



San Francisco | March 4–8 | Moscone Center

BETTER.

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Cybersecurity Head On: How Successful Organizations Win

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#RSAC

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Enabling Business Growth

Our Brand



Our People



Our Data



Privacy and Security Converge

- Anticipated regulation and public sentiment on privacy that will drive data protection policies. For example: GDPR Penalty is **4%** of annual revenues or 20 million Euros which ever is greater.
- Increased focus on data security and privacy legislation translating to strict requirements on the business. Why? Marriott breach impacted **500 million guests** & the Yahoo breach impacted **3 billion users**
- The threat of penalties over compromised personal information will have a huge effect on security operations. **Facebook lost \$119 billion in market capitalization** because of privacy concerns related to the Cambridge Analytica scandal.
- U.S. Privacy Law is currently governed on a state by state basis
- CCPA total penalties for a single event can be up to **\$250,000**
- 2.5 quintillion bytes of data is created in a single day

The Concern of Unintended Inferences



2.5 quintillion bytes of data created every day

The Office of No?!?NO WAY!



Lost in Translation?!? ... Become Multi-Lingual!



Our Advice

- **Understand the issues** across security and privacy.
- **Engage Early** establishing common goals that meet the business expectations for privacy, security, and compliance.
- **Assess** your current environment.
- **Design** a collaborative strategy to deliver on your goals.
- **Communicate** the goals liberally across the organization.
- **Evaluate** the performance to measure effectiveness of programs.

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Thank you