



# IT Security Awareness for Everyone

## The *ITsafe* Initiative

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TF-CSIRT Meeting

12 May 2005

# The *ITsafe* Initiative

- Drivers for *ITsafe*
- Design considerations
- Service implementation
- Questions?



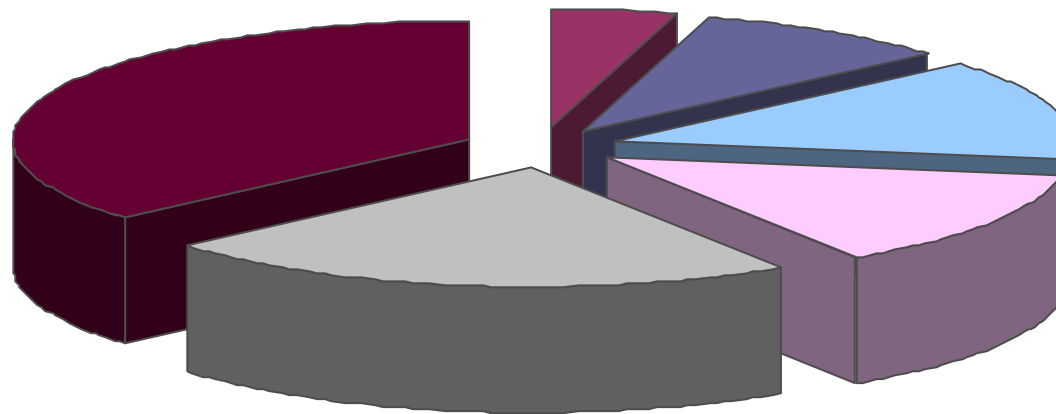
# The *ITsafe* Initiative

## ► Drivers for *ITsafe*

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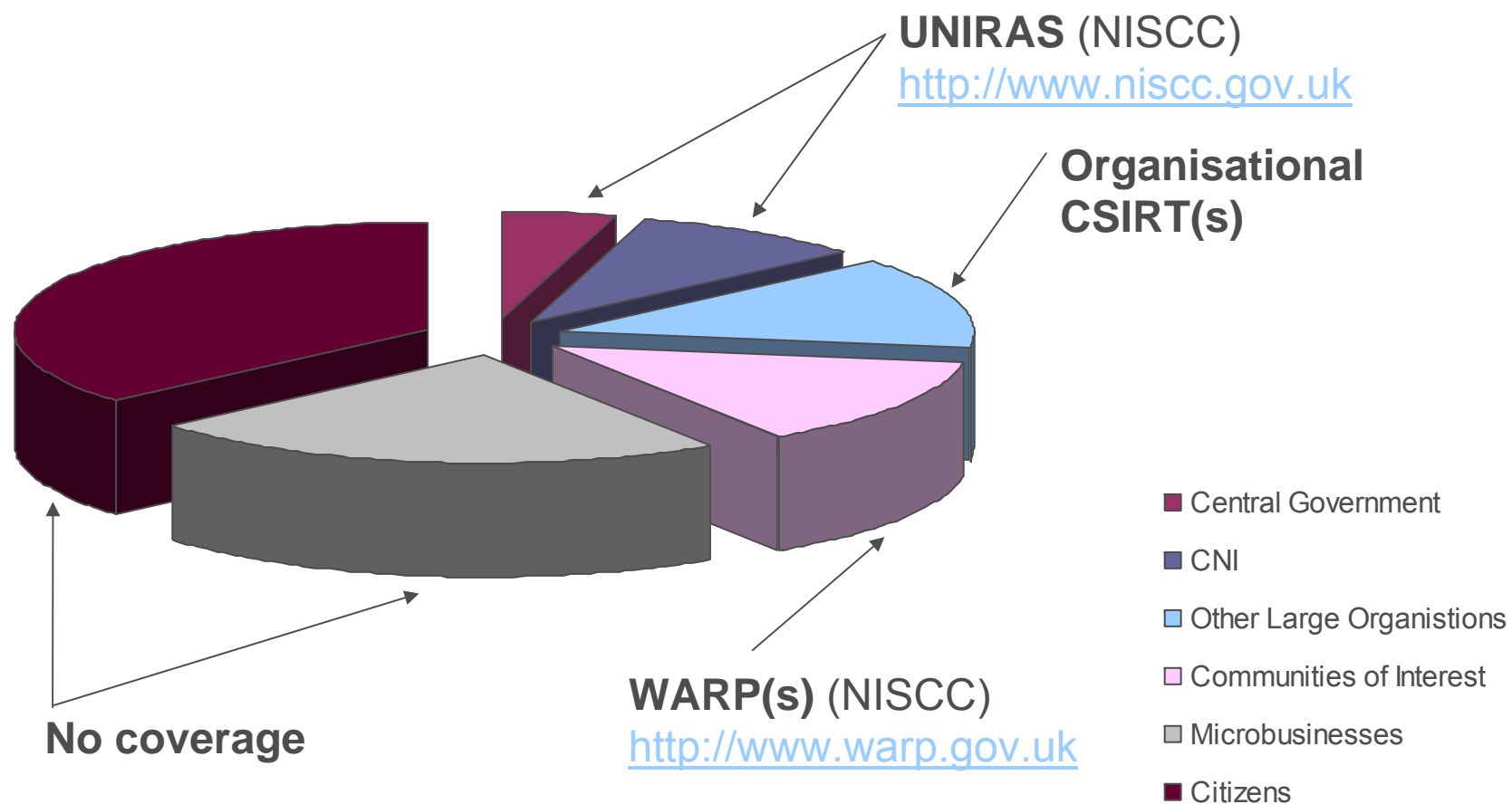
# ICT Usage Segmentation



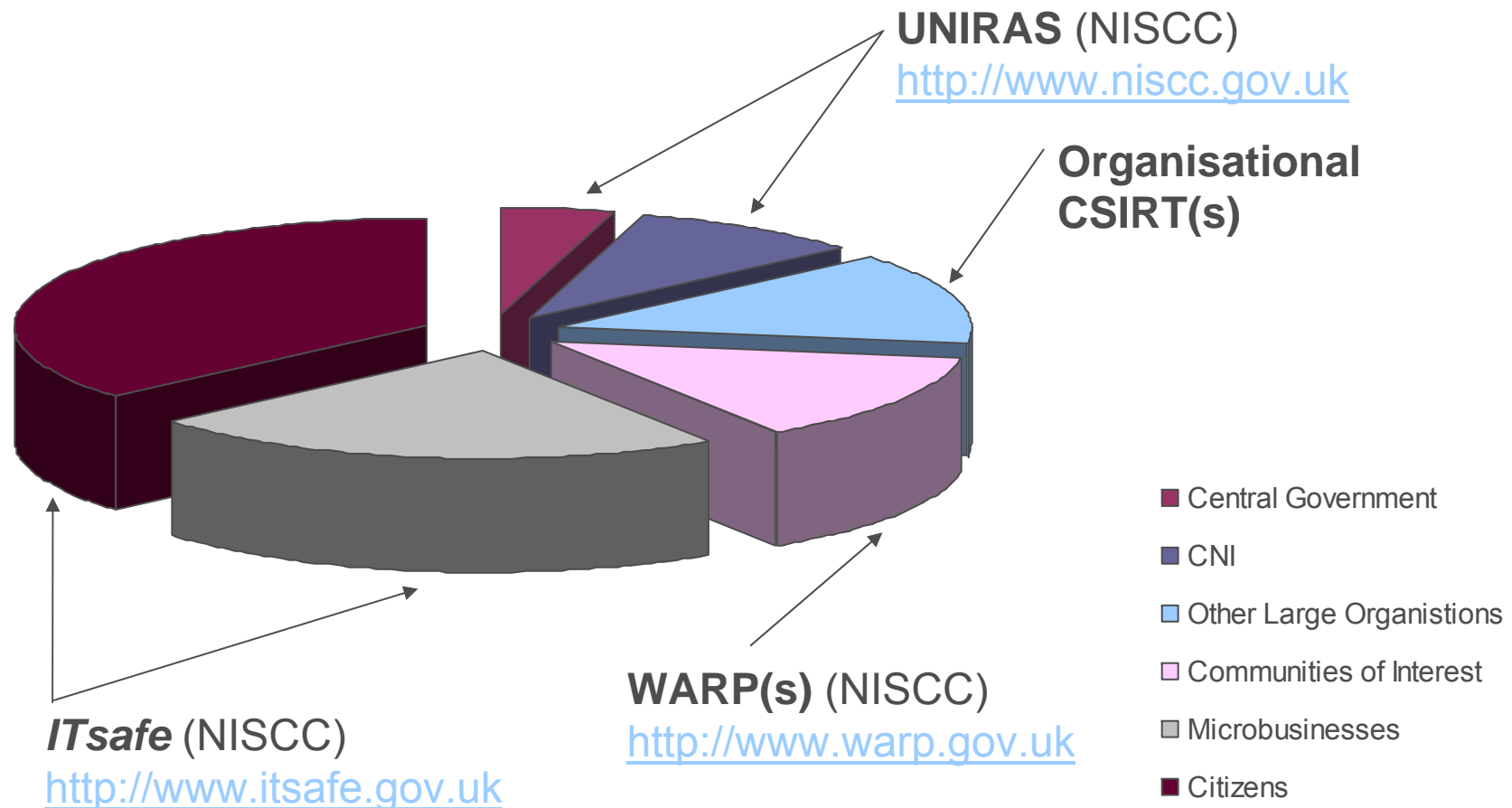
- Central Government
- CNI
- Other Large Organisations
- Communities of Interest
- Microbusinesses
- Citizens

ICT = Information and Communication Technologies

# UK Response Team Audiences - 2004



# UK Response Team Audiences - 2005



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# Challenge: Credibility and Trust

- Audience Research revealed an interesting dichotomy :
  - A general feeling that in order to be untainted by commercial influences, an Alerting Service should be run by Government
  - But a contradictory fear of some form of “Big Brother” aspect to the service
- The service needs to be clearly marketed as Independent and Official ...
- ... but the role of Governmental organisations that generate a Big Brother reaction in the audience has to be downplayed



# Challenge: Information Overload

- Care must be taken not to “cry wolf!”
- Monitor all Open Sources for Threats and Vulnerabilities relevant to Target Audience
  - Formalised Triage, main source UNIRAS
- Review “below Threshold”
  - May still need to issue advice to calm down hype
  - Most issues have “Proof of Concept” before become major risk, so aim to write and validate “How To ...” in advance

# Challenge: Risk Perception

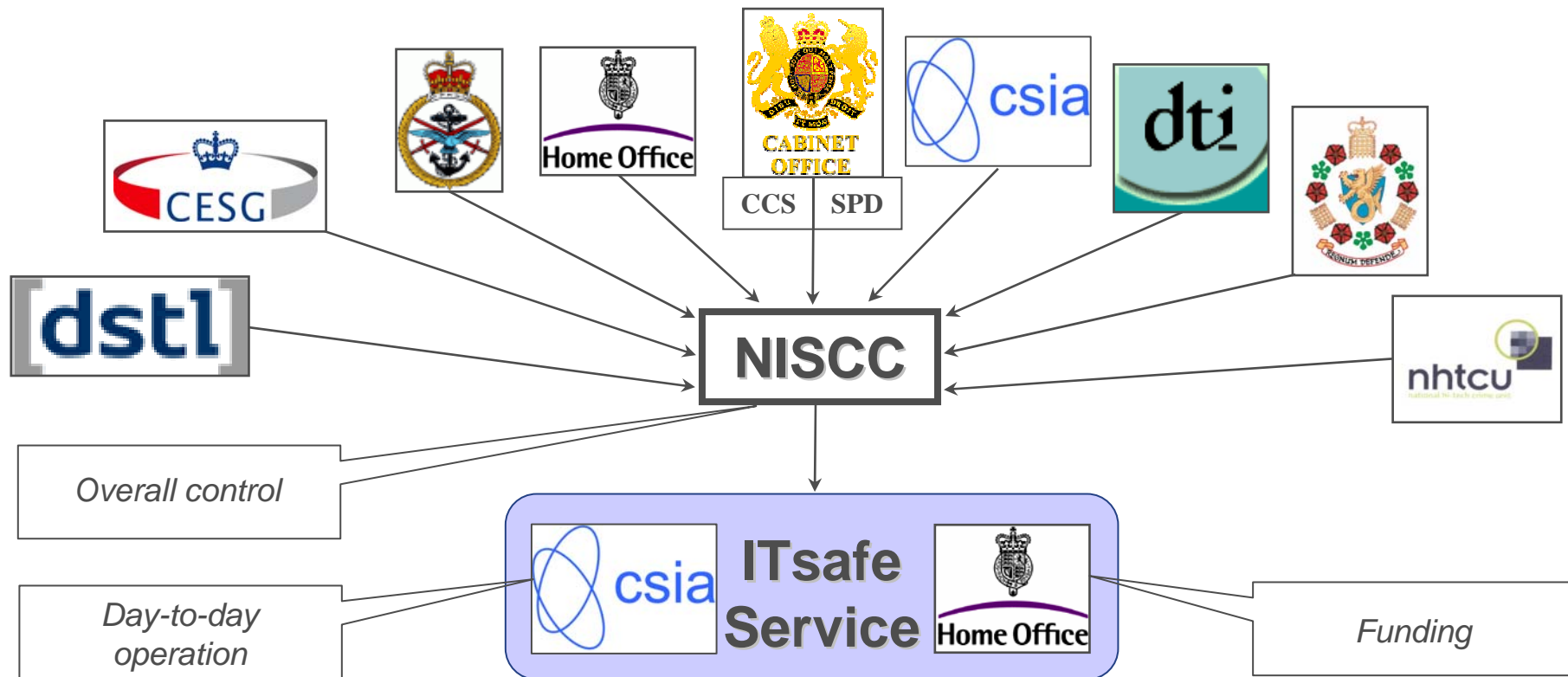
- Perception of Risk tends to be very subjective
  - Many of target audience will be scared of flying ...
  - ... but not of travelling by car
- A technological Risk such as Electronic Attack is even more difficult to communicate
  - Legacy of “£million damage” stories not helpful
- Risk Communication strategy must therefore seek to:
  - Educate the target audience as to relative Risk
  - Find a non-emotive way of expressing Risks

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# ITsafe Service - Governance



# *ITsafe* Project Summary

- Scoping Study (2003-4)
- Project Initiation (2 Jun 2004)
- Staff Recruitment / Training (Jul - Oct 2004)
- Baseline Process Development (Aug - Dec 2004)
- Technical Developments (Aug 2004 -Jan 2005)
- Pilot Phase Commences (Nov 2004)
- FATs and SATs (Jan 2005)
- Launch Event (Feb 2005)



# Brand Identity

- *ITsafe*
  - IT Security Awareness  
For Everyone
  - Safe “device” will be Trademarked
  - Colour Scheme alliterative  
(*Sapphire and Saffron*)
- Government and Independent
  - .GOV.UK namespace
- Website designed for maximum usability
  - Low resolution / bandwidth
  - Strict XHTML



# ITsafe Triage

When to issue **Plain Language** advice ... often linked to pre-written "How To ..." on the website

		Urgent ?	
		Yes	No
Important ?	Yes	Alert* (email/SMS)	Bulletin (email)
	No	Advisory (website)	Nothing

\* = May also use broadcast media / teletext if particularly time critical

# ITsafe – The Launch



- Launched by Home Office Minister Hazel Blears MP

- Website available at <http://www.itsafe.gov.uk>
- Email / SMS service live

A screenshot of the ITsafe website displayed in a Mozilla Firefox browser window. The browser title is 'ITsafe - Mozilla Firefox'. The address bar shows 'http://www.itsafe.gov.uk/'. The website has a blue header with the text 'IT Security Awareness For Everyone' and a crown icon. Below the header, there is a 'Welcome to ITsafe' section with a 'Free Sign Up' button and a search box. A 'Latest Information' table is also visible, showing a security update for Mozilla Firefox Browser. The footer contains copyright information and a disclaimer.

Latest Information			
No.	Date	Issue	Fix
05-ADV-002	25FEB05	Mozilla Firefox Browser	Update required

The ITsafe Initiative

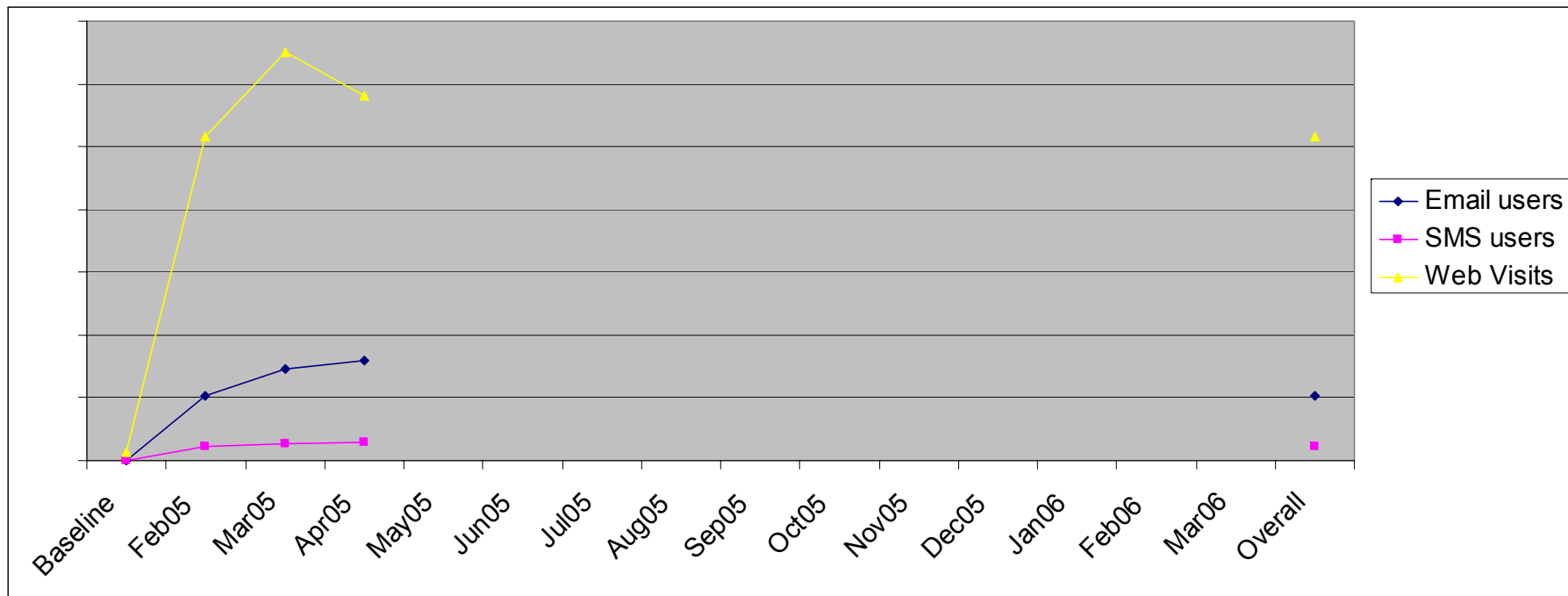
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[www.itsafe.gov.uk](http://www.itsafe.gov.uk)

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# *ITsafe* – Initial Results



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▶ **Questions?**



# *ITsafe* in Summary

- *ITsafe* has been specifically designed to address the needs of the private citizen, and of micro-businesses, who are not served by “conventional” CSIRTs
  - Government initiative
  - Provides a free Alerting service for online users on risks such as computer viruses and worms
- Accompanying the *ITsafe* warnings is a website populated with Good Practice Guidance and advice
- *ITsafe* is now live



# Questions?



# Contact Details

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