

How Much Does Your Ox Weigh? Crowdsource Your Way to Data Protection



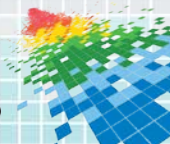
Maor Goldberg

CEO

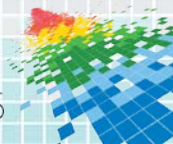
Whitebox Security

@whiteboxsec

My name is Maor and I'm an Oxoholic



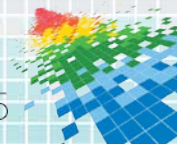
CISOs: the first, last and only line of defense



But even the bravest need help sometimes..

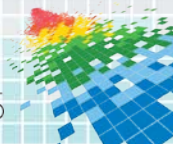


whitebox

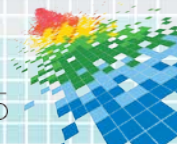
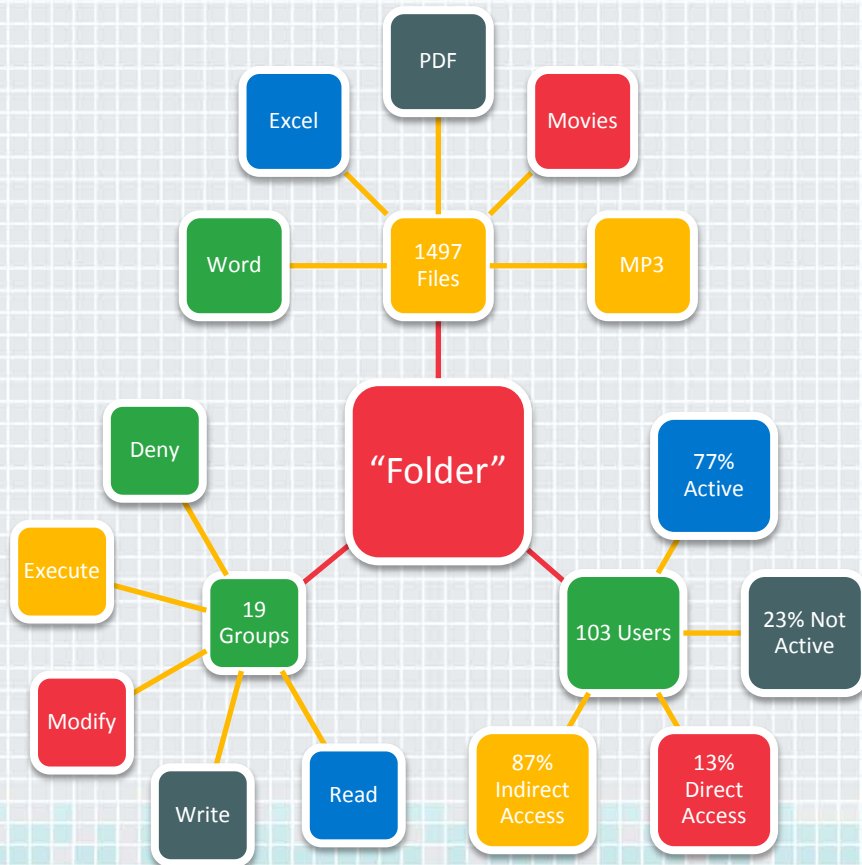


Yes, we are the best but..

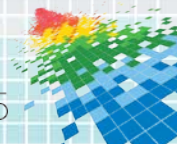
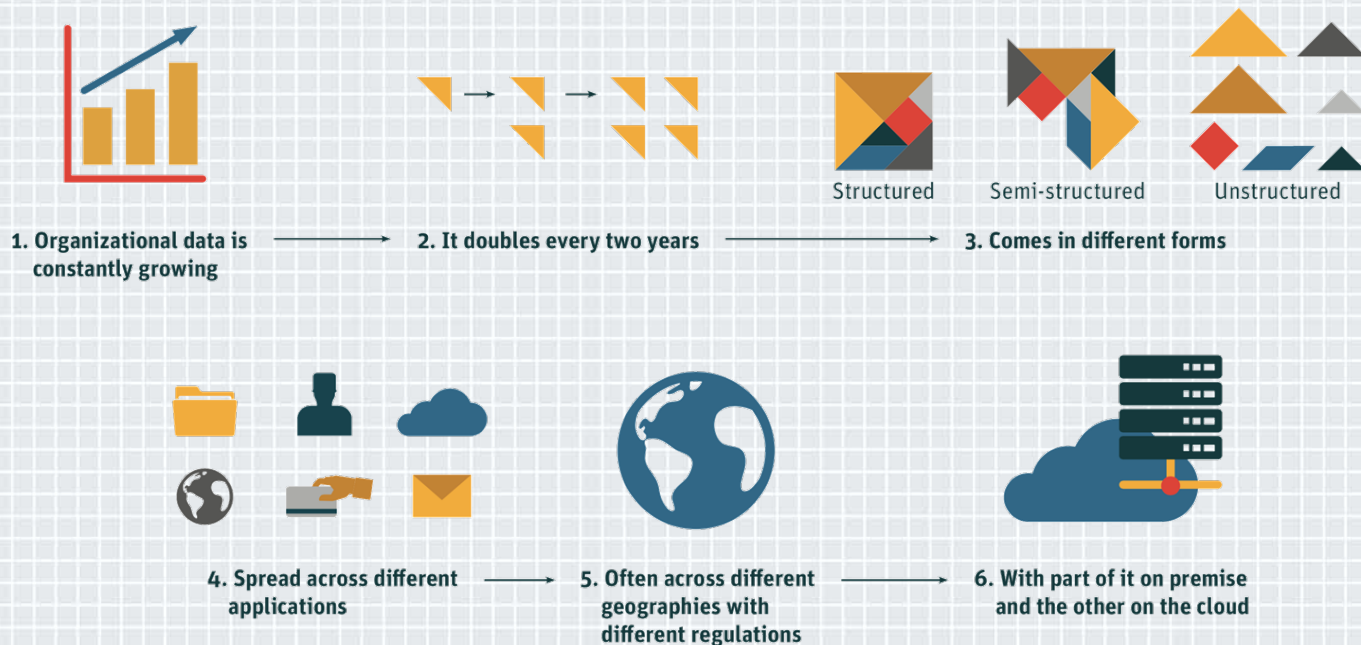
- ◆ We don't have endless budget.
- ◆ We don't have all the time in the world.
- ◆ We don't have all the people we need.
- ◆ We don't know everything...
- ◆ We always need to do more, with less.



Let's talk real-life: Data Ownership



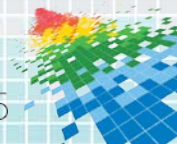
But we live in exponential times...



So now we just need to repeat the process

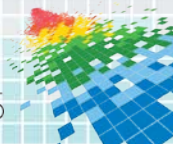
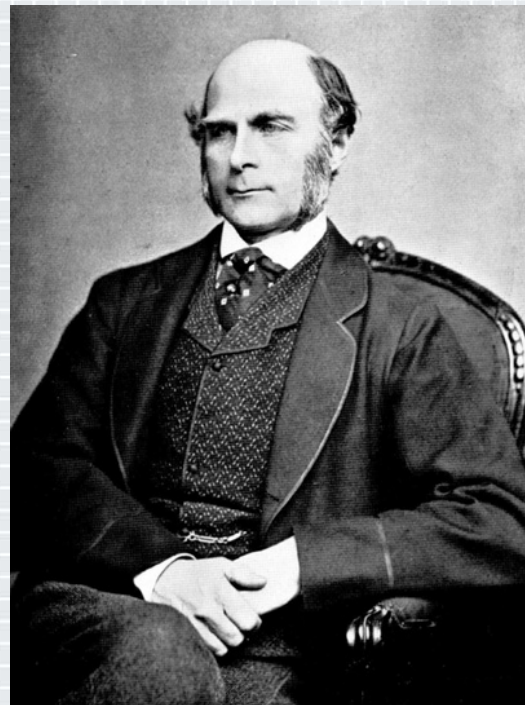
x158,463

(Which is the number of folders with access rules that we have)

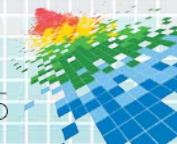
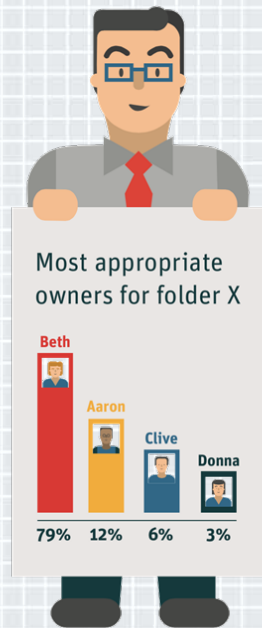
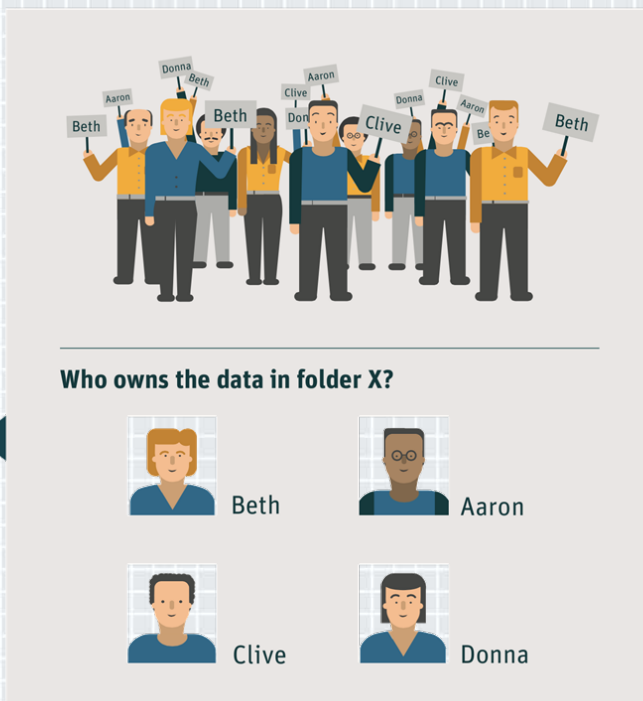
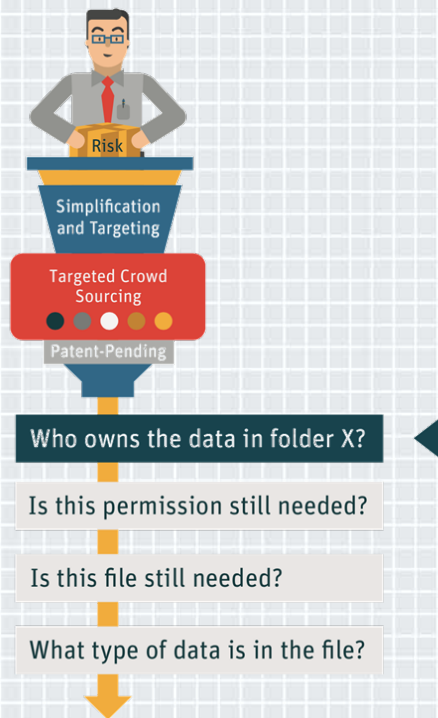


Francis Galton

- ◆ He was a knight!
- ◆ He visited a livestock fair in 1906.
- ◆ An Ox was on display.
- ◆ 800 people tried to guess “How much does the Ox weigh?” No one could. **Not even the experts.**
- ◆ But, the mean of the guesses was correct.
- ◆ Sir Francis Galton discovered the **wisdom of the crowd.**

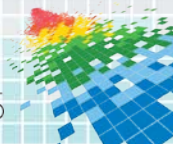


Now let's do the same thing, together!



The Washington Post (February 5, 2015)

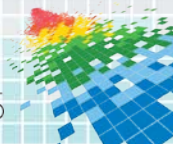
- ◆ “Crowdsourcing America’s cybersecurity is an idea so crazy it might just work.”



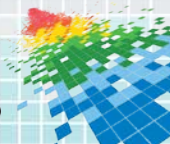
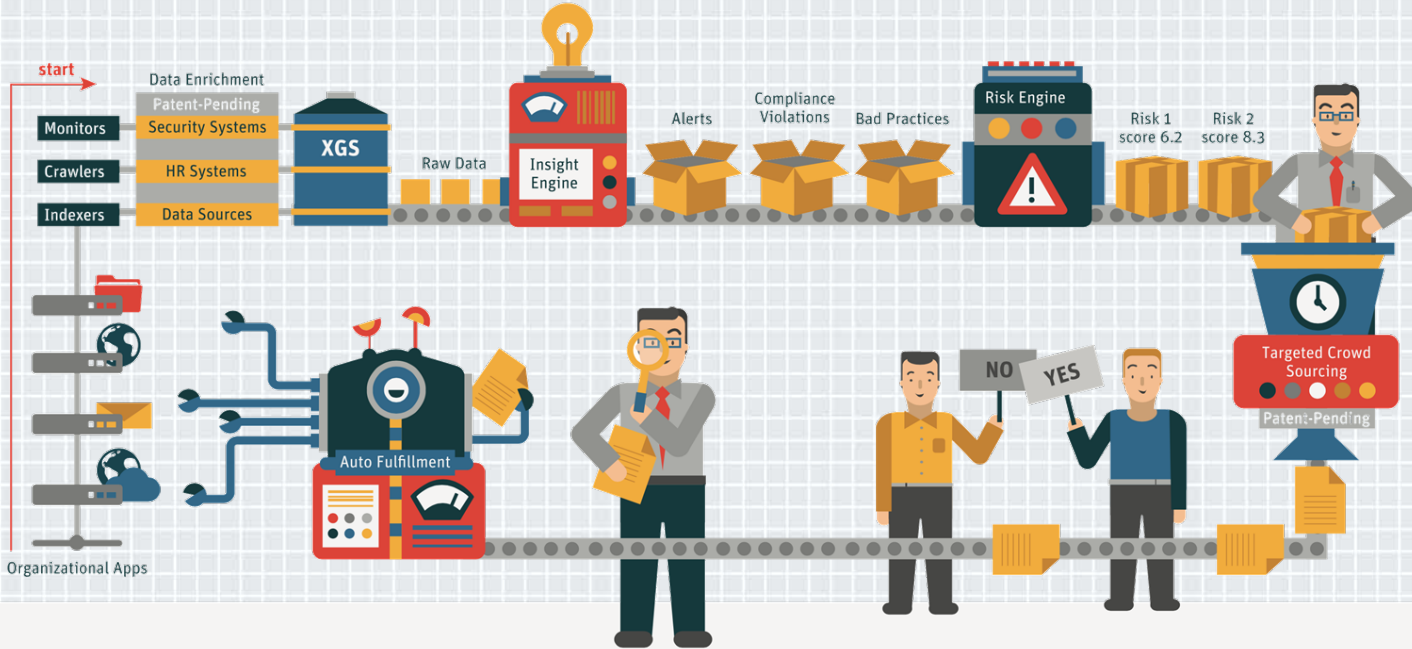
Did I say that?

- ◆ There is no need to chase the expert.
- ◆ The **right information** needs to be delivered to the **right people** in the right **place**, at the right **time**, and in the right **way**.
- ◆ Information **aggregation** functionality is needed.

Source: Oinas-Kukkonen, Harri (2008). Network analysis and crowds of people as sources of new organisational knowledge.

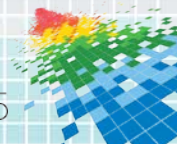


Crowdsourcing your data security



What can you do?

- ◆ Short-term:
 - ◆ Identify data security processes that depends on context and business knowledge, such as: Data ownership, Data classification and Access policies.
 - ◆ Add business users to these processes.
 - ◆ Discover ways to help business and **facilitate win/win**.
- ◆ Medium-long term:
 - ◆ Make the users your first line of defense.
 - ◆ Gather data security and security education into a single channel.
 - ◆ Reward users for taking an active role, **make them your heroes**.



And don't forget to share the love!

