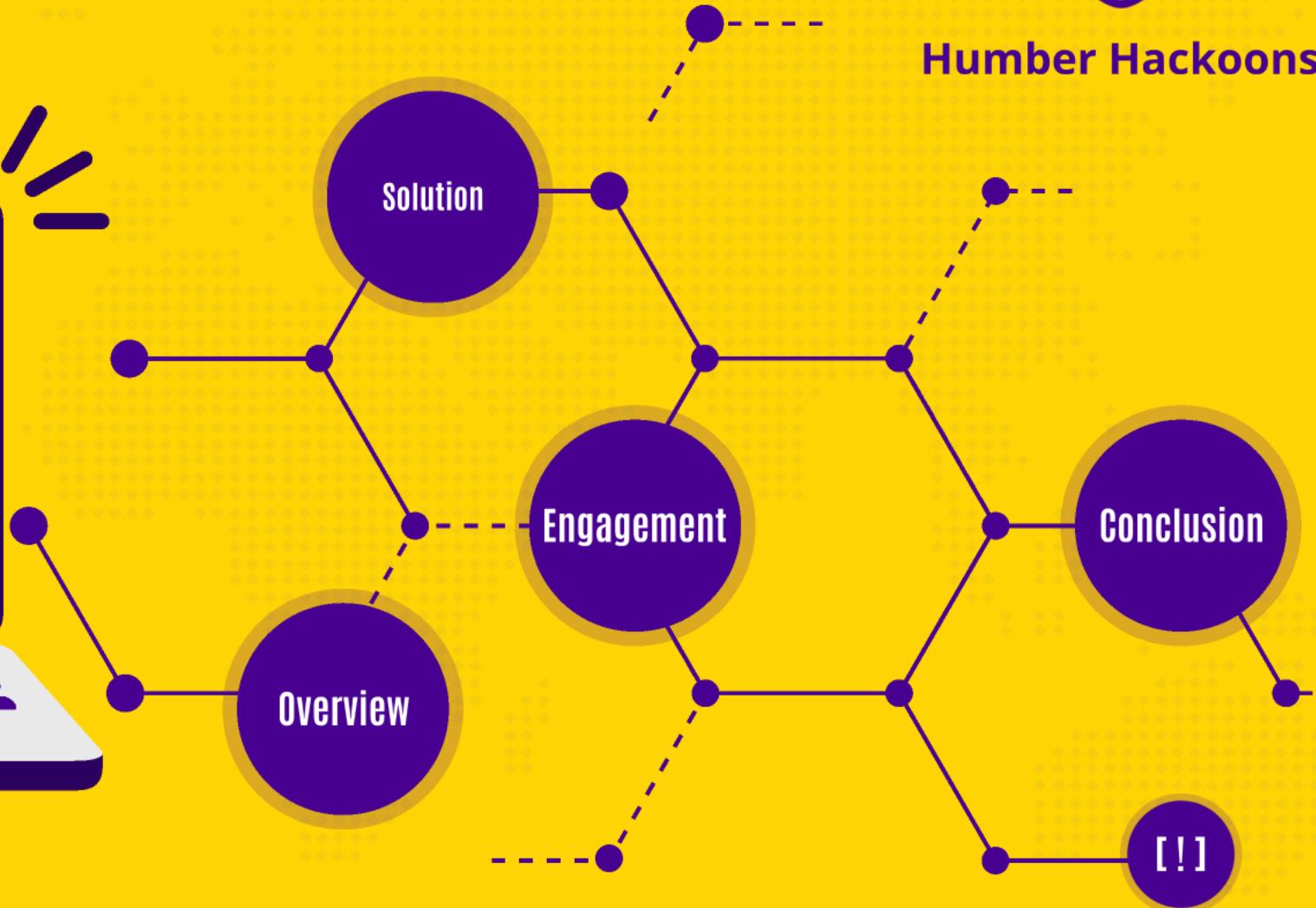
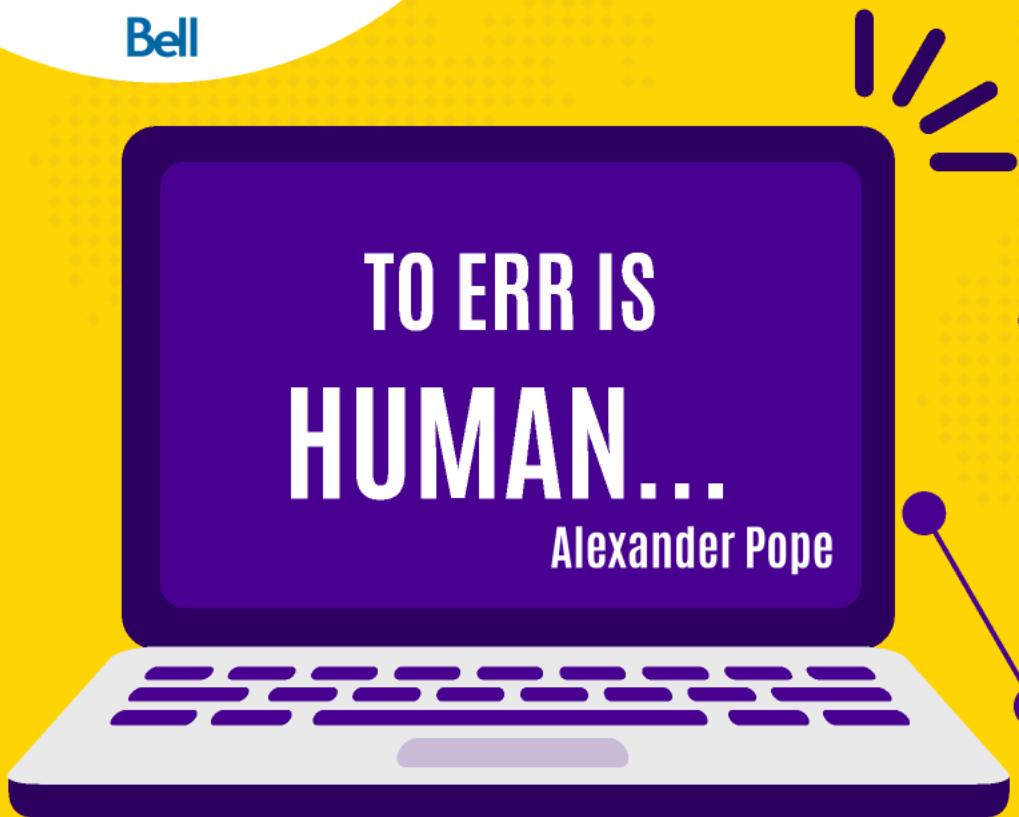




In collaboration with Bell

Bell



Humber Hackoons

# Overview

The majority of cybersecurity breaches are a result of employee errors. Notably, these errors aren't entirely the fault of the workers but are largely **attributable to the companies** themselves.



Why?

Research by Stanford University reveals that **88%** of data breaches occur due to **employee mistakes**. IBM Security's research suggests an even higher figure at 95%.

# Why Data Security Matters?



- Protecting sensitive information
- Maintaining trust with clients
- Complying with regulations and laws

# The Challenge

Ensuring every Bell employee  
is cyber-savvy!



Bell Guardian



In collaboration with Bell

Bell

Taking a fun spin on  
serious business:

Dive into our daily  
challenges at Bell and laugh  
while leveling up your  
cybersecurity skills.

*It's not mandatory, just  
irresistibly engaging!*



## Game-Based Learning GBL

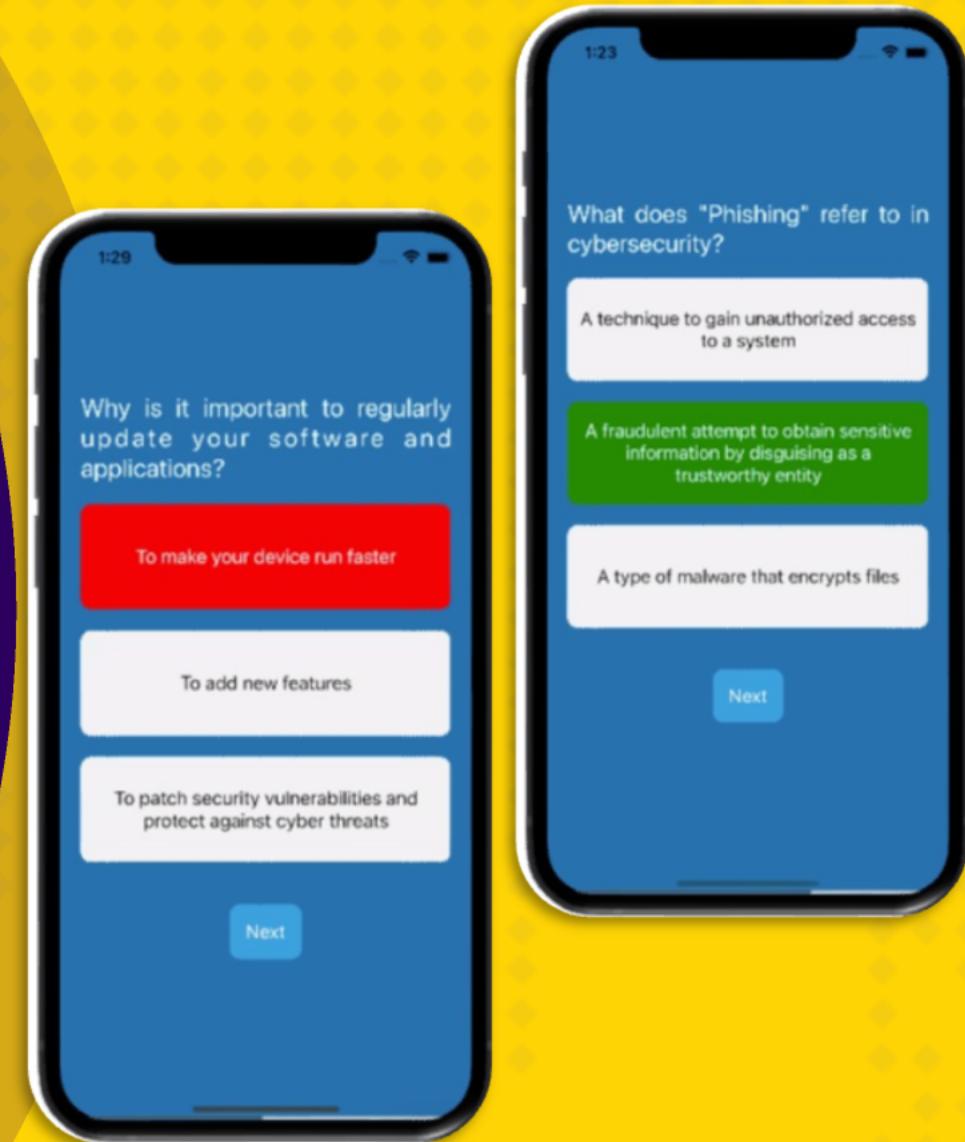
Improvements

The Monthly  
Cybersecurity  
Star

Daily  
Challenges

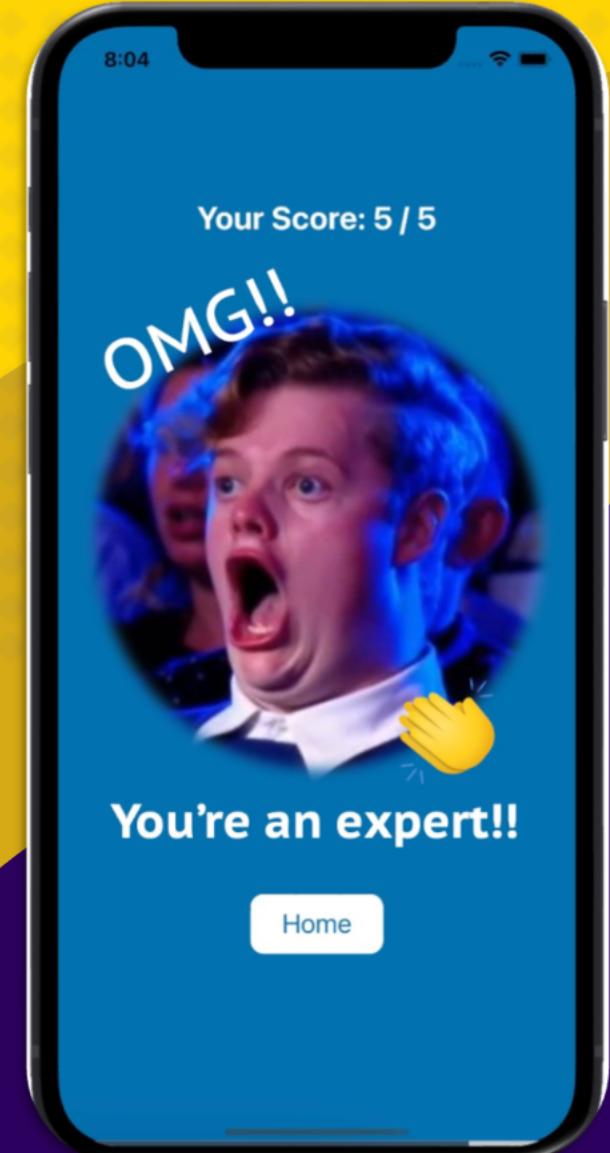
# Daily Challenges

- Engaging quizzes.
- Real-world cybersecurity scenarios.
- Fun and interactive learning.



# Earn Points

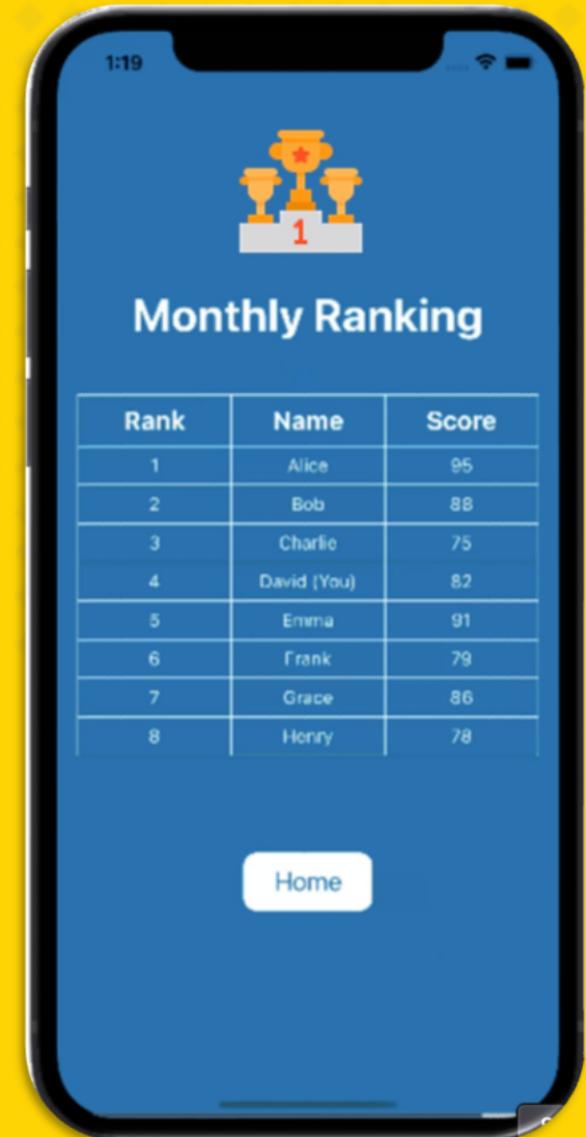
- Score points for correct answers.
- Climb the leaderboard.
- Become Bell's Cybersecurity Champion!





# Monthly Bell's Cyber-Savvy Stars

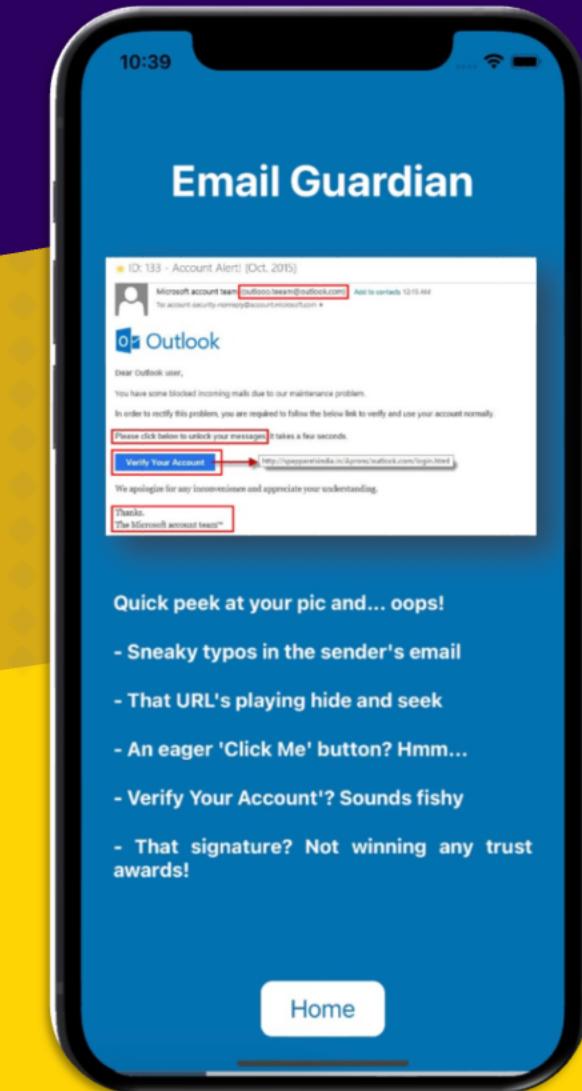
- Recognition for the most vigilant employee.
- Prizes for top scorers.
- Bragging rights!



# Cyber Detective

Think you've spotted a "phishy" email or a shady site?

Forward it to us! Help our app become the ultimate 'Cyber Detective' and teach it to spot the sneaky threats. The more it learns, the safer we all become.



**Who said fighting cyber villains couldn't be fun?**

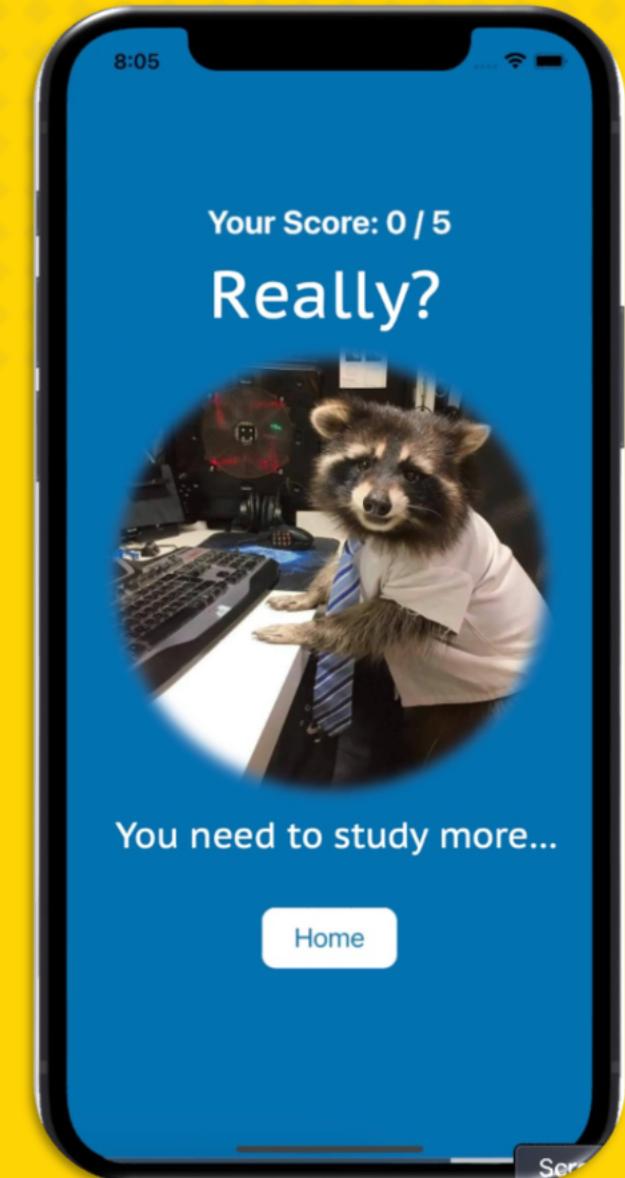
# Fun Elements Strategy



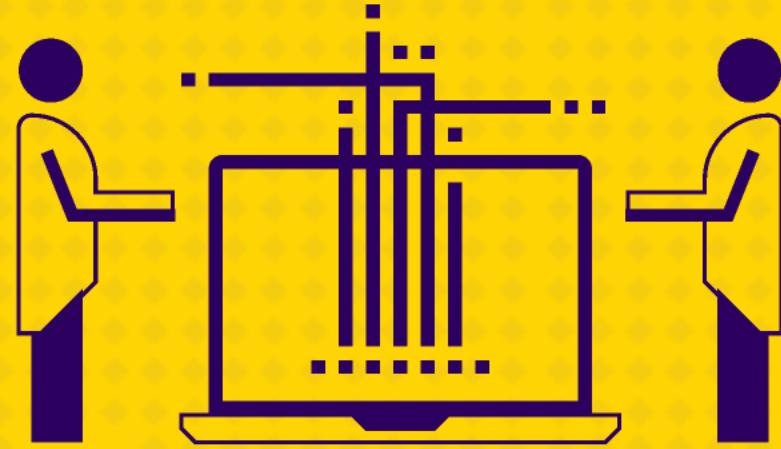
But... Beware of your own  
Hall of Shame!

# Examples

- "Oops! Did you just click on that phishing link?"
- "Alert! Someone's trying to use 'password123' again!"
- "Yikes! Another one bites the dust. Better luck next time."



Foster a culture of continuous learning.



Make cybersecurity second nature.

Protect Bell's data and reputation.

Join the movement. Embrace the challenge. Secure our future.



# Humber Hackoons

## Thank you!