LESSONS I LEARNED FROM MY DOG (and other stories)

David Rimmer
Vice President, European Security
#1 consumer CRA in USA 24 countries

>820m consumer records

~9,200 staff

>140 in security

@equifax

Vice President, European Security

European security team of 7 staff

2017: recruiting for awareness lead!

@dvrmmr
Leverage the engaged majority to protect the minority
Tales from a CFO:

- Safe road
- Peer leverage
- Incentives
Tales from a dog trainer:

- Limited classroom time
- Inconsistent messages outside of workshops
- Audience influenced by colleagues
- Must cater to different learning needs
How to pursue population immunity:

- Identify & engage community reps (peers – data guardians)
- Empower, devolve expertise and rewards
- Publicise and promote safe road
www.theanalogiesproject.org

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Globally represented. 106 contributors from 14 countries

Over 200 published analogies

Successful Workshops run for companies like NIHR UK, ISF & EON

Success stories within Finance & Civil Service sectors

Contributors from Academia, Retail, Film and, of course, Information Security