





How safe are the UK Organisations from theft of IP?Not Very!

Why do we say that?
How is the Threat developing?
What happened to Privacy?
Policy and the National Narrative
What are organisations doing about it?

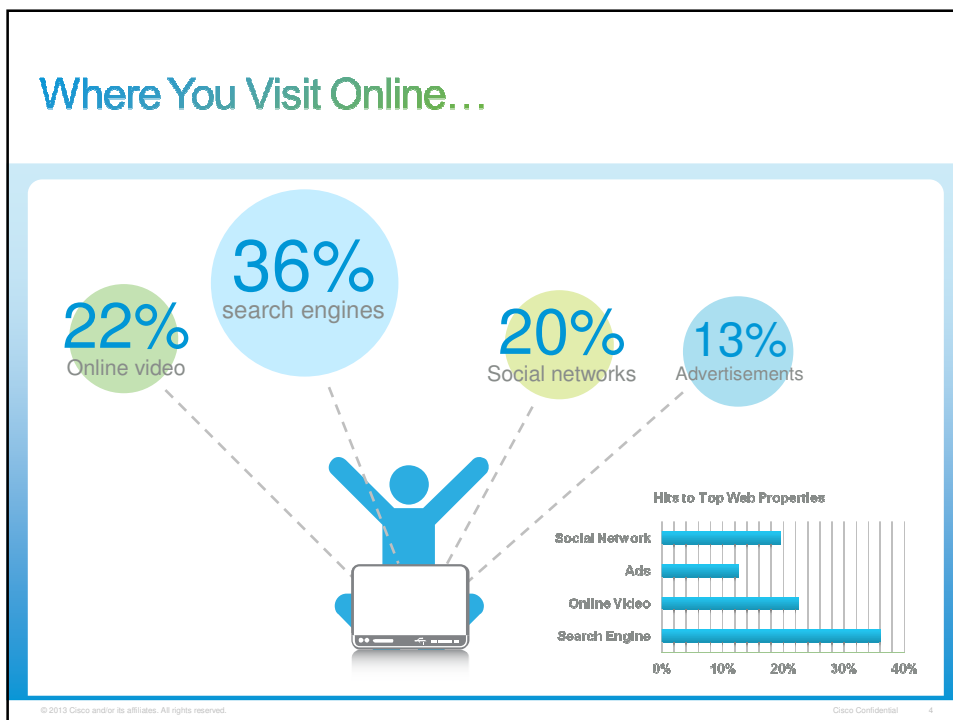


 Hugh Eaton

Cisco's Global Security Network



Where You Visit Online...



...Is Where The Threats Are



Search Engines vs. Counterfeit Software

27x more likely to deliver malicious content



Online Advertisements vs. Pornography

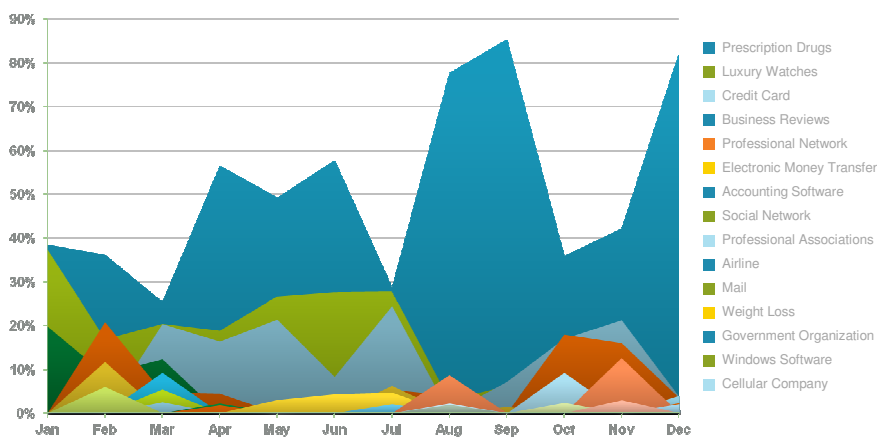
182x more likely to deliver malicious content



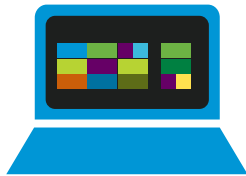
Online Shopping vs. Counterfeit Software

21x more likely to deliver malicious content

A More Targeted Attack



A More Targeted Attack



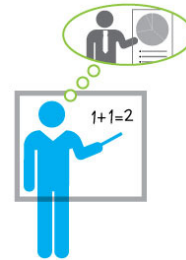
January-March:

Windows Software (**spam?**), which coincided with the release of the Microsoft Windows 8 consumer preview



February-April:

Tax software spam during U.S. tax season.



January-March and September-December:

Professional networks like LinkedIn (**are spammed?**), correlated with common human desire for a change in career during the beginning and end of the year.

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THE THIRD ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT

1800

COLLEGE STUDENTS
and WORKERS
Ages 18 to 30



1800

INFORMATION TECHNOLOGY
PROFESSIONALS

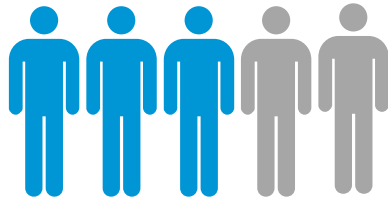
18 Countries: United States, Canada, Mexico, Brazil, Argentina, United Kingdom, France, Germany, Netherlands, Russia, Poland, Turkey, South Africa, Korea, India, China, Japan, Australia

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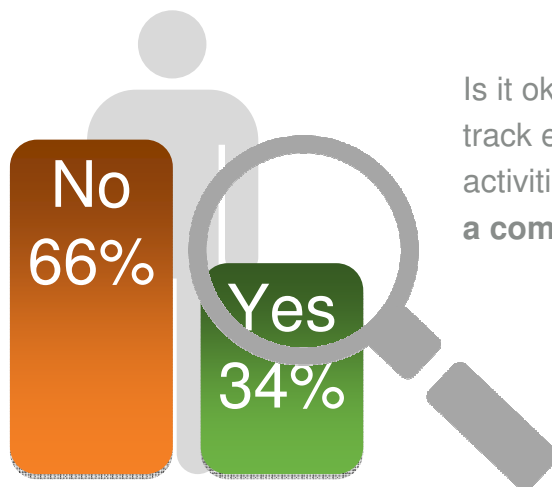
Is the Age of Privacy Over?

Nearly 3 out of 5 say



Should Internet Use Be private?

Employers vs. Employees



Is it okay for employers to track employee Internet activities if they are **using a company device**?

Online Shopping – Gen Y Conflict



57%

will share email address to get discounts and sale notices

3 out of 5

rely on customer reviews for online shopping

But 75%

do not trust most internet sites to keep data secure

Who Are You Really?

Online Identity

4 out of 5
(81%)

Believe people have different online and offline identities



over 1/3 believe

"most people have completely different online vs. offline identities"

less than 50% say

"my online and offline identities are the same"

Gen Y Workforce Connects Work & Social

Disconnect with corporate IT

40%

say that company policy forbids using company-owned devices for personal activities.



71% don't obey policies, almost 3 out of 4



50% of IT professionals believe:

“our employees obey the policies on personal use”

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Policy and the National Narrative

Guidelines, lists, and standards.....an improving picture
Who's responsibility is it anyway?



What are Organisations actually DOING about it?

Variable picture....naturally

Size matters

For the SME, IP is their entire business



Looking ahead.....

National narrative needs tuning, and Police should be more engaged

Major shift unlikely unless a home brand falls

BUT.....Not all doom and gloom

Not uniquely vulnerable in a geo-political sense

Education is leading to better holistic measures

Economic upturn will trail improvements

Thank you.

