CALLING ALL FEAR MONGERS: RAISING SECURITY AWARENESS WITHOUT CREATING CYBER-HYSTERIA

Dr. Kelley Misata
CEO and Founder
Sightline Security

Diana Kelley
Cybersecurity Field CTO
Microsoft
@dianakelley14
Kelley Misata, PhD

- MBA Marketing
- PhD Information Security
- Former Dir. of Communications, Tor
- Executive Director, OISF and Suricata
- Founder and CEO, Sightline Security
- Cyberstalking Survivor
Diana Kelley

- Got started on the DARPA in the 70s
- Managed global network in the 90s
- Built secure architectures for large FIs
- VP & Research Analyst – Burton Group
- Built and managed IBM’s security research publication process
- Co-author of *Cryptographic Libraries for Developers*
- Mentor at Cybersecurity Factory, Program Committee for RSA US18
- Currently Cybersecurity Field CTO at Microsoft
Our Goal

- Not dumb it down...
- Change the words used...
- Inspire to think differently...
- Make to our work more accessible...
Definition of HACK

transitive verb

1  a : to cut or sever with repeated irregular or unskillful blows  
   b : to cut or shape by or as if by crude or ruthless strokes • hacking out new election districts  
   c : ANNOY, VEX —often used with off • He gets really hacked off when people cheat.

2  : to clear or make by or as if by cutting away vegetation • hacked his way through the brush

3  a informal : to manage successfully • just couldn't hack the new job  
   b informal : TOLERATE • I can't hack all this noise

4  : to gain illegal access to (a computer network, system, etc.)
   • In the last decade they have hacked computer networks in Estonia, Ukraine, Poland, Germany, France, and Bulgaria—often stealing data.—The New York Times
   • ... perhaps I would have become one of those lost souls wandering the basement of MIT playing with computers and hacking the telephone network. —Lee Smolin
Your connection is not private

Attackers might be trying to steal your information from test.dev (for example, passwords, messages, or credit cards). NET::ERR_CERT_AUTHORITY_INVALID

☐ Automatically report details of possible security incidents to Google. Privacy policy

Advanced

Back to safety
Your connection is not secure

The owner of [website URL] has configured their website improperly. To protect your information from being stolen, Nightly has not connected to this website.

Learn more...

- Report errors like this to help Mozilla identify and block malicious sites

- [website URL] uses an invalid security certificate.

  The certificate does not come from a trusted source.

  Error code: **MOZILLA_PKIX_ERROR_ADDITIONAL_POLICY_CONSTRAINT_FAILED**

  [Add Exception...]

[Go Back] [Advanced]
Teenager suspected of crippling Dutch banks with DDoS attacks
Encryption keeps us safe. It must not be compromised with ‘backdoors’
Data breaches strike CareFirst and Under Armour

Let’s try it out...
Scary Words

Exercise
20-Year-Old Kidnapped Model Rescued from Deep Web Auction—Are There Others?

Inspiring Action
Exercise
Can Facebook’s Machine-Learning Algorithms Accurately Predict Suicide?

The social media giant aims to save lives by quickly flagging and responding to worrying posts

State of Confusion

Exercise
Someone Could Definitely Hack the Emergency Warning System. Here’s Why They’d Do It.

So What?!

- Who feeds the media?
- Who feeds decision makers?
- How do we make work more accessible?
We are encouraging...

“Sheeple”
Things to consider...

- Pitch *why* it matters
- *Not scary stories*
- Focus on opportunities
- *Not what people are doing wrong*
- Show people what you mean
- *Not just talk talk talk* 🎤
- Give people a chance to own their knowledge space
- *Don’t do it for them*
Respondent: I really want to take the survey but the link isn’t working.

Me: So glad you are interested in taking the survey. Here’s another link to try. Please let me know if you have any more problems.

Respondent: Thanks for your quick response. I figured out the problem...it was mouse pointer placement.
The power of LISTENING!
Apply what you learned –
DO THIS...

- Listen
- Engage
- Translate
- Act Well
Keep the conversation going... THANK YOU!

Kelley Misata, PhD
Sightline Security
kelley@sightlinesec.com

Diana Kelley
Microsoft
dikelley@microsoft.com
@dianakelley14