A Persona-centred Information Security Awareness

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Received  
Accepted

**Abstract.** Maintaining Information Security remains a critical concern for businesses, as human factors, whether accidental or malicious, are primary contributors to data breaches. This paper discusses an approach to address these issues by incorporating personas into information security awareness programs. Grounded in empirical data, personas can help identify security risks and tailor awareness activities to meet specific business needs. Findings suggest that a persona-centred approach can adapt to business demands and mitigate security risks through tailored awareness initiatives.

**Keywords:** Information Security, Security Awareness, Human Factors, Personas, Risk system.

**Informacijska varnostna ozaveščenost, osredotočena na osebnostne profile**

Ohranjanje informacijske varnosti ostaja ključnega pomena za podjetja, saj so človeški dejavniki, bodisi nenamerni ali zlonamerni, glavni povzročitelji kršitev varnosti podatkov. Ta članek obravnava pristop za reševanje teh težav z vključitvijo osebnostnih profilov v programe ozaveščanja o informacijski varnosti. Na podlagi empiričnih podatkov osebnostni profili pomagajo prepoznati varnostna tveganja in prilagoditi dejavnosti ozaveščanja specifičnim poslovnim potrebam. Študija predstavlja 90-dnevni cikel programa ozaveščanja, ki je bil ocenjen s študijo primera. Ugotovitve kažejo, da pristop, osredotočen na osebnostne profile, omogoča prilagoditev poslovnim zahtevam in zmanjšuje varnostna tveganja s ciljanimi pobudami za ozaveščanje.

# Introduction (Heading 1)

In today’s digital age, Information Security is a vital concern for organisations, particularly where breaches can lead to regulatory and reputational consequences. As demonstrated in PwC’s 2015 Data Breach Report, many data security breaches are linked to human factors. These factors may stem from intentional, accidental, or malicious actions. Consequently, businesses can no longer depend solely on technology and processes but must integrate people effectively into their security strategies. Traditional methods, such as compliance-based security awareness, fail to consider the unique human factors involved in security risks, leading to a one-size-fits-all approach.

## Methodology (Heading 2)

This paper outlines a persona-centred approach to enhancing Information Security awareness. Personas are constructed based on empirical data gathered from interviews with staff, enabling the identification of security risks tied to human behavior. These personas are then integrated into a 90-day awareness cycle tailored to business-specific security challenges.Subchapters

### Personas

The development of personas involves detailed interviews with staff to understand their behaviours, attitudes, and risks in the security context. These personas represent archetypes that embody user goals and security challenges. By analysing these user models, businesses can tailor security programs that address actual human risks.

*Design and Development*

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# Conclusion

Provide short conclusion where you review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and

extensions.

# Acknowledgement

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