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A RISK ASSESSMENT OF LOGO DISCLOSURES

JENNIFER LEGGIO

CHIEF MARKETING OFFICER

@MEDIAPHYTER

That title is entirely too academic*

*yes, I wrote the title

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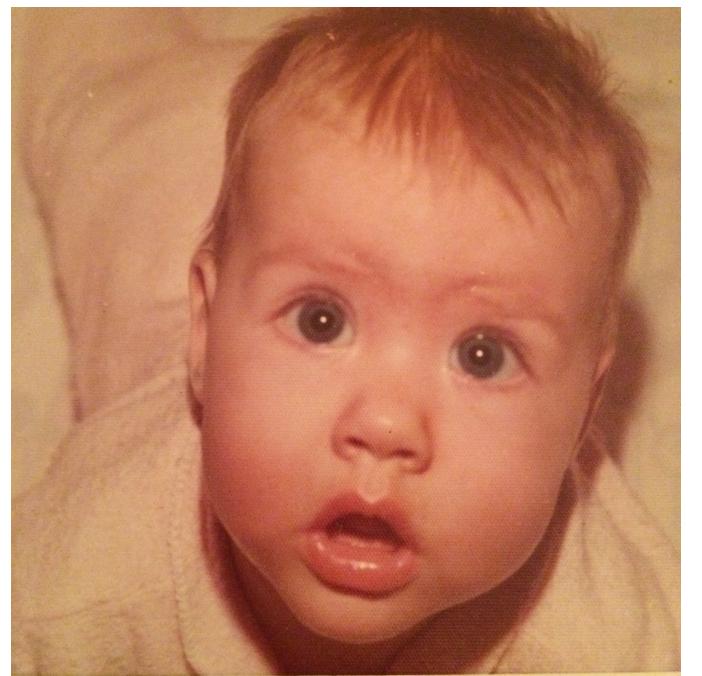
"Most security marketers drive me crazy because they create risk rather than **reduce harm** and DON'T THEY KNOW THAT IS PART OF OUR JOB?!

/me deep breath

AND WE ALSO HAVE TO ADVOCATE FOR THE TECH COMMUNITY!"
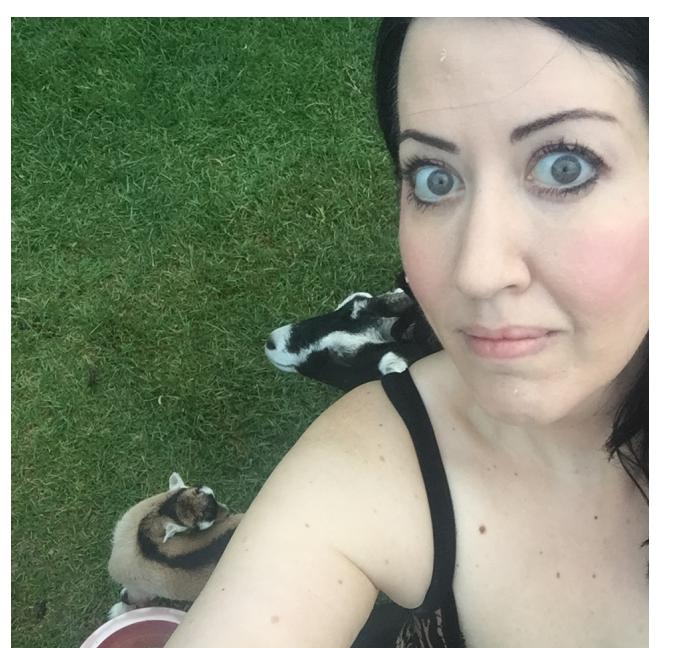
Who is Jen?

SUCH AN INNOCENT YOUTH, FACED WITH A WORLD OF OPPORTUNITY

WANTED TO GO INTO FASHION, BUT CLEARLY LACKED THE SKILL

ALMOST 19 YEARS AS A SECURITY MARKETER; OBSESSED WITH BABY GOATS

SECURITY AND BABY GOATS ARE NOT RELATED INTERESTS

Everybody must reduce harm

What do manufacturers do? Try to make stuff that doesn't harm

What do security vendors do? Sell stuff intended to reduce harm

What do researchers / engineers / practitioners do? Reduce harm

What do marketers too often do? Create risk or sensationalize

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Examples, you say? Got 'em!

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CTS LABS

VS

AMD

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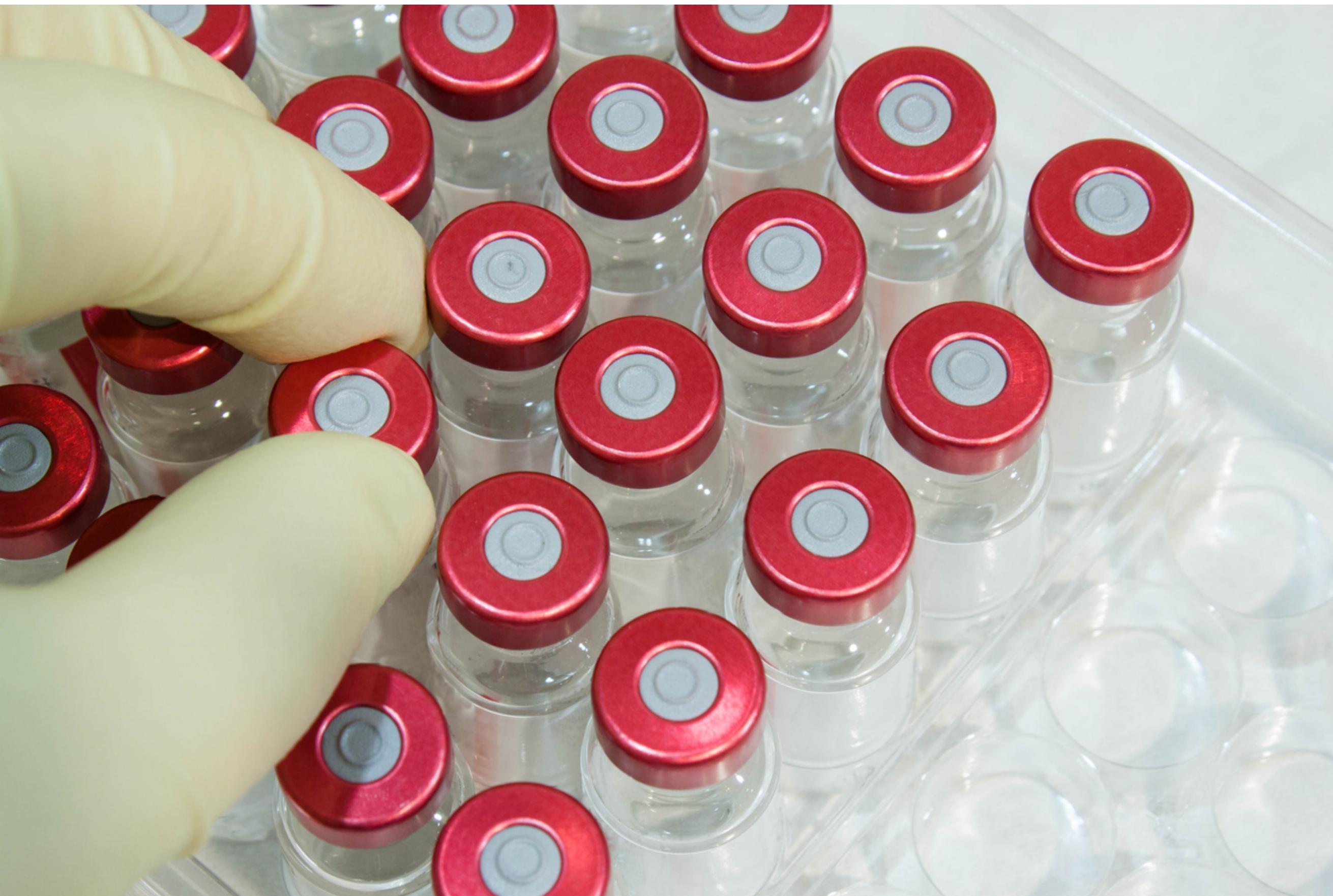
OLD WAY

NEW WAY

We are going to change the way business and marketing leaders interact with researchers and analysts, and raise the bar for ethics.
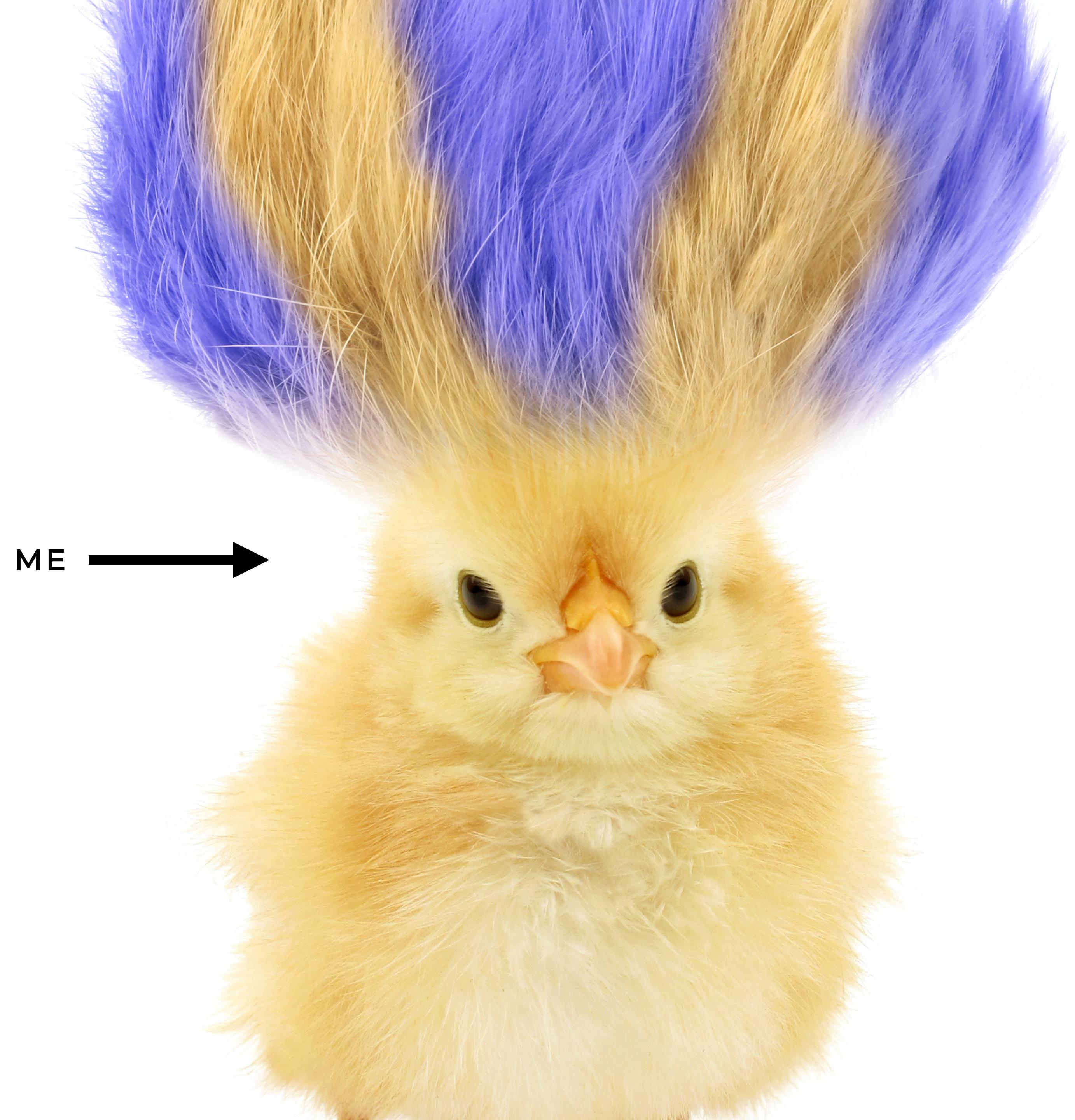
We are going to empower researchers and analysts to advocate business and marketing leaders for better practices.

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YOU GUYS RIGHT NOW

ME

Why not a standards desk?

A real-life use case: Flashpoint

- We partner closely with the "makers" in the company; never use these teams as a personal content repository

- We are besties with the intelligence and research teams; more work but worth it for quality

- We are all challenged to learn and care about security outcomes — even the non-technical

- We double check with multiple internal folks to ensure all statements are true
  - No statements include scare tactics
  - Operational security (OPSEC) is never compromised
  - Sources are protected
  - Personas are protected
  - Investigations are not disrupted

THE JOB OF MARKETING IS TO SELL STUFF

THE JOB OF MARKETING IS TO PROTECT USERS
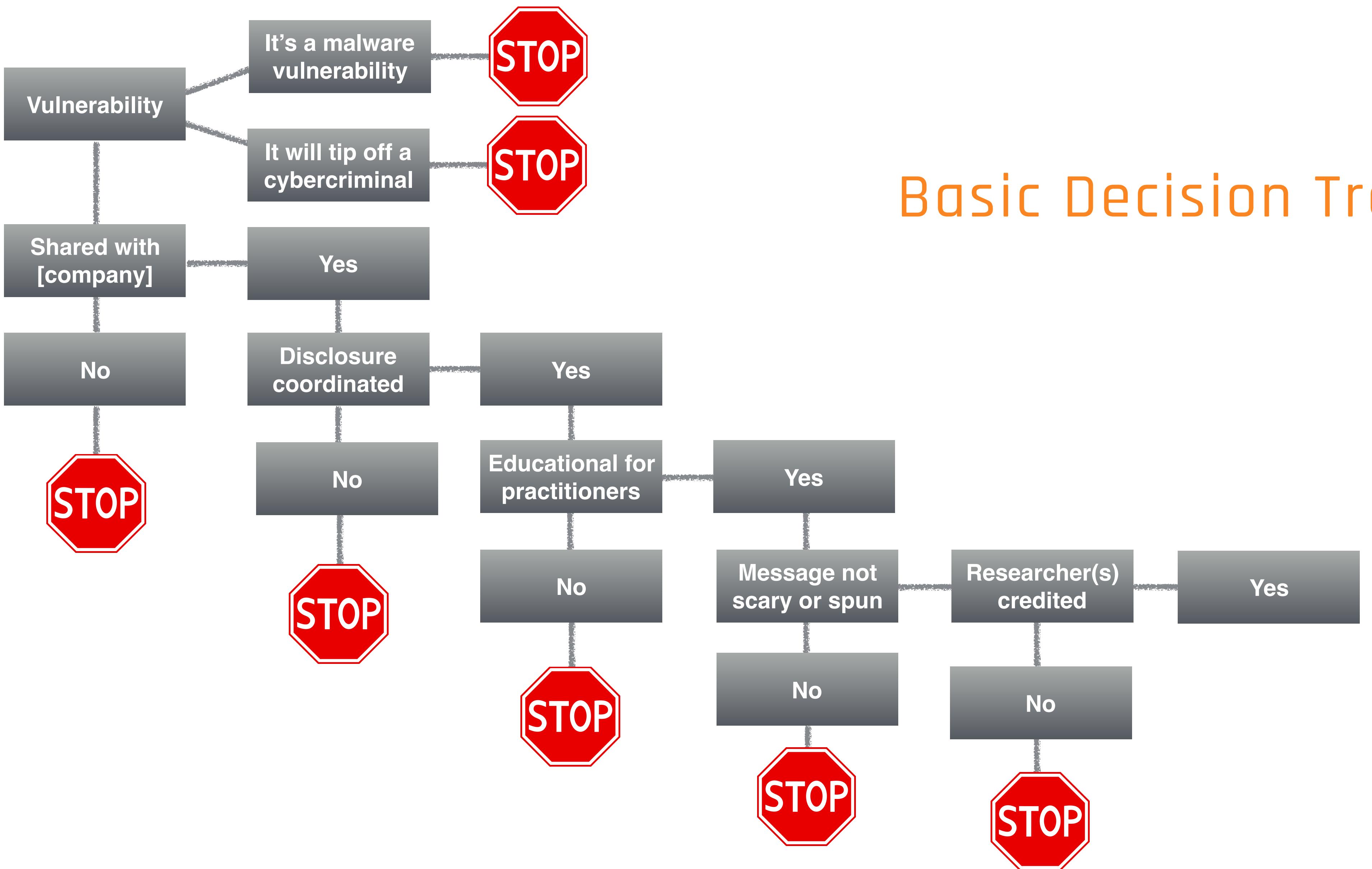
UTOPIA?

Education is an imperative

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Basic Decision Tree

But Jen, I'm not a marketer and I don't care ¯_(ツ)_/¯

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Create a culture shift – one that benefits everyone

- Speak with your management about creating an ethics or standards board
  - Express the end state you want is more truth and better security
  - Share that you are willing to support on a committee to provide guidelines

- Company doesn't have a coordinated disclosure policy? Build one
  - Ask why; "we are not a security company" is not a good answer
  - Depending on size of company, talk to management about engaging comms/legal teams

- ~~Request~~Require credit for your work
  - Research is **not** better when ghostwritten
  - Employees are motivated by recognition; it's OK to ask for it
  - If you're told someone else's name might go on your work because of their "name recognition" — say no

- Call out marketers, but focus on sharing how to do better vs. focusing just on what sucks

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What do marketers often do? ~~Create risk or sensationalize~~

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Everybody must

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What do marketers

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Acknowledgments

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THANK YOU