



Online security – Protecting consumers

Identity, Privacy and Assets

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Privacy protection **most** Important when Customers choose products or services



Symantec State of Privacy Report 2015

<https://www.symantec.com/content/en/us/about/presskits/b-state-of-privacy-report-2015.pdf>.

The 4 I's of information security & regulation

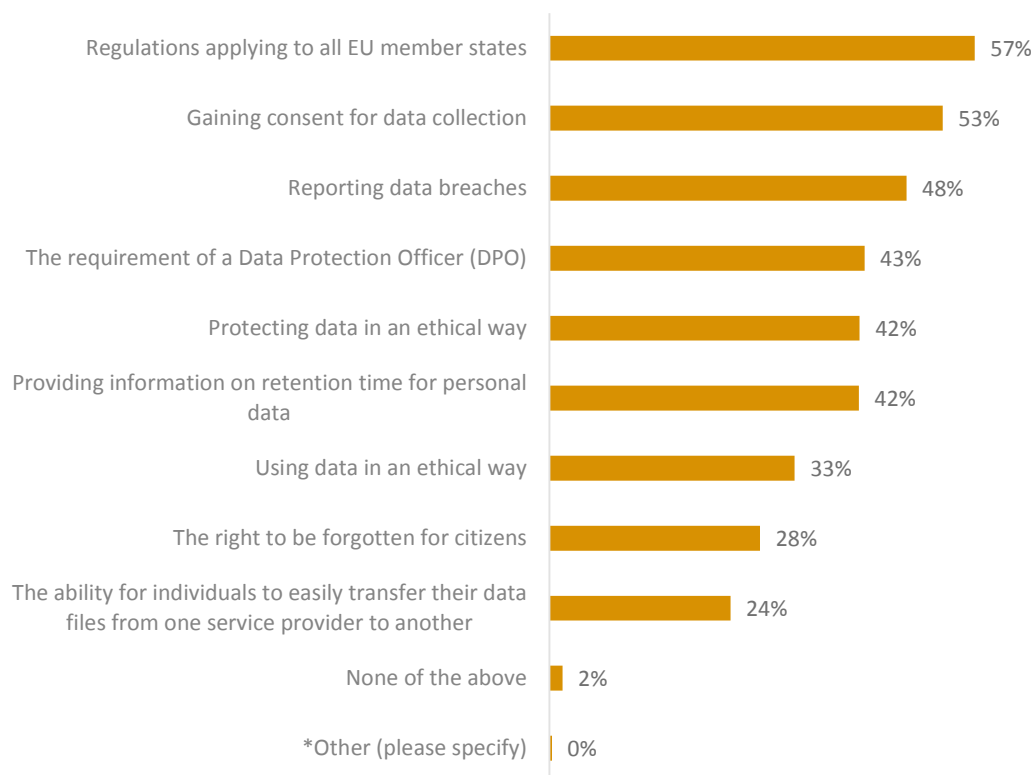
Information security is about CIA = Confidentiality, Integrity, Availability

Information Security is about protecting:

- Identity = eIDAS
- Infrastructure = NIS Directive
- Information = GDPR
- Interactions = ? Perhaps ePrivacy

Businesses work their way through regulation

Elements respondents believe to be part of the GDPR



96%

Do not fully understand GDPR

9 in 10

Have concerns about ability to become compliant

22%

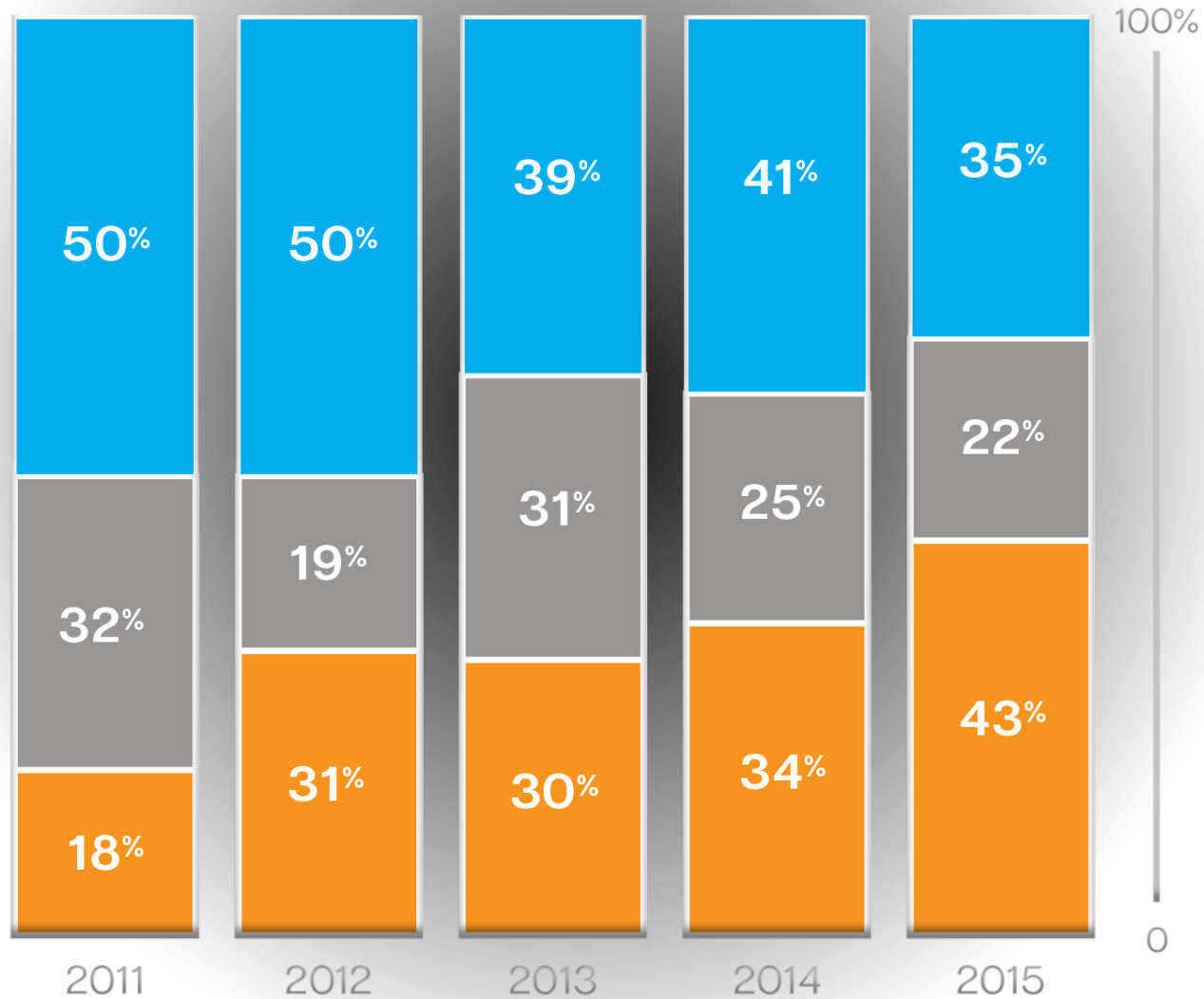
Consider compliance at top priority in the next two years

26%

Believe their organization is fully prepared for GDPR



Targeted Attacks by Size of Organization



IoT will create a new world on cyber

IT		IoT
<p>“Open” Easy to install</p>	<p><i>Openness</i></p>	<p>“Closed” Not open to new software after device leaves factory</p>
<p>“3” (Mostly UDP, TCP, IP)</p>	<p><i>Protocols</i></p>	<p>Thousands of Protocols (Hundreds in each vertical)</p>
<p>“5” (Mostly Windows, Linux, OSX, iOS, Android)</p>	<p><i>Operating Systems (OS)</i></p>	<p>Dozens (Heavily fragmented by vertical)</p>
<p>20k seat enterprise (Typical Enterprise)</p>	<p><i>Scale</i></p>	<p>100M “things” (Typical Car Maker)</p>
<p>All verticals have same Hardware/OS supply chain</p>	<p><i>Fragmentation</i></p>	<p>Each verticals has different Hardware/OS supply chain</p>
<p>“2” X86 and x64 by Intel and AMD</p>	<p><i>Chipset Architectures</i></p>	<p>Many 8bit AVR,16bit MCU,32/64bit ARM,x86/64;12+vendors</p>



Thank you!

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