

TRUST ME:

BUILDING TRUST WITH

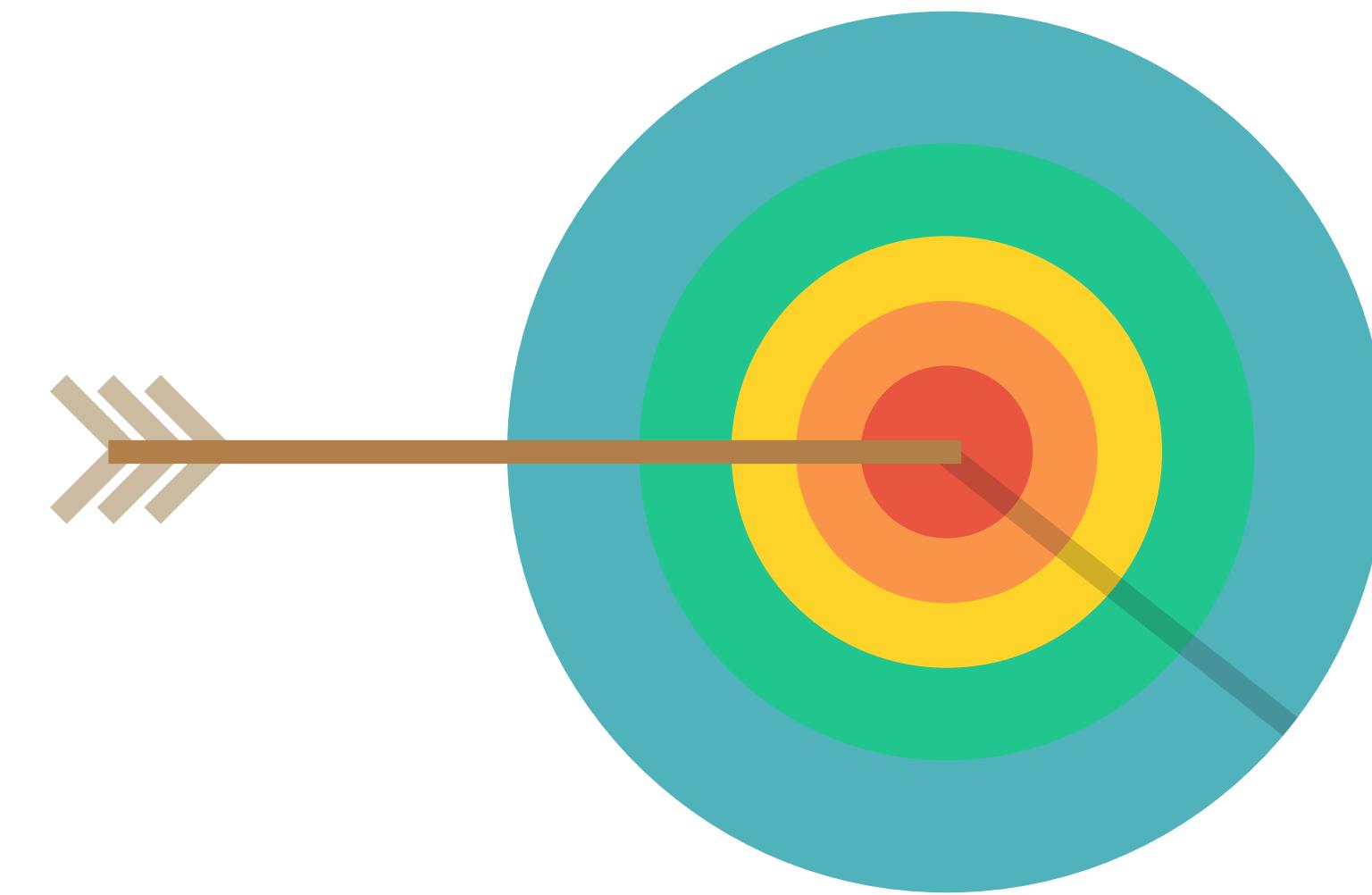
UX DESIGN + SECURITY

UX LONDON // 24 MAY 2018

ame elliot // @ameellio // ame@simplysecure.org

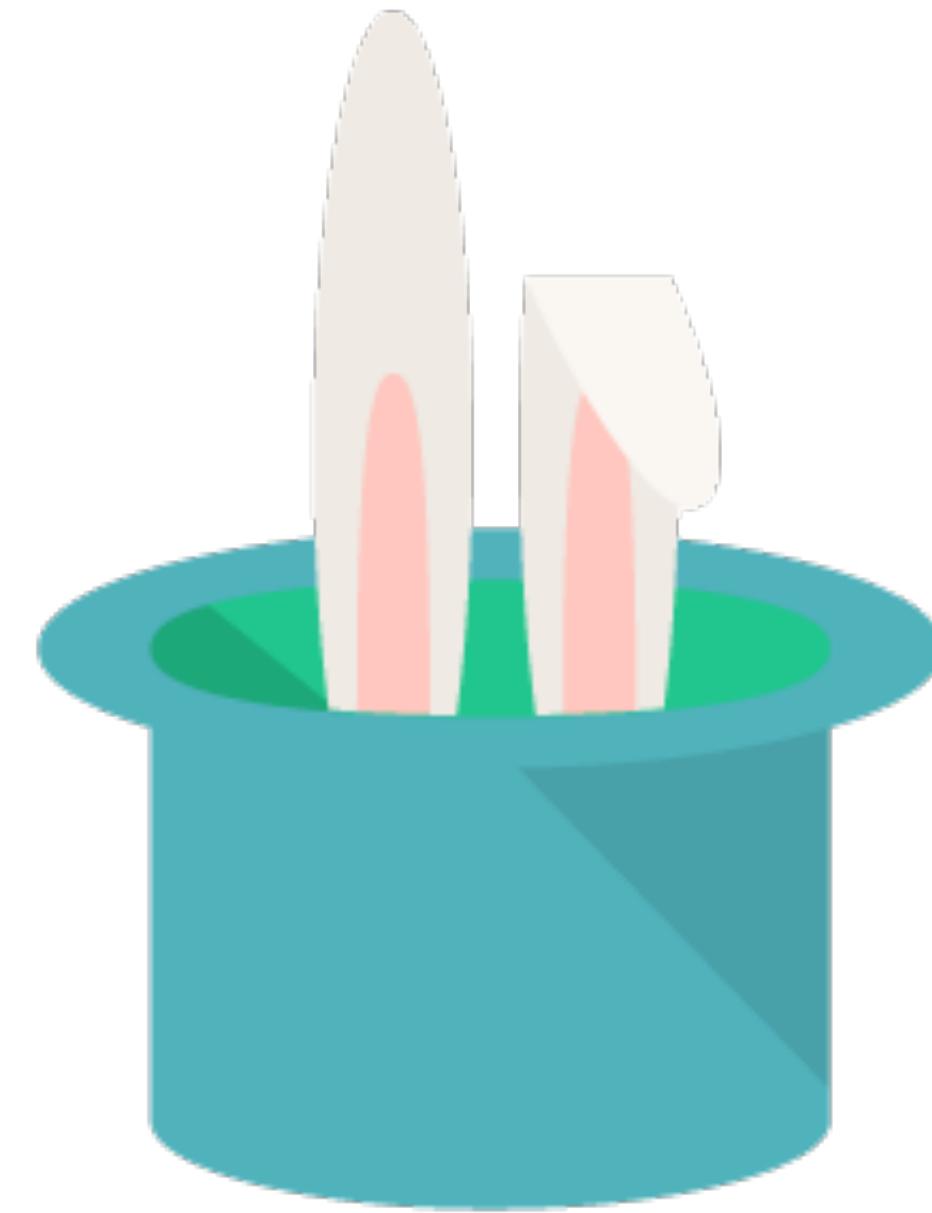
SimplySecure



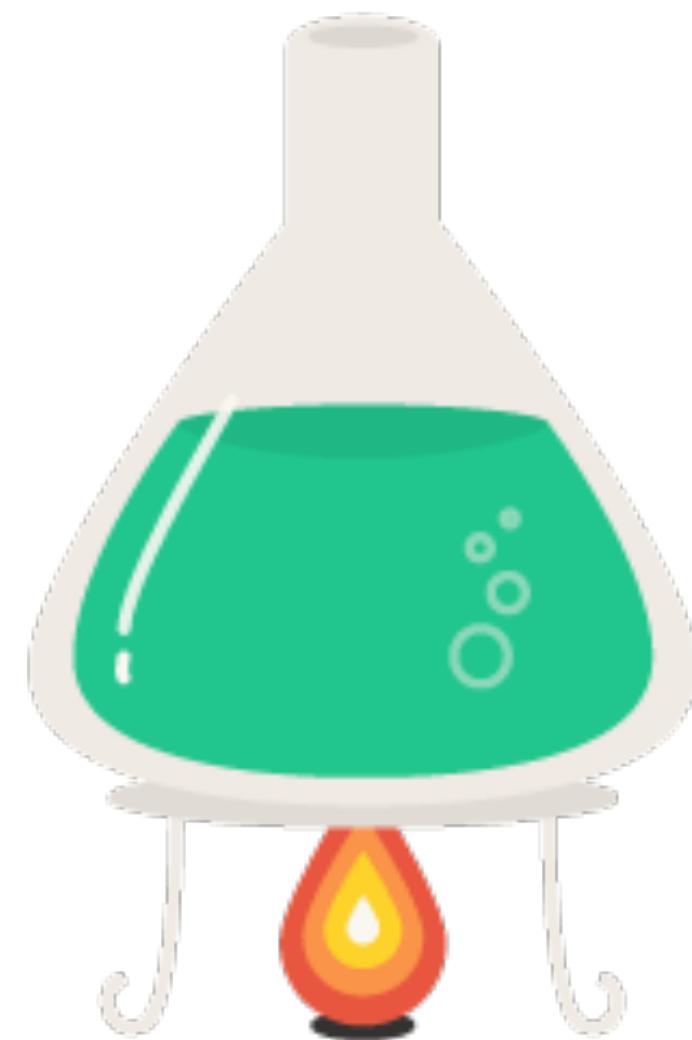


DESIGNERS

Simply Secure is a
nonprofit for security,
privacy, ethics, people



DEVELOPERS

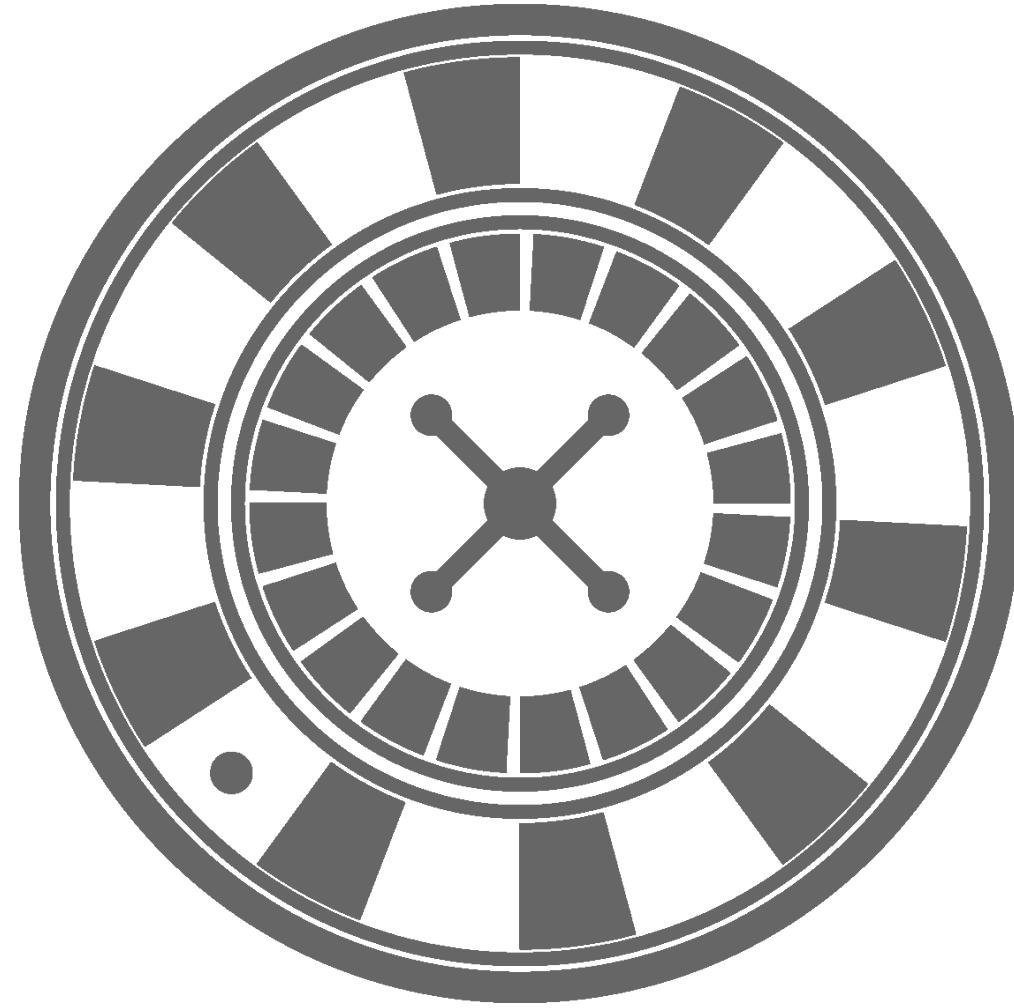


RESEARCHERS

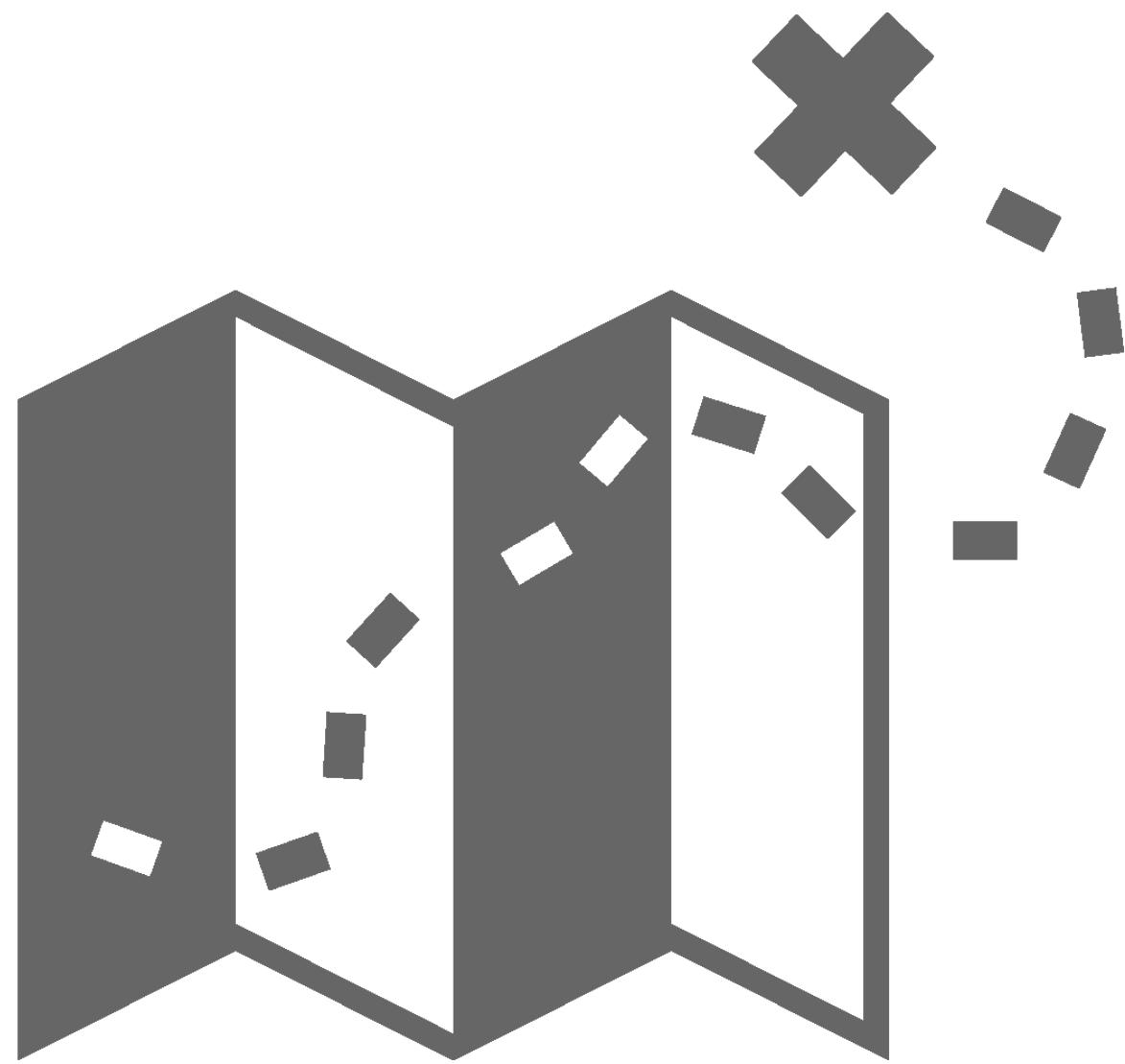


USERS

You don't need to be
cryptographer or a
lawyer to work in
security



**UNDERSTAND
RISK TO
USERS**



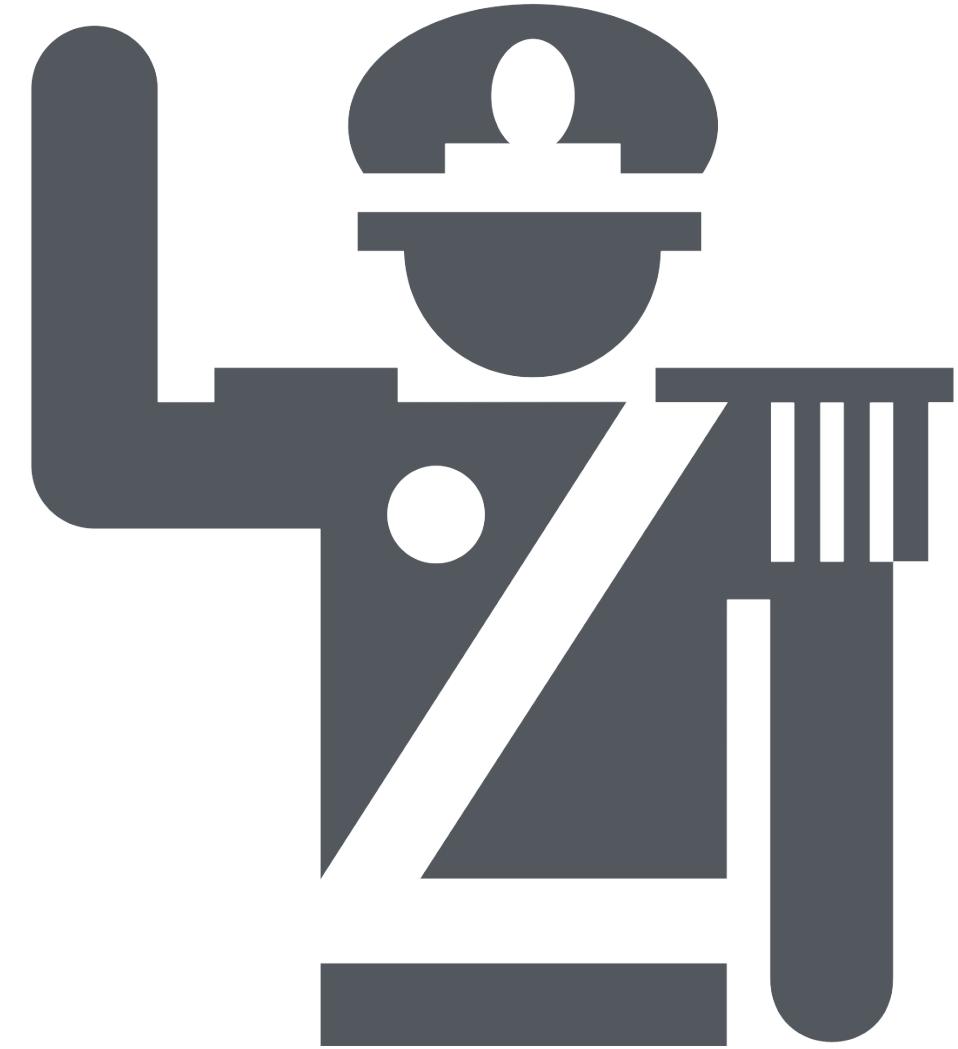
**LEAD
THROUGH
DESIGN**



STALKERS



HACKERS



GOVERNMENTS

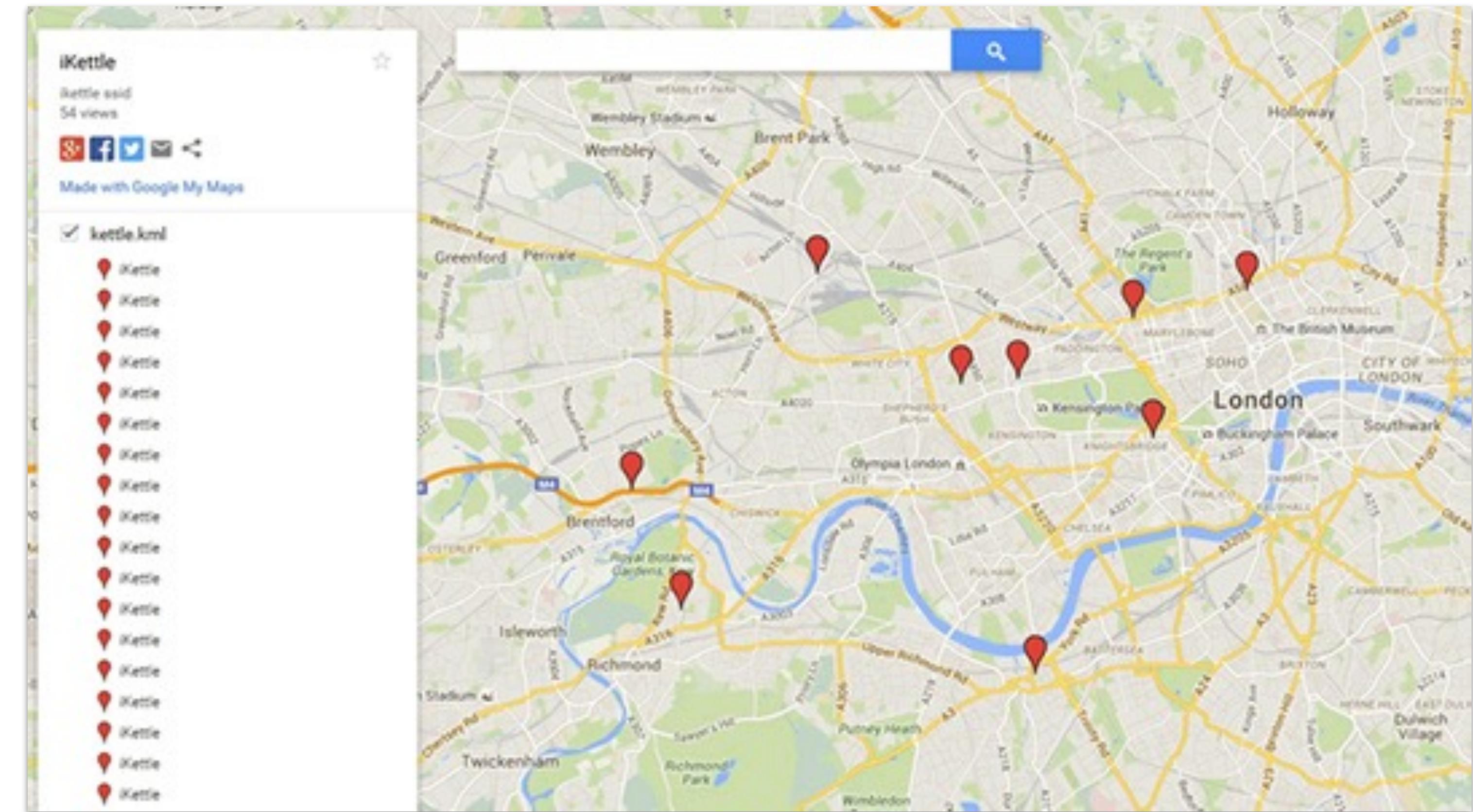


COMPANIES

Who are you worried
about having your
data? It depends on
your threat model



**£135.00 iKettle hacked
to show location on a
map**



http://www.theregister.co.uk/2015/10/19/bods_brew_ikettle_20_hack_plot_vulnerable_london_pots/



National Security Letters

transparency report

Twitter

Government

Popular Posts

Twitter fights for disclosure of national security letters

Posted Feb 14, 2017 by Kate Conger (@kateconger)



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Twitter and US National Security Letters in 2014

Twitter is fighting to disclose how many times the government has secretly accessed its users' data — and a judge may soon allow the company to do so. Twitter's fight has been [ongoing since 2014](#), and the company recently saw progress when it was allowed to publish two national security letters.

The government uses national security letters (NSLs) to extract user data from tech companies that are often unwilling to hand it over without a legal fight.

The letters are not reviewed by a judge and are instead issued directly by the FBI. They're also often accompanied by indefinite gag orders that prevent companies from ever disclosing that they received the letters, or notifying their users that they were targeted for surveillance.

Crunchbase

Twitter

FOUNDED
2006

OVERVIEW

Twitter is a global social networking platform that allows its users to send and read 140-character messages known as "tweets". It enables registered users to read and post their tweets through the web, short message service (SMS), and mobile applications. As a global real-time communications platform, Twitter has more than 400 million monthly visitors and 255 million monthly active users around ...

LOCATION
San Francisco, CA

CATEGORIES



Extreme Digital Vetting of Visitors to the U.S. Moves Forward Under a New Name



ICE officials have invited tech companies, including Microsoft, to develop algorithms that will track visa holders' social media activity.



by **George Joseph**, Nov. 22, 8 a.m. EST



U.S. Immigration and Customs Enforcement agents at an ICE center in Camarillo, California, in 2015 (John Moore/Getty Images)

US Immigration & Customs Enforcement seeking help from tech companies to monitor people

THE TRUMP ADMINISTRATION
The 45th President and His Administration

The Department of Immigration & Customs Enforcement is taking new steps in its plans for monitoring the social media accounts of applicants and

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[White House May Share Nuclear Power Technology With Saudi Arabia](#)

[A Hospital Charged \\$1,877 to Pierce a 5-Year-Old's Ears. This Is Why Health Care Costs So Much.](#)

[Facebook to Temporarily Block Advertisers From Excluding Audiences by Race](#) Graphic by Troy Hunt

U.S.

Immigration Agents Discover New Freedom to Deport Under Trump

[Leer en español](#)

By NICHOLAS KULISH, CAITLIN DICKERSON and RON NIXON FEB. 25, 2017



ICE has a 20,000 member police force that arrests people and deports them

I.C.E. has more than 20,000 employees, spread across 400 offices in the United States and 46 countries, and the Trump administration has called for the hiring of 10,000 more.

Clockwise from top left: Ann Johansson for The New York Times; David Maung/Bloomberg; John Moore/Getty Images; Bryan Cox, via U.S. Immigration and Customs Enforcement; John Moore/Getty Images; Jose Cabezas/Agence France-Presse — Getty Images

Man Threatens Spanish-Speaking Workers: ‘My Next Call Will Be to ICE’

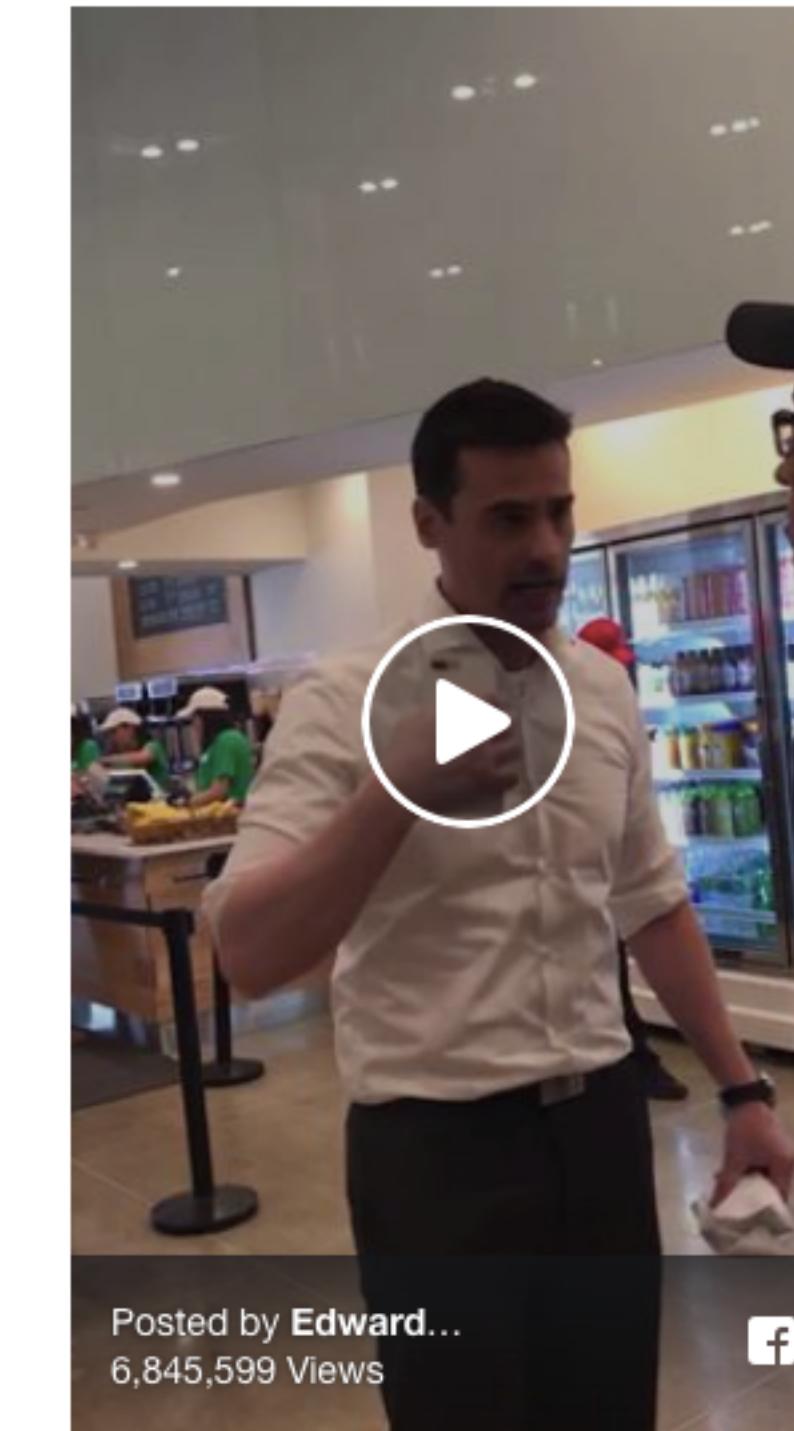
By **Liz Robbins**

May 16, 2018



50% of NYC speaks a language other than English at home, 1.8 million speak Spanish

About a quarter of New York City speaks Spanish, but one man did not want to hear it from the staff making his lunch at a Midtown Manhattan spot on Tuesday. A video of his racist insults and assumptions, coupled with a threat to call immigration officials to have the Spanish speakers deported, went from viral to virulent on the internet Wednesday.





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Ayuda financiera y beneficios

Ciudadanía, inmigración y viajes

Dinero y crédito

Directorios del Gobierno

Temas del consumidor

Trabajo y desempleo

English

Cómo puedo ...

Solicitar un pasaporte estadounidense y otros documentos de viaje

Conocer mis beneficios del Seguro Social

Verificar el estatus de mi caso de inmigración

Contactar a una agencia del Gobierno

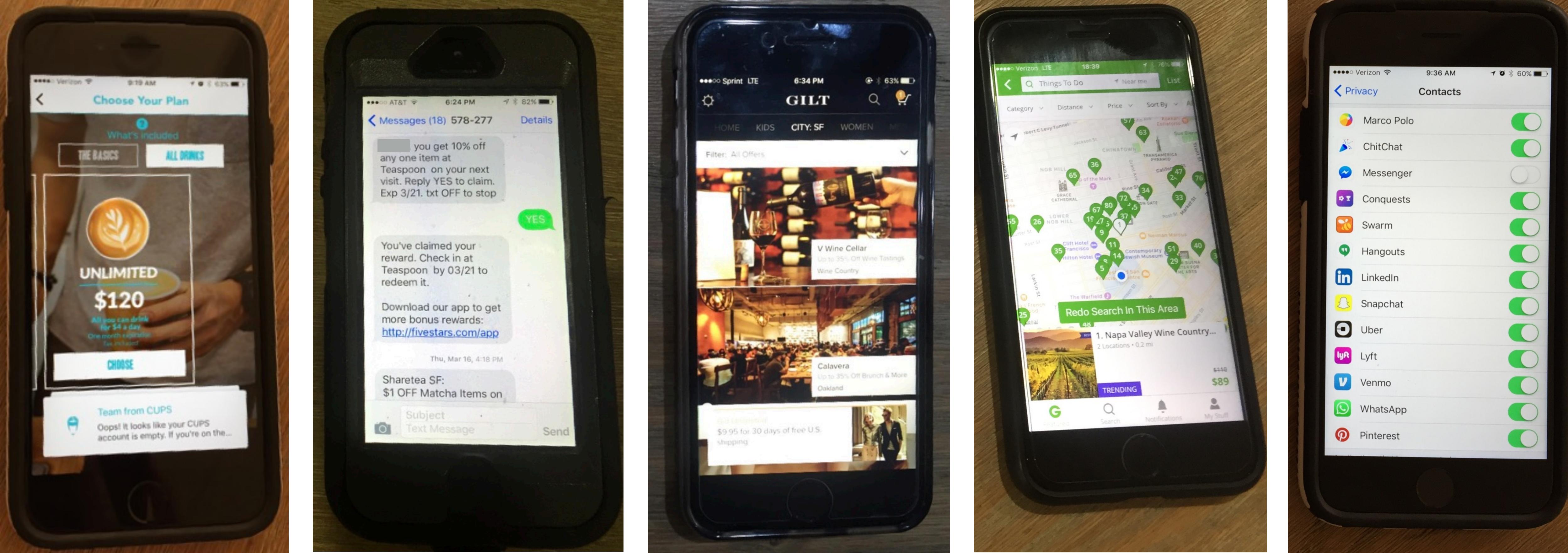
Recibir ayuda financiera del Gobierno

[Ver más temas y servicios >](#)

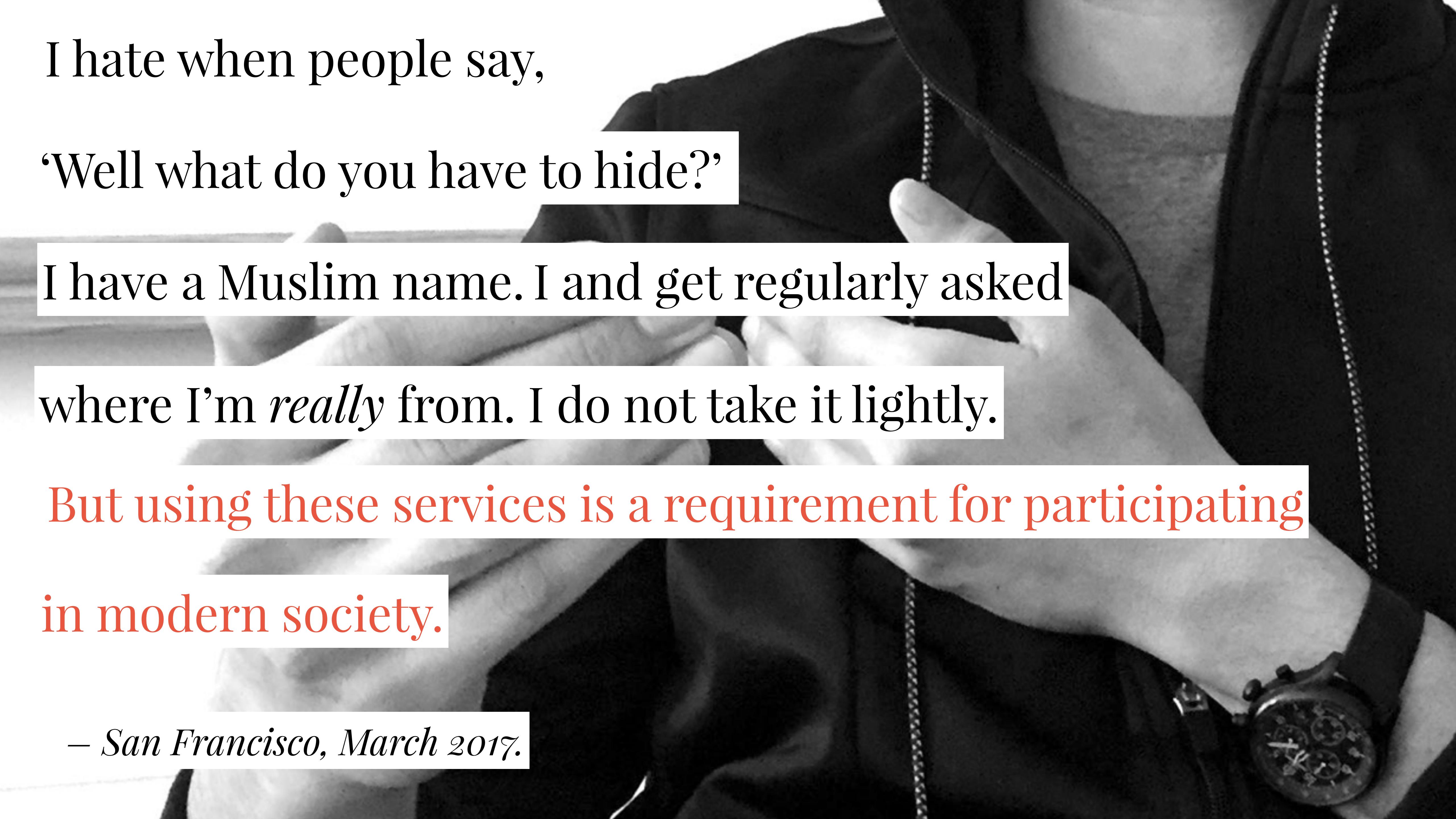
GobiernoUSA.gov es su guía en Internet de información y servicios del Gobierno.

Conozca lo que puede hacer en este sitio >

In 2003 the US government launched a Spanish-language portal



Everyday apps gather
data about our
activities, locations, &
contacts



I hate when people say,

‘Well what do you have to hide?’

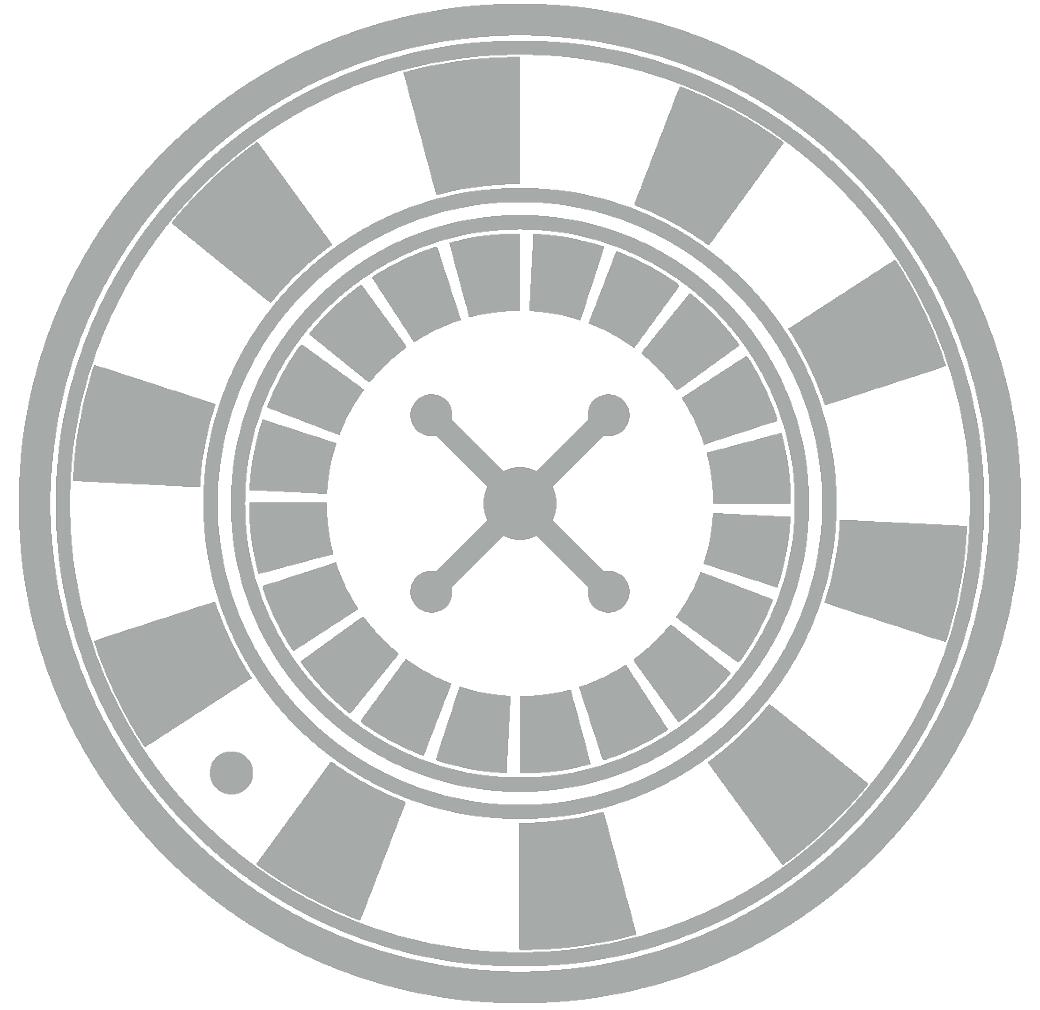
I have a Muslim name. I and get regularly asked

where I’m *really* from. I do not take it lightly.

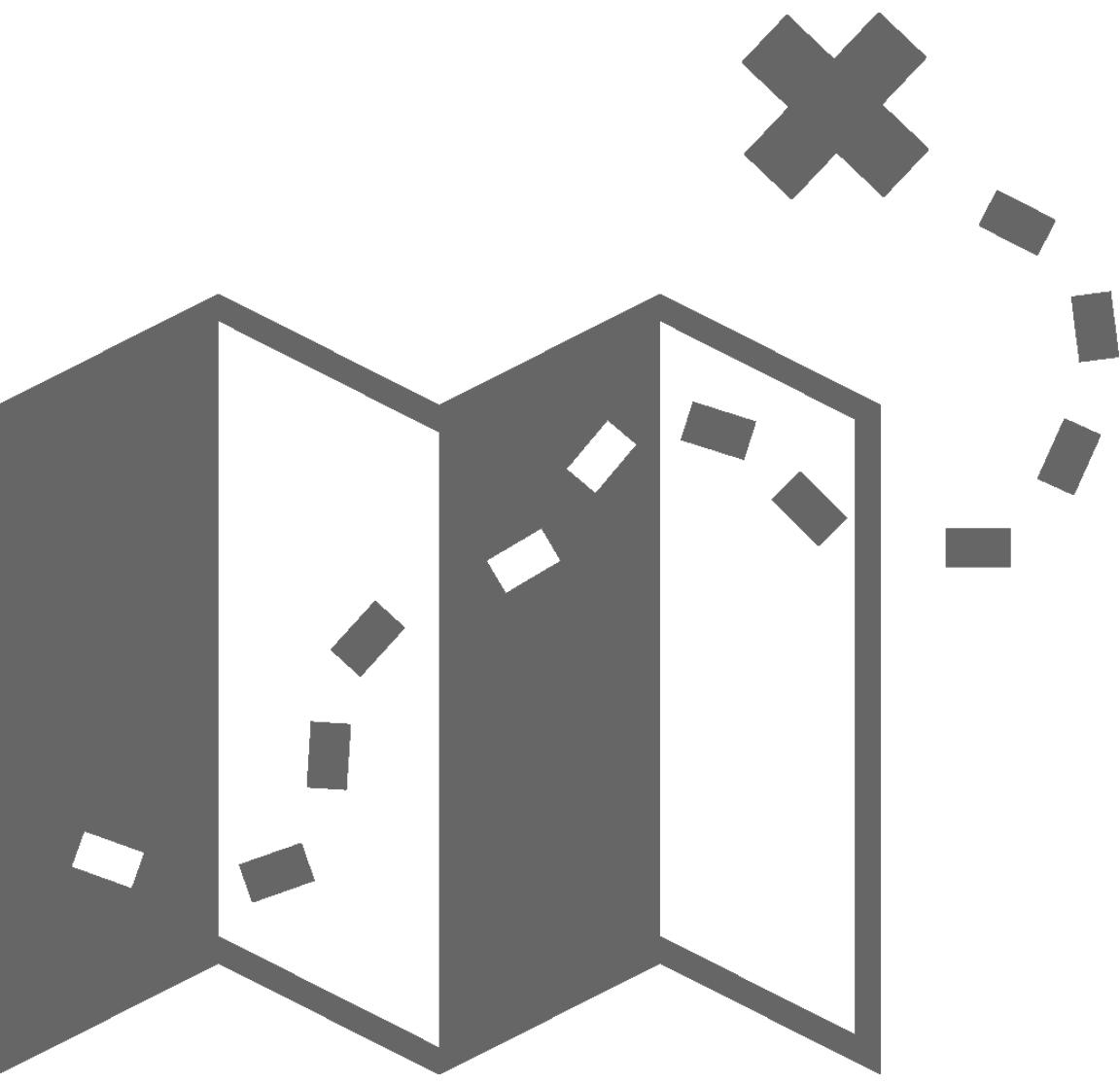
But using these services is a requirement for participating

in modern society.

– San Francisco, March 2017.

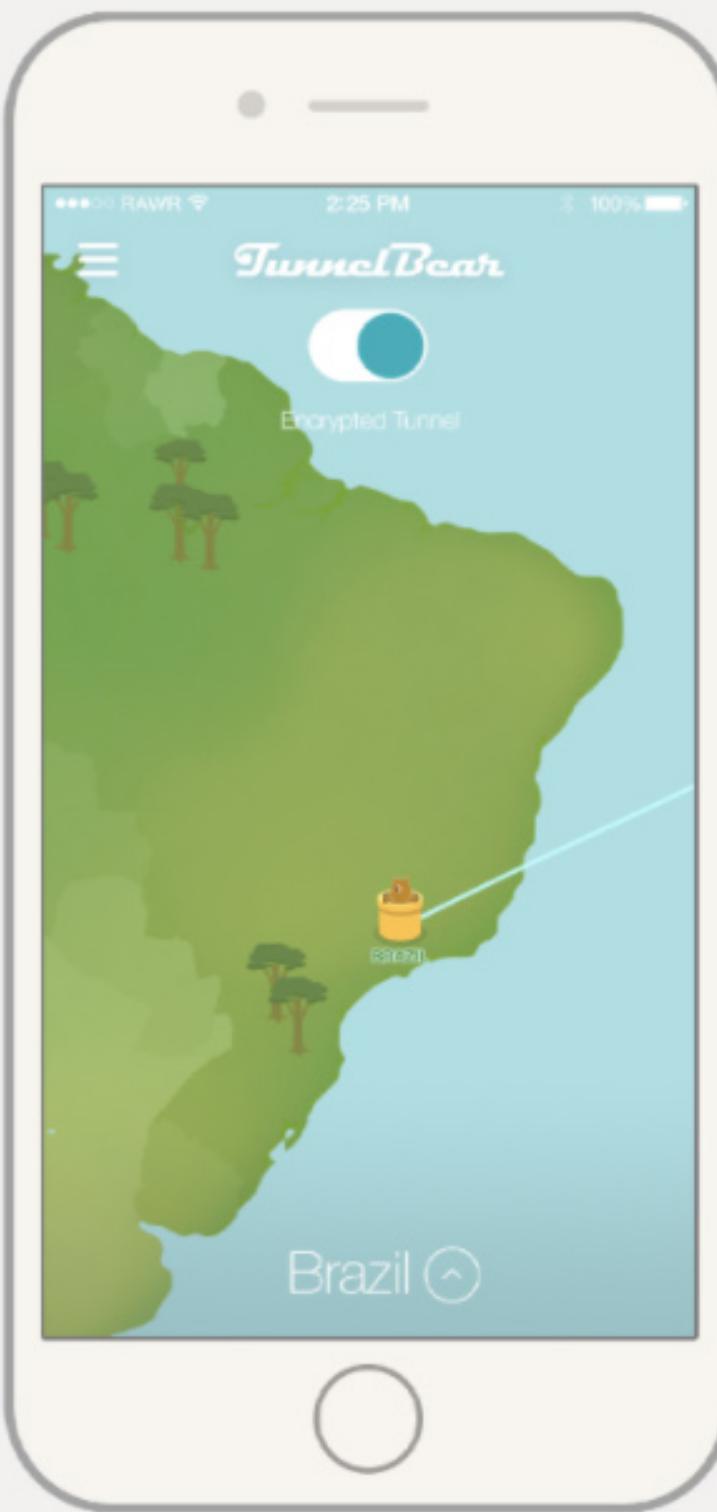


**UNDERSTAND
RISK TO
USERS**



**LEAD
THROUGH
DESIGN**

Why Tunnel to Canada?



Browse Privately

Hide your IP address & location from ISPs, advertisers and browse the web as if you're in Canada



Block online trackers

Use TunnelBear to limit advertisers from tracking everything you and your family do online.



Public WiFi

Secure your browsing on public WiFi from prying third-parties or anyone else while using an open network.



No Logging

TunnelBear does NOT log activity of users connected to our service. Period.

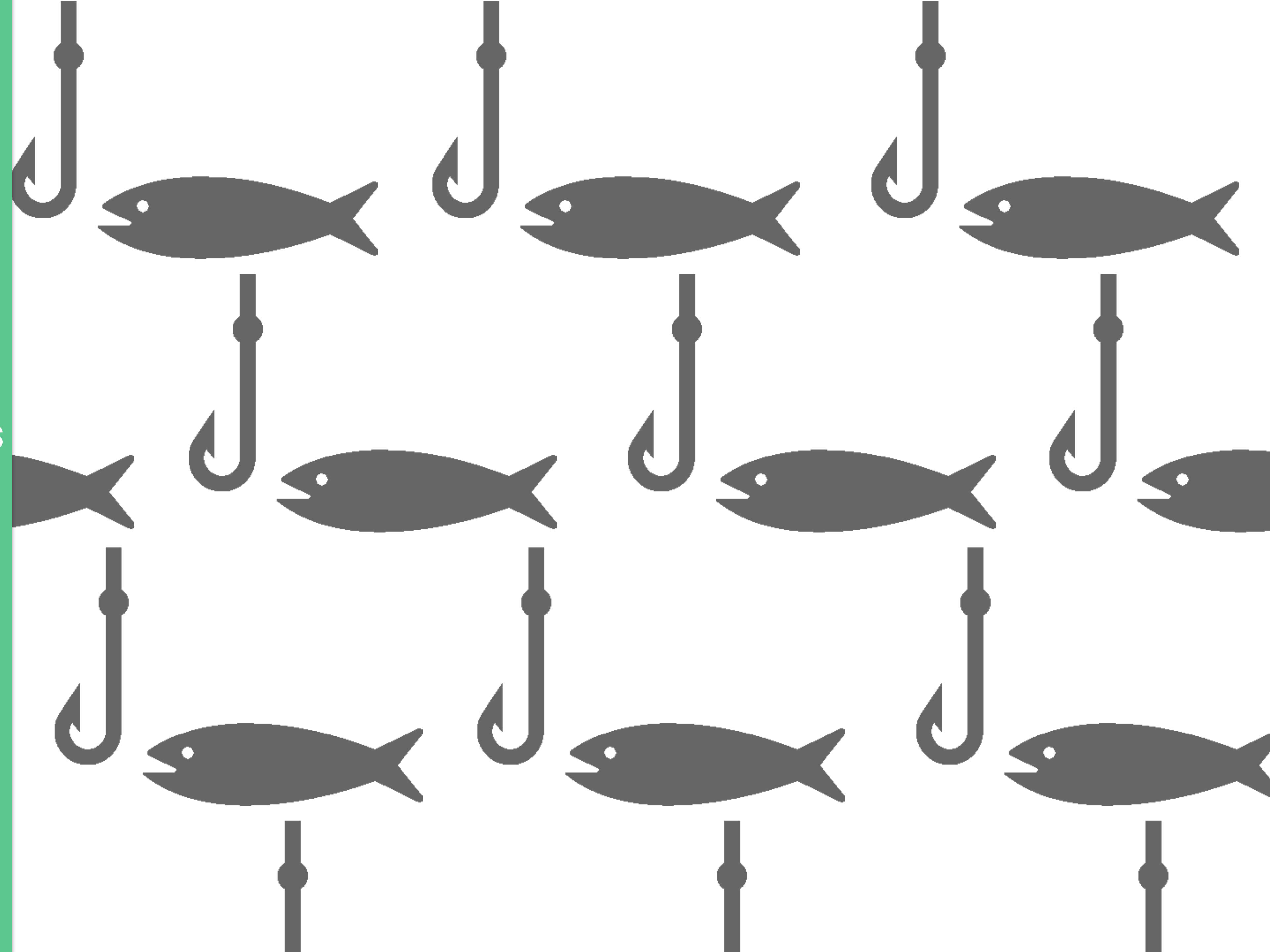
Security is caring for others, and doesn't need threat language to be effective

Phishing is the attempt to obtain sensitive information like

- user names
- passwords
- credit card details

by masquerading as a trustworthy entity in an electronic communication.

- Adapted from Wikipedia



facebook

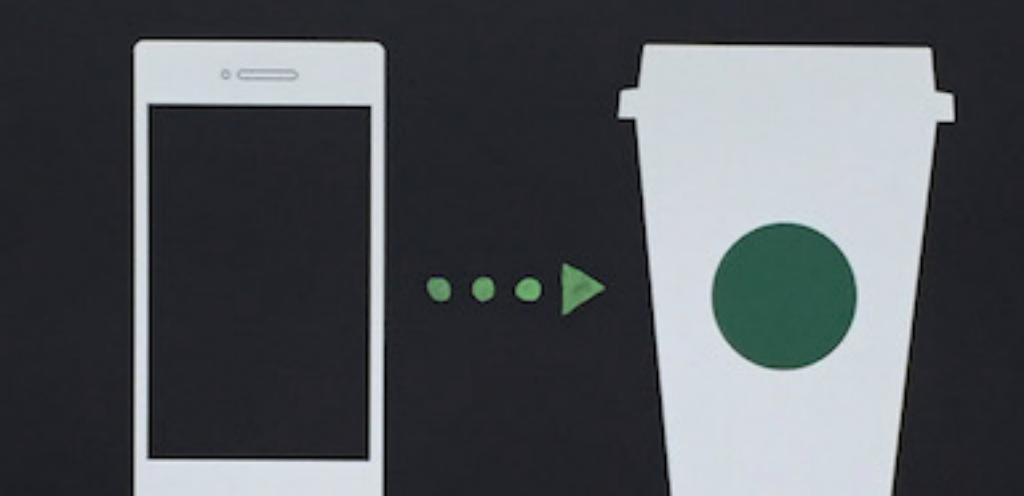
 You haven't been to Facebook for a few days, and a lot happened while you were away.

 Your messages will be deleted in a few days

[View messages](#) [Go to Facebook](#)



PANTONE 3425 C
#00704A



ORDER & PAY AHEAD ON THE STARBUCKS® APP.
PICK UP AT YOUR STORE.

 Password Reset

Find your Twitter account

Enter your email, phone number, or username.

Search



Find your twitter account

Enter your email, phone number, or username

Search

Defense: Style guides codifying visual design build trust

Colors

Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color palette

Primary colors



Green

RGB: 26, 191, 122
HEX: #1ABF7A
CMYK: 86, 0, 36, 25
Pantone Solid Coated 7479 C

Red

RGB: 232, 86, 64
HEX: #E85640
CMYK: 0, 63, 72, 9
Pantone Solid Coated 7625 C

Blue

RGB: 63, 164, 174
HEX: #50B2BB
CMYK: 64, 6, 0, 32
Pantone Solid Coated 7709 C

Secondary colors



Orange

RGB: 250, 148, 73
HEX: #FA9449
CMYK: 0, 41, 71, 2
Pantone Solid Coated 715 C

Yellow

RGB: 253, 205, 0
HEX: #FDCC00
CMYK: 0, 19, 100, 1
Pantone Solid Coated 7405 C

Typography

HEADING 1
Roboto bold @ 54px

HEADING 2
Roboto bold @ 40px

HEADING 3
Roboto bold @ 30px

HEADING 4
Roboto bold @ 19px

BODY TEXT
Roboto regular @ 17px

Security's got to be easy and intuitive

Security's got to be easy and intuitive

Security's got to be easy and intuitive

Security's got to be easy and intuitive

We are a service organization that works with users, software developers, user-experience experts, designers, and the community of people striving to make ubiquitous privacy and



By using **@channel**, you are about to notify
63 people in 7 timezones. Are you sure?

[Edit message](#)

[Send it now](#)

Esc to edit

Return ↵ to send

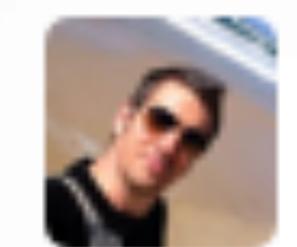
Pssst... admins! [Team settings](#) control this warning



slackbot 10:57 AM

@scout shared your private file [Design in Tech Report](#) in the group 'ss-ssg'.

Writing tone builds trust, but back it up with transparent behavior



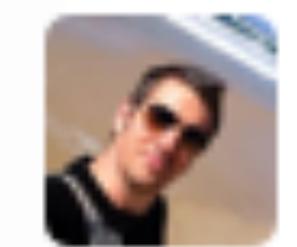
Aaron Mackie 12:23 PM

What is the wifi password for the office?



slackbot 12:23 PM

Hey there! The password for the **Acme WiFi** network is: **AcmeSites2016**



Aaron Mackie 12:23 PM

Thank you!



slackbot 12:23 PM

No problem.



Note: Custom Slackbot responses occur in channels and in conversation with Slackbot – not in direct messages with other team members. (That would be rude!)

The G Suite Team 
Reminder: Upgrade to G Suite Business
To: Ame Elliott
Reply-To: The G Suite Team

See how G Suite Business makes a difference. [Upgrade today >](#)

G Suite

Boost team productivity with G Suite Business.

Switch to G Suite Business to improve productivity and collaboration. Get unlimited storage and advanced admin features that offer greater controls and protection for your business.*

[UPGRADE TODAY](#)

Defense: Writing style guide for consistent tone builds trust



Aw, Snap!

Something went wrong while displaying this webpage. To continue, reload or go to another page.

[Reload](#)

If you're seeing this frequently, try these [suggestions](#).

"Wow has anyone ever read one of these?

We have to have one of these dealios to explain how we comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) and the PECR (Privacy and Electronic Communications Regulations) because God knows there's not enough actual interesting things in the world to read, you need to read 1,000 words of legalese nonsense that makes literally not one bit of difference to anyone, ever.

Also we don't really know what these things are. We're just two under-heighted writers who thought we'd have a laugh and get other people writing with us."

COOKIES



STALKY VISITOR TRACKING



DATA STORAGE



YOUR PAYMENT DETAILS



EMAIL MARKETING THINGIES AND NEWSLETTERS



YOUR RIGHT TO BE DELETED



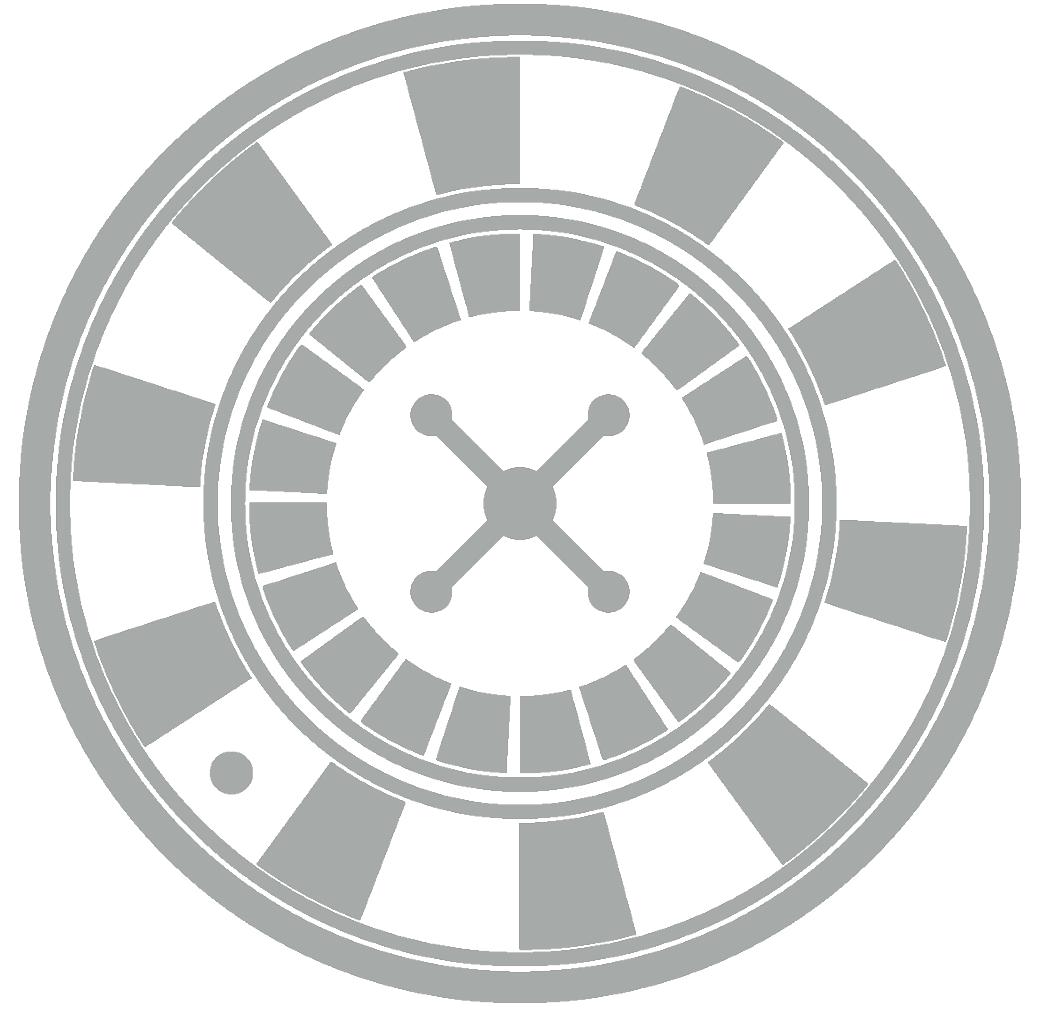
SOCIAL MEDIA AND ALL THAT BOLLOCKS



Got it? Read it? Done it? WELL FUCKING DONE YOU! Celebrate your achievement with a gold star.



<https://writershq.co.uk>

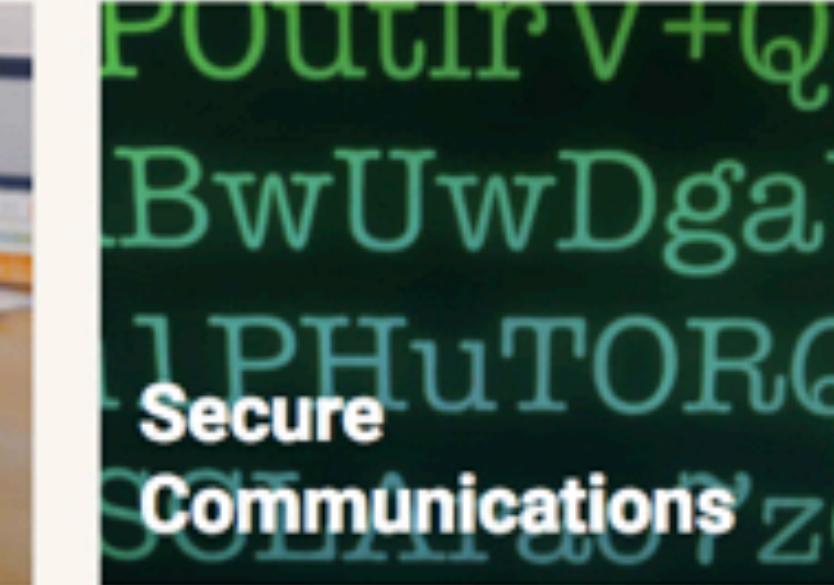
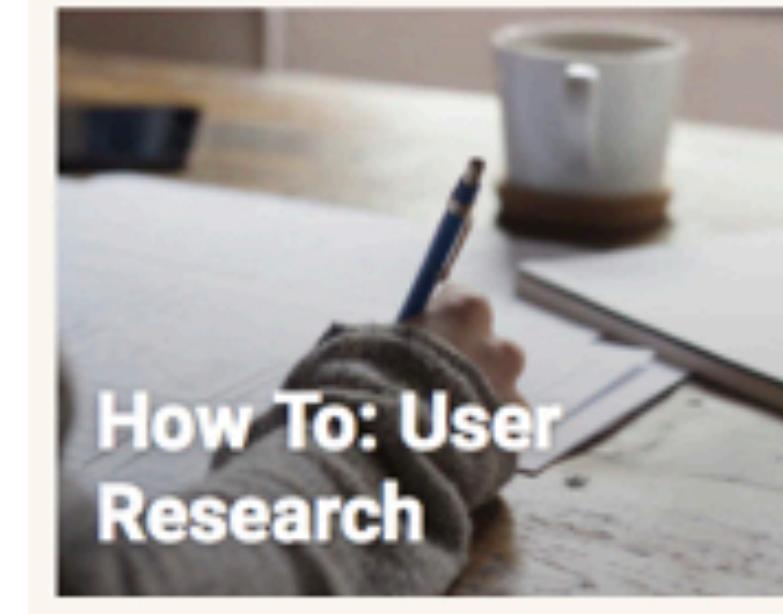
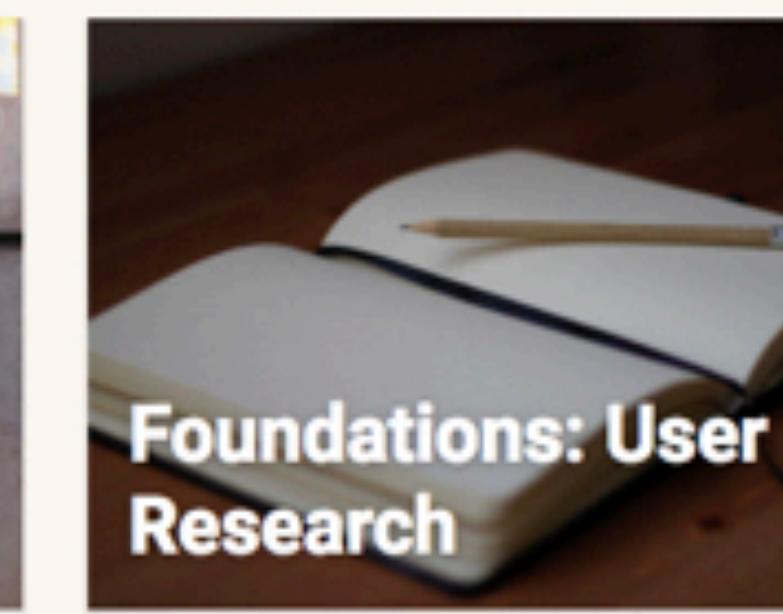
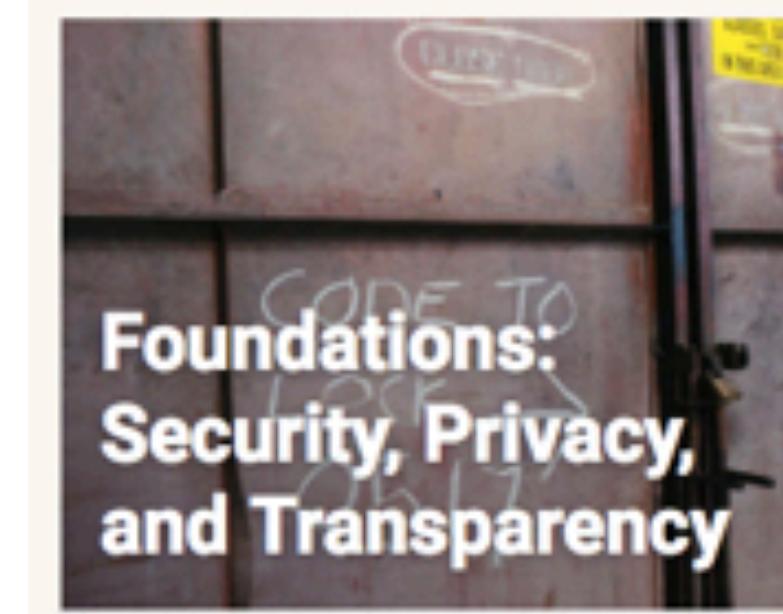
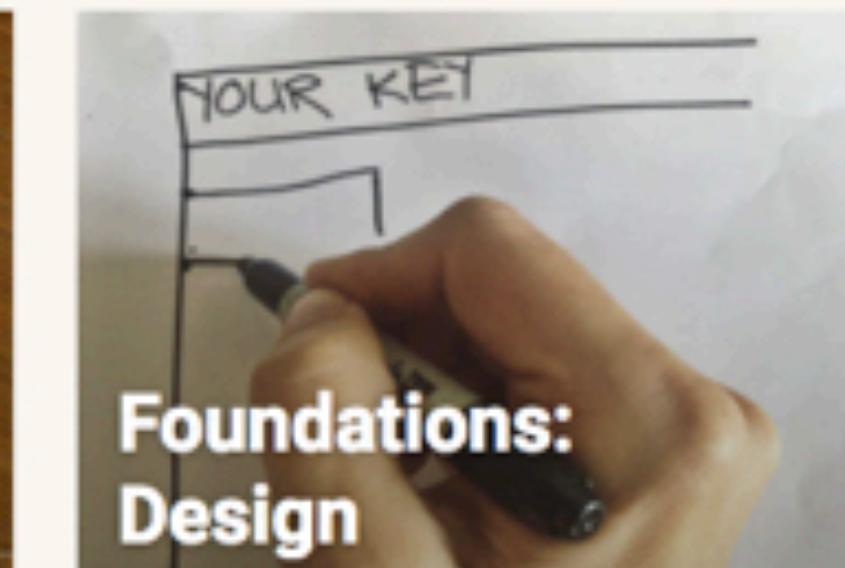
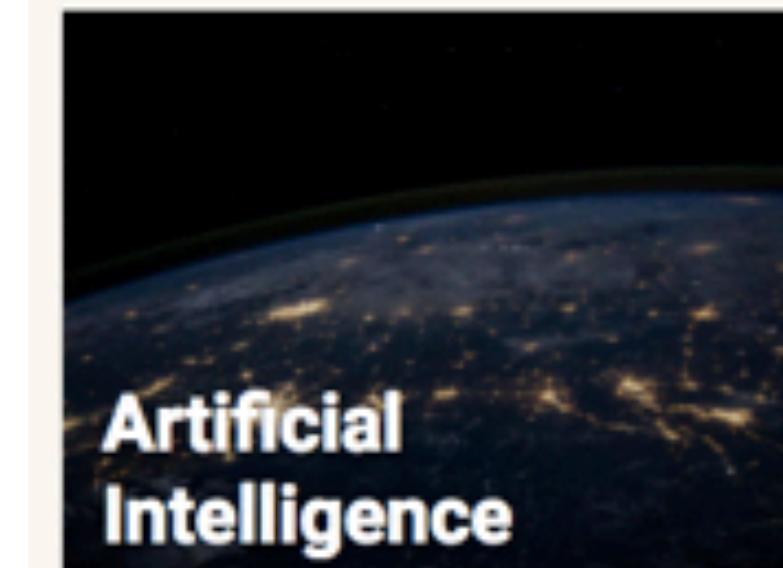


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**LEAD
THROUGH
DESIGN**

Topics from the Knowledge Base



<https://simplysecure.org/knowledge-base>

THANK YOU !

GET INVOLVED

slack@simplysecure.org

[@simplysecureorg](https://twitter.com/intent/user?screen_name=simplysecureorg) [@ameellio](https://twitter.com/intent/user?screen_name=ameellio)

ame@simplysecure.org

Simply Secure

