Establishing a baseline to measure behavioural change

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The Prerequisites for Success

Developing an Information Security Culture Study
I understand what sensitive assets are held by Pinsent Masons

I understand what security threats our organisation is susceptible to

I understand what the potential implications are of a security incident or breach

BEST PRACTICE SCORE
3+

Strongly disagree

Strongly agree
<table>
<thead>
<tr>
<th># RANKING</th>
<th>RISK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Physical attack on our sites and/or employees</td>
</tr>
<tr>
<td>2</td>
<td>Cyber-attack on our corporate IT systems</td>
</tr>
<tr>
<td>3</td>
<td>Manipulation of an employee to extract information</td>
</tr>
<tr>
<td>4</td>
<td>Deliberate harm to our organisation by one of our own employees</td>
</tr>
<tr>
<td>5</td>
<td>Accidental breaches of physical assets</td>
</tr>
<tr>
<td>6</td>
<td>Accidental breaches of information</td>
</tr>
</tbody>
</table>
Accidental breaches of information
Accidental breaches of physical assets
Manipulation of an employee to extract information
Deliberate harm to our organisation by one of our own employees
Cyber-attack on our corporate IT systems
Physical attack on our sites and/or employees

1 = FULLY UNDERSTAND
2 = KNOW THIS IS A THREAT, NOT SURE WHY
3 = DON’T THINK THIS IS A THREAT
<table>
<thead>
<tr>
<th>Description</th>
<th>Acceptable Use Standard</th>
<th>Best Practice Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I secure my work area and equipment properly when I walk away</td>
<td>Never: 3</td>
<td>4+</td>
</tr>
<tr>
<td>I think about the risk of phishing or viruses when clicking on links or opening emails</td>
<td>Never: 5</td>
<td>4+</td>
</tr>
<tr>
<td>I would review an app's reputation before installing it onto my mobile device</td>
<td>Never: 3</td>
<td>4+</td>
</tr>
</tbody>
</table>
CLASSIFICATIONS

I correctly apply security classifications to the documents I create

**BEST PRACTICE SCORE**

3+

Strongly disagree

3

Strongly agree
The building is secure, people are not.

I meet [redacted] by the lift and every night you can guarantee that door is left open, you know the lock is open, because people start leaving and they just leave the door open.
Compliance and Behavioural Change
Information Security Awareness Impact

Behaviour Measurement
Departmental culture

1. Business Operations
2. Transactional Services
3. Finance and Projects
4. Risk Advisory Services
5. Property
Regional culture
Real World Scenario

I think about the risk of phishing or viruses when clicking on links or opening emails.
Real World Scenario

Don’t get hooked, here is what to look out for:

Non-phone numbers are likely to be hackers. They can use cheap-to-buy software to alter the sender ID and mask their identity.
Real World Scenario

I do know **Strawberries** is your password. You do not know me and you are probably thinking why you are getting this mail, correct? actually, I placed a malware on the adult videos (pornography) website and do you know what, you visited this web site to experience fun (you know what I mean).
• It’s a business effort not just a security effort

• Running a survey on its own isn’t enough

• Targeted focus groups help you dig deeper

• Don’t call it a survey and focus group
Thank you!

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