

Failsafe the Human Psyche to Advance Security & Privacy...

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Image: President George W. Bush, Presidential Library

\$1 Trillion

later. . .

Sources: 2010-2015 Security researchers & experts, Gartner Global Surveys, IDC Reports, Newspapers, US Government budgets. Note: This figure does not include the cost of remediation after a breach.

We have introduced
the **most sophisticated**
technology the world
has ever seen...

**Yet Sony, Target,
Anthem and other
breaches happen....**

Why?

We Fail To Design For
the Human Psyche

We Fail To Design For Humans

95% of all security

breaches are due to sophisticated
cybercriminals that we could not
defend ourselves against...



Image: Startupstock photos

yes

no

maybe

We Fail To Design For Humans

95% or more of past
breaches were a result of
human error

Source: IBM Security Services 2014 Cyber Security Intelligence Index.

We Fail To Design For Humans

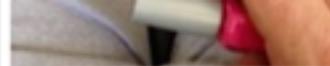
78% of cyber-attacks start
with tricking the user

Sources: Changing the Cyber Security Playing Field in 2015, Paul Ferrillo, Weil, Gotshal & Manges LLP, January 20, 2015.
Verizon and US Secret Service Data Breach 2014 report.

We Fail To Design For Humans

If we know this,
**why do we still
open
attachments?**





Getting better at this daddy stuff since the wife is away on deployment.



Redacted



Redacted what's with all these
Redacted brown and red
widows right now. Take it
it's spider season hear in
Calif.



Redacted



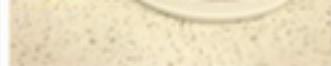
Ma lil toy..



Redacted



The bike is almost
complete. What to do next
lol #gsxr #gixxer #gsxr600



Some new protein and
creatine to try out. #bulking



Redacted



Just found this lil dude in
my yard



Redacted



Well while all you guys and
girls are out drinking and
having fun. Am training like
a beast in the good old
home gym.. #beastmode
#train #gym



Redacted



Chilling with ma baby..

@matttachabbbw/instagram



Redacted



Wrapping @srt8chin
SRTmag and it's coming
out clean. #bagged
#wrapped #srt #srt8 #hemis



Redacted



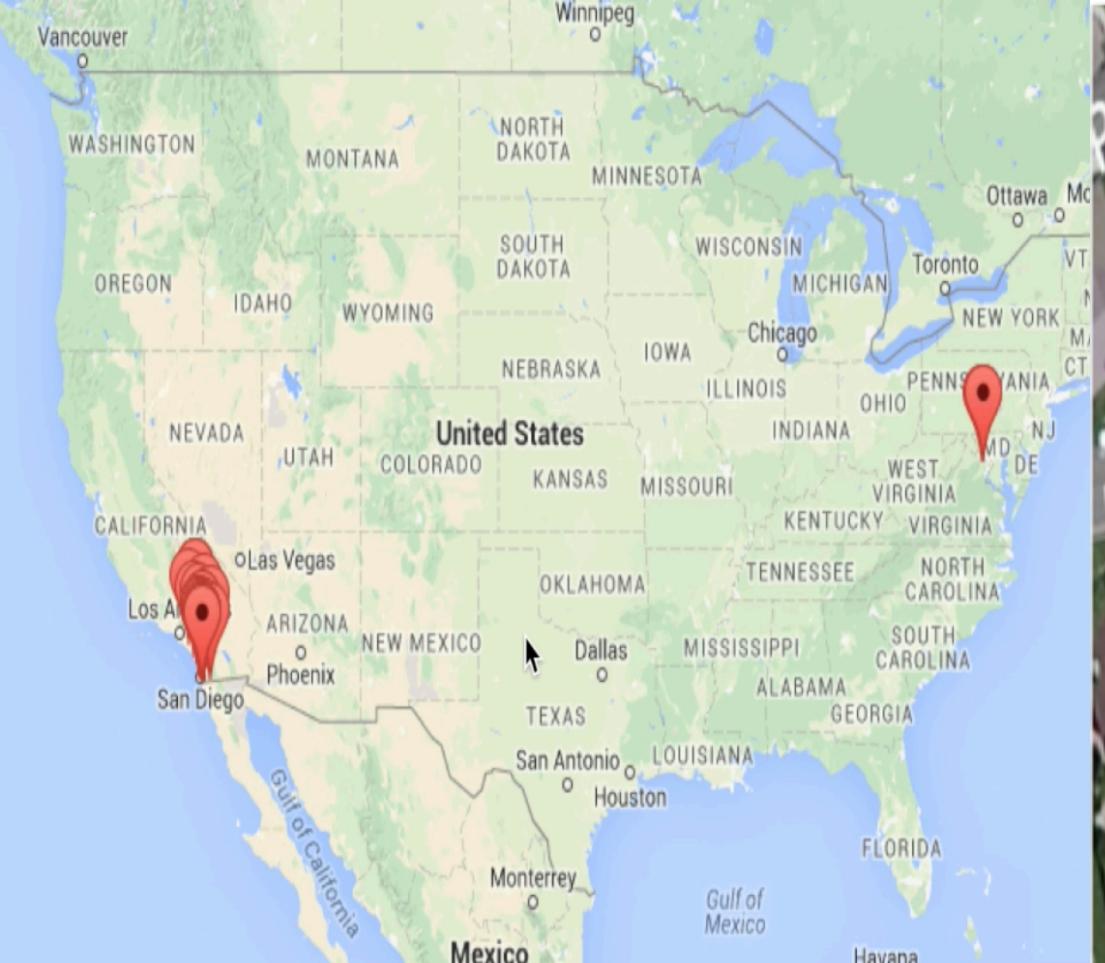
A slight change to the
appearance of the beast..
#gsxr #gixxer #gsxr600
#k1gsxr



Redacted



Leave a comment...

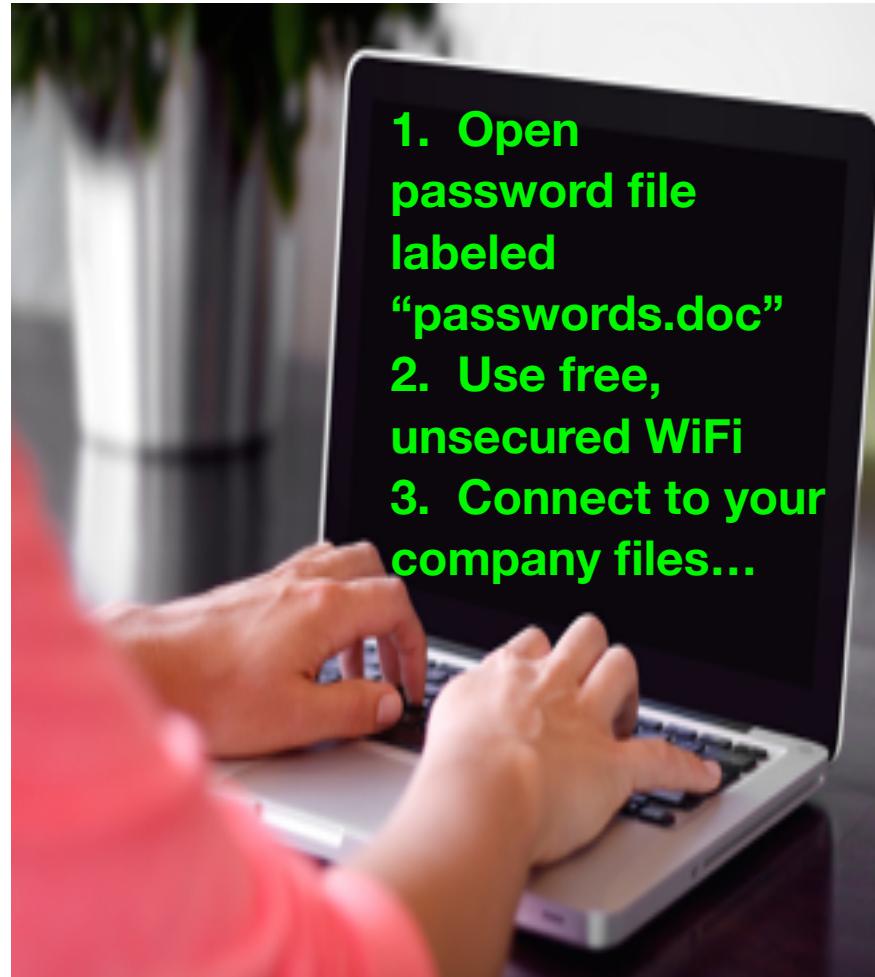


Images: Bagram photo: U.S. Air Forces Central Command website.
The other pictures were collected & anonymized during a geofencing exercise.

Because Hackers Gonna' Hack. The Solution.

Three Design Principles:

1. Design assuming that your users will do **everything wrong**
2. Ask the question:
Does our design have **high empathy** for the user?
3. Reread number 1.





THE WHITE HOUSE

WASHINGTON

Image: The White House

Because Hackers Gonna' Hack. The Solution.

- **1 action** reduced the chance of a breach **45-70%**
- **2 actions** reduced annual losses by **\$800,000**
- **Machine learning** as human safety nets

The Solution. Design for the Human Psyche.

5 Winning Security Strategies

- **Life is a Happy Meal® - Own Hearts & Minds**
- **Segment to Save It**
- **Redesign Access**
- **Digital Shredding Strategy**
- **Easy & Rewarded Reporting**

Apply What You Have Learned

- **Next Week:** list your **bigest human errors** that could lead to a breach
- **30 days:** **design for the human** (not the system) using one of the biggest human errors
- **60 days:** implement **rewarded reporting** & brief your **Executives**
- **120+ days:** **segment** users & data; **shred** user access & data

RSAC Studio

Failsafe the Human Psyche to Advance Security & Privacy...

Let's Keep The Chat Going!

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