

RSA® Conference 2018

San Francisco | April 16–20 | Moscone Center

SESSION ID: EXP-F03

CALLING ALL FEAR MONGERS: RAISING SECURITY AWARENESS WITHOUT CREATING CYBER-HYSTERIA

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Kelley Misata, PhD

- MBA Marketing
- PhD Information Security
- Former Dir. of Communications, Tor
- Executive Director, OISF and Suricata
- Founder and CEO, Sightline Security
- Cyberstalking Survivor



Diana Kelley

- Got started on the DARPA in the 70s
- Managed global network in the 90s
- Built secure architectures for large FIs
- VP & Research Analyst – Burton Group
- Built and managed IBM's security research publication process
- Co-author of Cryptographic Libraries for Developers
- Mentor at Cybersecurity Factory, Program Committee for RSA US18
- Currently Cybersecurity Field CTO at Microsoft





Our Goal

- Not dumb it down...
- Change the words used...
- Inspire to think differently...
- Make to our work more accessible...



Definition of HACK

transitive verb

- 1 **a** : to cut or sever with repeated irregular or unskillful blows
b : to cut or shape by or as if by crude or ruthless strokes • *hacking out new election districts*
c : **ANNOY, VEX** —often used with *off* • He gets really *hacked off* when people cheat.
- 2 : to clear or make by or as if by cutting away vegetation • *hacked his way through the brush*
- 3 **a informal** : to manage successfully • just couldn't *hack* the new job
b informal : **TOLERATE** • I can't *hack* all this noise
- 4 : to gain illegal access to (a computer network, system, etc.)
 - In the last decade they have *hacked* computer networks in Estonia, Ukraine, Poland, Germany, France, and Bulgaria—often stealing data.—*The New York Times*
 - ... perhaps I would have become one of those lost souls wandering the basement of MIT playing with computers and *hacking* the telephone network. —Lee Smolin



Your connection is not private

Attackers might be trying to steal your information from **test.dev** (for example, passwords, messages, or credit cards). NET::ERR_CERT_AUTHORITY_INVALID



Automatically report details of possible security incidents to Google. [Privacy policy](#)

[Advanced](#)

[Back to safety](#)



Your connection is not secure

The owner of [Nightly](#) has configured their website improperly. To protect your information from being stolen, Nightly has not connected to this website.

[Learn more...](#)



Report errors like this to help Mozilla identify and block malicious sites

[Go Back](#)

[Advanced](#)

nightly.mozilla.org uses an invalid security certificate.

The certificate does not come from a trusted source.

Error code: [MOZILLA_PKIX_ERROR_ADDITIONAL_POLICY_CONSTRAINT_FAILED](#)

[Add Exception...](#)



Teenager suspected of crippling Dutch banks with DDoS attacks



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Encryption keeps us safe. It must not be compromised with 'backdoors'

<https://www.theguardian.com/commentisfree/2018/feb/12/encryption-safe-hillary-clinton-secure-backdoors-privacy>

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Data breaches strike CareFirst and Under Armour



Let's try it out...

Scary Words

Exercise





20-Year-Old Kidnapped Model Rescued from Deep Web Auction—Are There Others?

<https://www.thedailybeast.com/20-year-old-kidnapped-british-model-rescued-from-deep-web-auction>

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Inspiring Action

Exercise





Can Facebook's Machine-Learning Algorithms Accurately Predict Suicide?

The social media giant aims to save lives by quickly flagging and responding to worrying posts

<https://www.scientificamerican.com/article/can-facebooks-machine-learning-algorithms-accurately-predict-suicide/>

State of Confusion

Exercise





Someone Could Definitely Hack the Emergency Warning System. Here's Why They'd Do It.

<https://www.popularmechanics.com/military/research/a15238766/hawaii-north-korea-japan-hack-emergency-alert-system/>

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So What?!

- Who feeds the media?
- Who feeds decision makers?
- How do we make work more accessible?

We are encouraging...
“Sheeple”



Things to consider...

- Pitch why it matters
- *Not scary stories*
- Focus on opportunities
- *Not what people are doing wrong*
- Show people what you mean
- *Not just talk talk talk ↗*
- Give people a chance to own their knowledge space
- *Don't do it for them*



#RSAC

Respondent: *I really want to take the survey but the link isn't working.*

Me: So glad you are interested in taking the survey. Here's another link to try. Please let me know if you have any more problems.

Respondent: *Thanks for your quick response. I figured out the problem...it was mouse pointer placement.*

The power
of
LISTENING!





Apply what you
learned –
DO THIS...

- Listen
- Engage
- Translate
- Act Well



Keep the conversation going... THANK YOU!

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