

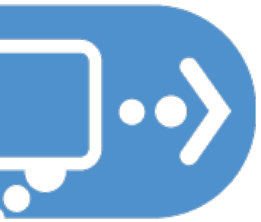


STOP | THINK | CONNECT™

Presentation for 4th Annual NICE Workshop

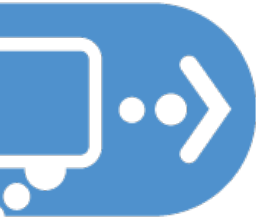
Elements of a Successful Public-Private Partnership

- Grounded in shared problem
- Broad stakeholder involvement
- Leaders are experts but also facilitators and can be perceived as neutral
- The effort is owned by the partnership equally
- Moves ahead by consensus
- Constraints and deal killers are articulated along the way
- Has a path forward and define outcomes but remain flexible at all times
- Moves fast and slow
- Educates participants when needed
- Gives members meaningful assignments and participation



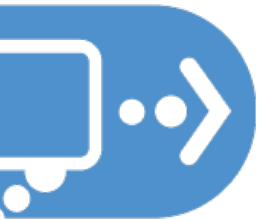
Why a public-private partnership in cybersecurity?

- The scale is gigantic and no one institution, agency or organization can solve this on their own.
- No one has “the answer.”
- There are many owners of the issue: government (local, state, federal), Industry, education, non-profits.
- There are many existing good ideas that need to be incorporated
- There are many willing to make investments, but no one can foot the entire bill, and we need to leverage each others investments.
- We need to reduce duplication of effort
- Many trusted networks



How the message was created

- Collaborative, consensus based effort of 25 companies and seven federal agencies
- Research conducted by well known market research firm
- The U.S. Department of Homeland Security was an active participant and accelerated adoption to coincide with the launch of National Cyber Security Awareness Month in 2010 in conjunction with White House





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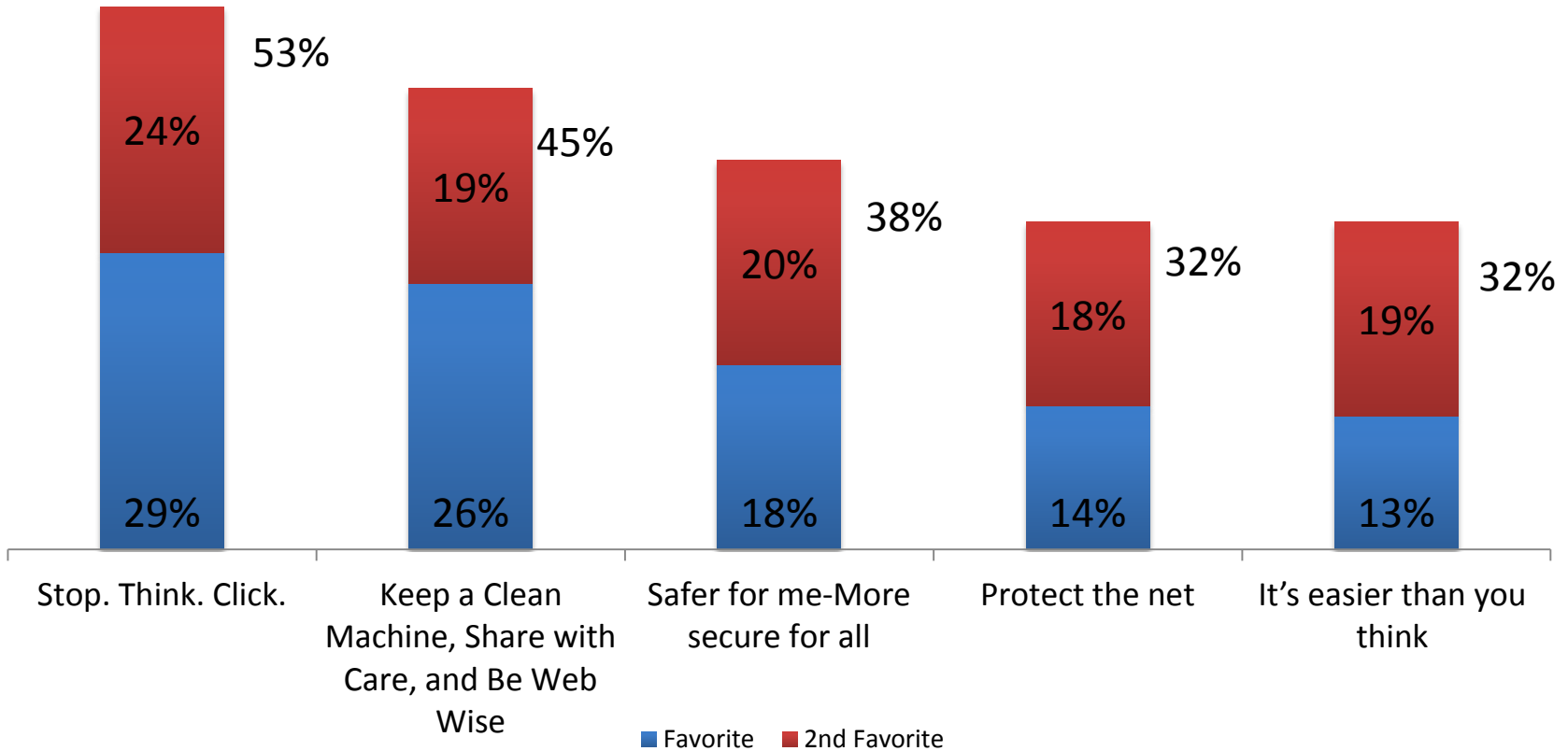
Founding members of the STOP. THINK. CONNECT.

AT&T	PayPal
Costco	RSA, The Security Division of EMC
ESET	SAIC
Experian	Symantec
Facebook	TrendMicro
Good Research	Verisign
Google	Verizon
Intuit	Visa
Intel	Walmart
McAfee, Inc.	Webroot
Microsoft	Yahoo!

What the research showed

- High level of concern about online safety (preferred term)
- Users want common sense advice they can implement within their control
- Biggest concerns ID theft, loss of money
- When consumers implement protective measures they get piece of mind
- Willing to make the bridge that when they are safer online they make the Internet more secure for everyone.
Connect vs. Click

Favorite Messages

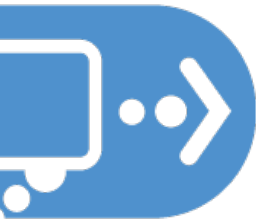


Note: secondary messaging is also used as tips and advice for campaign

Presidential Proclamation

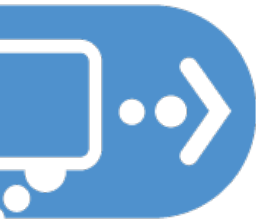
October 2010

“Together with businesses, community-based organizations, and public- and private-sector partners, we are launching a National Cybersecurity Awareness Campaign: "**Stop. Think. Connect.**" Through this initiative, Americans can learn about and become more aware of risks in cyberspace, and be empowered to make choices that contribute to our overall security.”



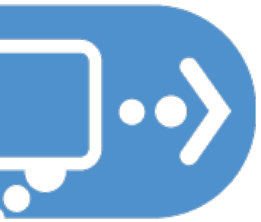
Trusted network model

- OnGuardOnline.gov full site integration
- Integration on the Comcast website
- Microsoft 5 PSA's broadcast on Verizon and AT&T
- AT&T on phone bills and ran PSAs on cable network
- Match.com full integration into safety portal
- McAfee has put on posters included in other PR materials (releases, infographics)
- Microsoft has included on numerous materials
- Facebook security quiz based on STOP. THINK. CONNECT. (not currently up) many millions took it.
- Google integration on Good to Know
- SEOC/ESET used as main message
- In Internet essentials for SMBs by the U.S. Chamber
- RSA/EMC made a rap video uses in the STOP. THINK. CONNECT. script in their Disney Download program across New England (two years running)
- Costco wrote an article that reached 6 million people
- Verizon has used in PR and other materials and ran PSAs on cable network
- Signed NACo as STC partner
- National Sheriff's Association signed a resolution
- Worked with MS-ISAC on state involvement
- RSA Conference provides free conference bag insert



Some of our STOP. THINK. CONNECT. Partners:

- Match.com
- Campbell's Soup Company
- Merck
- Sony Pictures Entertainment
- Hallmark Cards
- Boeing
- Raytheon
- Animal Jam
- Coalition Against Domain Name Abuse (CADNA)
- University of Missouri
- Gainesville Regional Utility –Telecommunications Division (GRUCom)
- Frontier Communications
- Avast!
- Hudson Valley Economic Development Corporation
- LGBT Technology Partnership





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Example of our Partners in Action: Match.com Online Safety Tips Page

← www.match.com/help/safetytips.aspx?lid=4

Good Advice – Safety Tips to Follow

Match.com is responsible for more dates, relationships and marriages than any other online dating site. As part of the Match service, we have an extensive fraud prevention team that works diligently to identify and investigate any suspicious activity. Many free sites don't provide this service.

Match.com has partnered with the National Cyber Security Alliance and joined the STOP. THINK. CONNECT. campaign to promote online safety and cyber-security awareness. Taking the steps to protect yourself while participating in the Match.com community will help create a more positive experience for you and contribute to a better online environment for everyone.

There are certain steps that every person should follow while dating — both online and offline. We ask you to take a few minutes to read these tips and require that you follow them.



Online Safety Tips

Protect your finances

Ignore any request to send money, especially overseas or by wire transfer, and report it to us immediately — even if the person claims to be in an emergency. Wiring money is like sending cash: the sender has no protections against loss and it's nearly impossible to reverse the transaction or trace the money.

Never give financial information (such as your social security number, credit card number or bank information) to people you don't know or you haven't met in person.

Guard your personal and online access information

Be careful about sharing other personal information, such as your full name, phone number, email and address. You are in control of your online dating experience at all times — remain anonymous until you feel ready. Take advantage of our member-to-member technology that protects your identity until you decide to reveal it through email or IM. Also, leave any personal contact information out of your profile or username.

Use extra caution when accessing your account from a public or shared computer so that others are not able to view or record your password or other personal information. If you share your computer with others, disable the auto sign-in feature to your account and clear all saved passwords.



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Help/FAQ

Find your way around Match.com and get your questions answered.

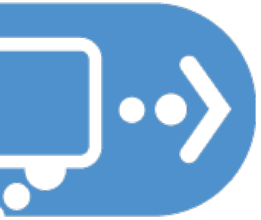
Suggestions

Who knows our site better than our users? Use this form to submit your suggestions and ideas on how to improve Match.com and make your experience even more rewarding.

How to Report a User

Campaign Reach

- A 2013 STOP. THINK. CONNECT. PSA in Times Square is expected to reach more than 151 million people between August-October.
- STOP. THINK. CONNECT. web banners that appeared on the Radio Disney website from October 2012-March 2013 garnered nearly 2 million impressions and had a click-through rate of .15% (national average is .08%)
- STOP. THINK. CONNECT. Posters on D.C. Metro campaign (2012): 8,000,000 impressions
- STOP. THINK. CONNECT. logo & “Keep a Clean Machine” tip printed on AT&T consumer bills in October 2012: 20-30 million people
- Media impressions mid-September-mid-November 2012
 - Generated coverage 470 million unique visitors
 - Original articles 18 million unique visitors



Website & Social Media

STOP. THINK. CONNECT. Facebook:

Total Fans: 336,000

Twitter: @STOPTHNKCONNECT

Total Followers: 14,300

- Reached nearly 17 million people through our #ChatSTC Twitter Chats since they began in October 2012
- STOP. THINK. CONNECT. Facebook page reached 55,742,217 people during October 2012.

www.stopthinkconnect.org is the website for the STOP. THINK. CONNECT. campaign. In addition to its tips and advice, posters, videos and other resources, the website is a way for potential partners to sign up to become involved in the campaign. STC partners also get access to a password-protected section of the website, where they can download other resources (logos, web banners, templates, toolkits, etc.)

Stopthinkconnect.org saw its highest traffic ever in October 2012.

- October 2012 Visits: 53,055
- October 2011 Visits: 9,666

International Expansion

- September 2012: Organization of American States signs Memorandum of Cooperation
- September 2012: Canada signs Memorandum of Cooperation
- February 2013: Data Security Council of India signs license and launches campaign aimed at college students
- June 2013: Panama and Paraguay sign Memorandum of Cooperation

STOP. THINK. CONNECT. materials are available in French (Canadian), Spanish, Portuguese (Brazilian) and Japanese

Some of our collateral:

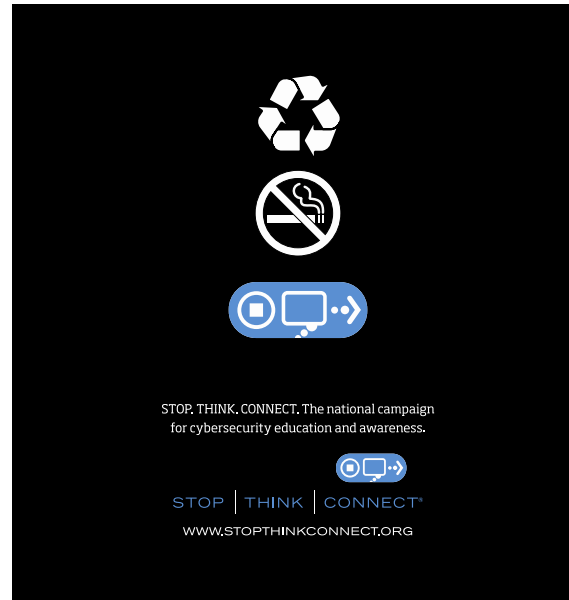






STOP | THINK | CONNECT™

**I DO MY PART
TO FIGHT
CYBERCRIME!**


Reporting SPAM, cybercrime, and identity theft keeps the Internet safer for everyone.

www.stopthinkconnect.org



STOP, THINK, CONNECT. The national campaign for cybersecurity education and awareness.


STOP | THINK | CONNECT™
WWW.STOPTHINKCONNECT.ORG




STOP | THINK | CONNECT™

**OWN YOUR
ONLINE PRESENCE**

Set privacy and security settings on websites for information sharing.

[LEARN HOW](#)



Make the Internet safer for everyone.

Keep your Internet-connected devices free from malware and infections

[LEARN MORE](#)


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How to get in touch:



@STOPTHNKCONNECT



www.facebook.com/STOPTHNKCONNECT

www.stopthinkconnect.org

info@stopthinkconnect.org

