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CONFERENCE+AWARDS

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## Aligning Proactive Security with Modern Threats



PRODUCED BY

**CSO**  
FROM IDG

# Successfully Incenting Employees to Join The Information Security Battle

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*Mastercard*

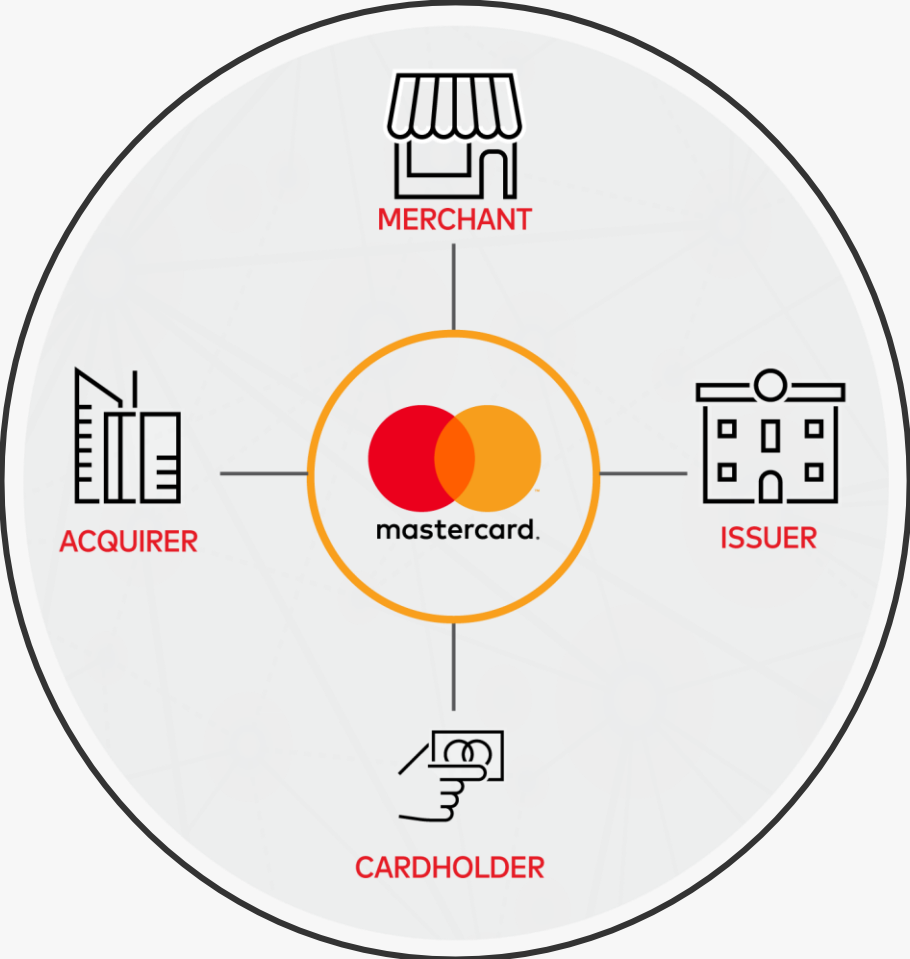
# Everyone's Responsibility

Information Security at Mastercard

March 8, 2017



# Security is the Top Priority



Around the world, we securely connect:

- Cardholders
- Financial institutions
- Businesses
- Governments

# Phishing is Here to Stay



## How Do We Stop It?

- Phishing attempts have become more frequent and sophisticated
- Turn all employees into members of the information security team
- Consistently reinforce the risk and provide employees with the tools needed to identify phishing attempts.

# Security Training Approach



## Education is the Most Important Job

- People learn in different ways
- Variety in training is critical to success
- Create incentives for success, not only deterrents to failure
- Never let complacency sneak back in

# Make Security Fun



## Mastercard Phishing Tournament

- Employees proactively look for phishing/spam
- Each report is scored
- Monetary awards given to highest-scorers

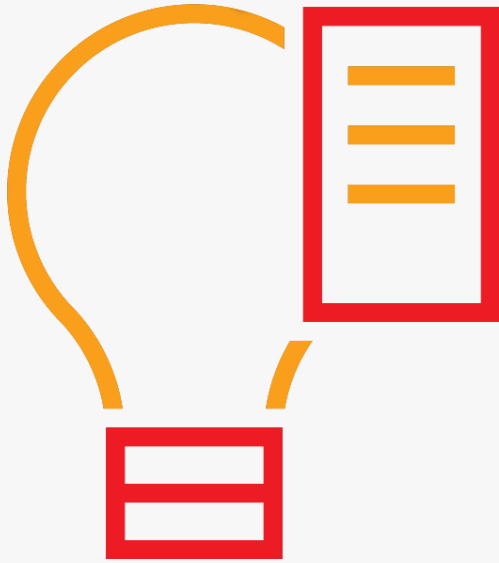
# How it Works



- Employees actively look for phishing attempts
- Emails are reported to our Operations Center through the 'Report Junk' button in Outlook
- Reported items are examined for potential threats
- Every reported item is scored with more points awarded for high-risk items
- The employee with highest score each quarter is awarded \$2500.
- An annual winner receives \$10,000



# Benefits



- Rewards positive action
- Adds a layer of security
- Gives Security Operations a chance to examine potential threats
- Improves and supplements other training initiatives
- Keeps employees engaged and watchful for phishing attempts

# Measuring Results



- 300% increase in spam and junk email reporting
- Increased vigilance and awareness to phishing attempts
- Discovery of previously unknown virus signatures

# It's a New World



## Evolving Our Security Approach

- Study security best practices
- Learn from each other
- Be creative in training
- Bad guys are working together, the good guys should as well
- Never believe what you're doing today is enough