipolian Zirich

- STOPTHINKCONNECT.CH is employed for both broad cybersecurity awareness programming and for deep discussion of contemporary threats like ransomware
- Links on the Ransomware campaign page point to anti-malware resources, educational materials and to police agencies for reporting cybercrimes related to ransomware





Solicita Actividades Pregúntanos Descubre

¿DUDAS?... PREGÚNTANOS :)

El proyecto

FAG

Si tienes alguna duda sobre qué hacer o cômo mejorar tu seguridad en la red pregúntanos, estamos para ayudarte.

Preguntanos

Read more -





- **Cibervolunterios**, a nationalscope NGO dedicated to young people's online safety, entered into licensing agreement with the Messaging Convention in 2013 and launched their own national STCcampaign website.
- INCIBE (national CERT of Spain) signed the MoC in late 2015 and will be coordinating with Cibervolunteros and other organizations going forward

See:

•

parapiensaconectate.es



Unifying the Global Response to Cybercrime

Para, Piensa, Conéctate

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# Bangladesh

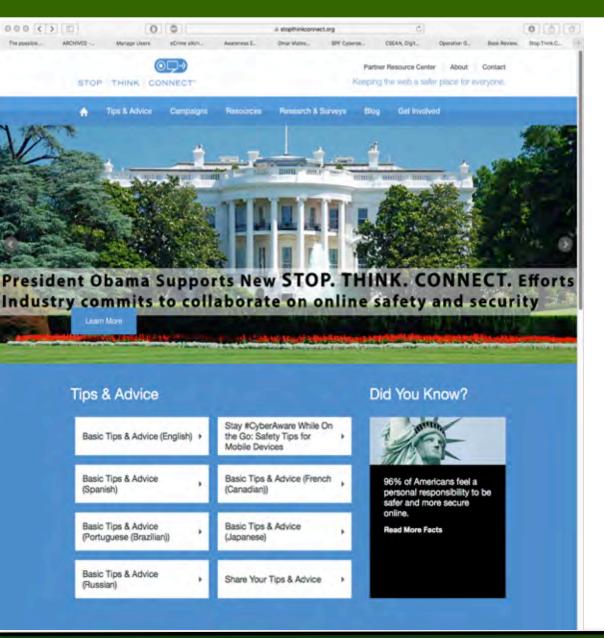
- First STOP. THINK. CONNECT. campaign launched in South Asia
- First STOP. THINK. CONNECT. campaign website launched under a .gov ministerial domain name: stopthinkconnect.gov.bd
- National Data Center, under the Bangladesh Computer Center/ICT Division completed the MoC on December 12, 2015
- Campaign website launched in early 2016 in English.
- National CERT working to develop an instantiation of the campaign website in Bengali
- APWG correspondence working to develop campaign beach head in the region, into a more coordinated deployment footprint



# Armenia

- Joint memorandum of cooperation completed for Armenia in May 2016 by the Armenia Education Center and the Internet Society of Armenia
- Website launched in April of 2016
- Worked up translations of the advisories, posters and technical advisories packaged in the campaign
- See: safe.am/stopthinkconnect/stc .html





# USA

 The USA campaign was launched in 2010 by the Department of Homeland Security with DHS contractor National Cyber Security Alliance

Campaign adopted since then by hundreds of IT, security, financial services, retail and services companies, government agencies and NGOs

See: stopthinkconnect.org







### Mongolia



- Established February 2016
- Curator:
- Mongolian Cyber Security Response Team
- Status:
- Live in English, working on translation into standard Mongolian
  - See: http://apwg.alert.mn

### **Kingdom of Tonga**



- Established October 2016
- Curator:
- Ministry of Information & Communications
- Status:
- Live in Tongan and English
- See:

http://stopthinkconnect.gov.to



### Thank you

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