National Cyber Security Alliance Aligns with RSA Conference to Empower Digital Citizens to Stay Current in the Ever-changing Cybersecurity Environment

NCSA Continues its Mission to Promote Online Safety and Security Among a Variety of Audiences and Age Groups

WASHINGTON, D.C., April 13, 2015 – The National Cyber Security Alliance (NCSA), the nation's leading nonprofit, public-private partnership promoting the safe and secure use of the Internet and digital privacy, has again partnered with RSA® Conference 2015 as an association sponsor. RSA® Conference is the world's largest global security event, offering a comprehensive platform for sharing intelligence, sparking innovation and encouraging collaboration – with this year's philanthropic focus on keeping kids safe online.

For the last 24 years, RSA Conference has consistently gathered the most influential leaders in the IT security field. The conference – *where the world talks security* – addresses a breadth of the most critical and timely digital technology issues. From April 20 to 24 at the Moscone Center in San Francisco, NCSA will be one of five organizations hosting a kiosk in the first-ever Cyber Safety Village and will participate in two panel discussions, a Twitter chat and a not-to-be-missed cocktail party.

"NCSA and our STOP.THINK.CONNECT. partners look forward to joining in and supporting the conference, which provides unparalleled networking opportunities and a tremendous education forum addressing the latest cybersecurity challenges. NCSA is proud to collaborate with the RSA Conference team and is committed to generating awareness about online safety, security and digital privacy by working continuously to educate and build cyber-literate citizens of all ages," said Michael Kaiser, NCSA's executive director. "Through innovative venues like the RSA Conference Cyber Safety Village – where we will enlist volunteers to educate and empower their communities – and information-sharing sessions like the *Cultivating a New Generation of Cyber-Workforce Talent* panel discussion, we are spreading the word with the goal of inspiring anyone who uses technology to do so safely, securely, ethically and productively."

"Educating citizens at a young age on proper online safety is our best bet for protecting our digital future, and we are thrilled to partner with NCSA to help promote this worthwhile initiative," added Sandra Toms, vice president at RSA and curator of RSA Conference. "The Internet – and the potential threats living there – are constantly evolving. The goal of this year's partnership is to empower attendees to share our collective knowledge base with their friends, families and communities to help all digital citizens stay safer and more secure online."

Please join NCSA and our trusted STOP.THINK.CONNECT. partners at the following events:

April 20 – 23: Cyber Safety Village
Are you interested in learning your digital destiny? Each visitor to the NCSA kiosk at the Cyber Safety Village (Moscone Center West, Level 2) will be treated to a fortune cookie complete with words of cybersecurity wisdom. Not only will you learn your online fortune, but you will also discover how to make a difference in your community by raising awareness about the safety and responsibility of kids online. The on-site team will provide an immediate opportunity for attendees to sign up for more information about NCSA and STOP.THINK. CONNECT. By using and sharing our collective knowledge base, we can all help to educate kids and keep them safer and more secure while using the Internet. Take action. Share your knowledge. Make an impact!

April 20 – 24: Department of Homeland Security (DHS) Booth
During the conference, visit the DHS booth in the South Exhibit Hall, Booth 921. A variety of resources will be available about DHS programs, including additional information about the Stop.Think.Connect.™ Campaign

and the Critical Infrastructure Cyber Community Voluntary Program. Department leadership will also be available to discuss government programs and initiatives. Stop by to pick up a schedule on program topics and leadership availability.

April 21: Non-Profits On the Loose Cocktail Party

On Tuesday evening from 5 to 8 p.m., meet and mingle with industry and government leaders while enjoying food and drink at the eclectic Minna Gallery (111 Minna Street). The event is an unmatched networking opportunity in a progressive, upbeat and intriguing setting. Please bring your RSA Conference badge or invitation to gain admission.

April 22: #ChatSTC Twitter Chat: Raising Online Safety Education & Awareness in Your Community

Block off your calendar on Wednesday afternoon from 1 to 2 p.m. PT and join in on a lively and engaging Twitter chat designed to inspire everyone to get involved in generating awareness about online safety and security.

April 23: Cultivating a New Generation of Cyber-Workforce Talent Track Session

Today's increasing cybersecurity threats require a well-trained and proactive workforce. According to a 2014 Raytheon-NCSA survey, many young adults admit to not knowing what working in cybersecurity means. On Wednesday morning from 8:00 to 8:50 a.m. at Moscone Center North, Room 131, attend an enlightening discussion about the unique challenges and opportunities for building the next generation of cybersecurity professionals.

April 24: Cybersecurity Awareness is a Big Deal for Small Businesses Track Session

Small businesses are as vulnerable to cybersecurity risks – if not more so – as larger companies, so it's extremely important for small- and medium-sized businesses to be well prepared and allocate resources to keeping their data, networks and information safe and secure from breaches. At 10:10 a.m. on Friday, join the Department of Homeland Security and partners, including Michael Kaiser of NCSA, as they discuss how small businesses can protect themselves from cyber threats and resources available to them (Moscone Center West, Room 2022).

About The National Cyber Security Alliance

The National Cyber Security Alliance (NCSA) is the nation's leading nonprofit, public-private partnership promoting digital privacy and the safe and secure use of the Internet. Working with the Department of Homeland Security (DHS), private sector sponsors and nonprofit collaborators to promote cybersecurity awareness, NCSA board members include representatives from ADP, AT&T, Bank of America, Comcast Corporation, EMC Corporation, ESET, Facebook, Google, Intel, McAfee, Microsoft, Raytheon, Symantec, Verizon and Visa. Through collaboration with the government, corporate, nonprofit and academic sectors, NCSA's mission is to educate and empower a digital citizenry to use the Internet securely and safely, protect themselves and the technology they use, and protect the digital assets we all share. NCSA leads initiatives for STOP.THINK.CONNECT., a global cybersecurity awareness campaign to help all digital citizens stay safer and more secure online; Data Privacy Day, celebrated annually on January 28 and National Cyber Security Awareness Month, launched every October. For more information on NCSA, please visit http://www.staysafeonline.org/about-us/overview/.

About RSA Conference

RSA® Conference is the premiere series of global events where the world talks security and leadership gathers, advances and emerges. Whether attending in the U.S., the EMEA region, or the Asia-Pacific region, RSA Conference events are where the security industry converges to discuss current and future concerns and get access to the people, content and ideas that help enable individuals and companies to win, grow and do their best. It is the ultimate marketplace for the latest technologies and hands-on educational opportunities that help industry professionals discover how to make their companies more secure while showcasing the most enterprising, influential and thought-provoking thinkers and leaders in security today. For information on events,

online programming and the most up-to-date news pertaining to the information security industry visit www.rsaconference.com.

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