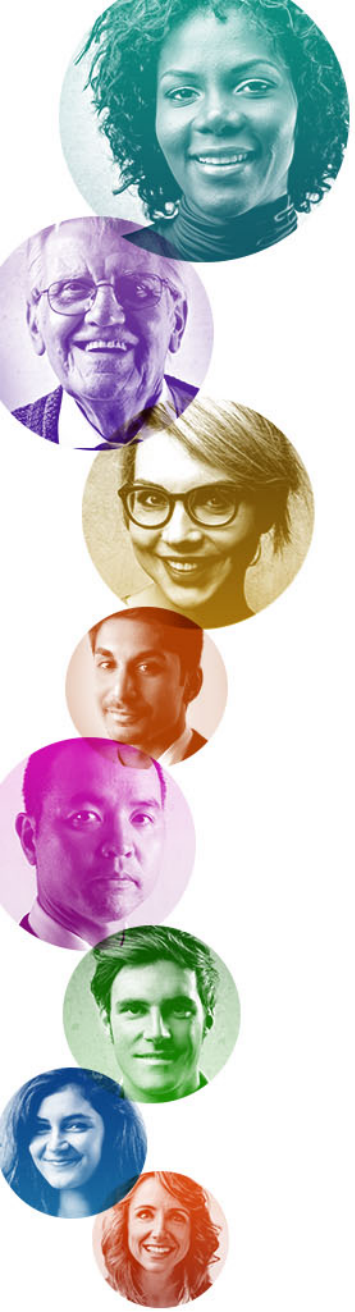
STOP.THINK.CONNECT™

NATIONAL CYBERSECURITY AWARENESS CAMPAIGN

FAMILIES PRESENTATION

Homeland Security

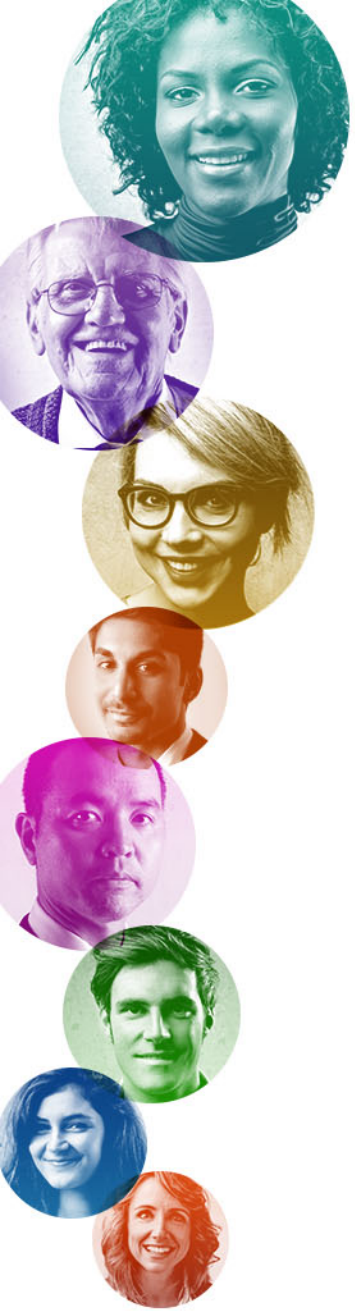
STOP | THINK | CONNECT™



ABOUT STOP.THINK.CONNECT.™

In 2009, President Obama issued the *Cyberspace Policy Review*, which tasked the Department of Homeland Security with creating an ongoing cybersecurity awareness campaign – Stop.Think.Connect. – to help Americans understand cybersecurity and safety online.

Stop.Think.Connect. challenges Americans to be more vigilant about practicing safe online habits and encourages them to view Internet safety as a **shared responsibility** at home, in the workplace, and in our communities.

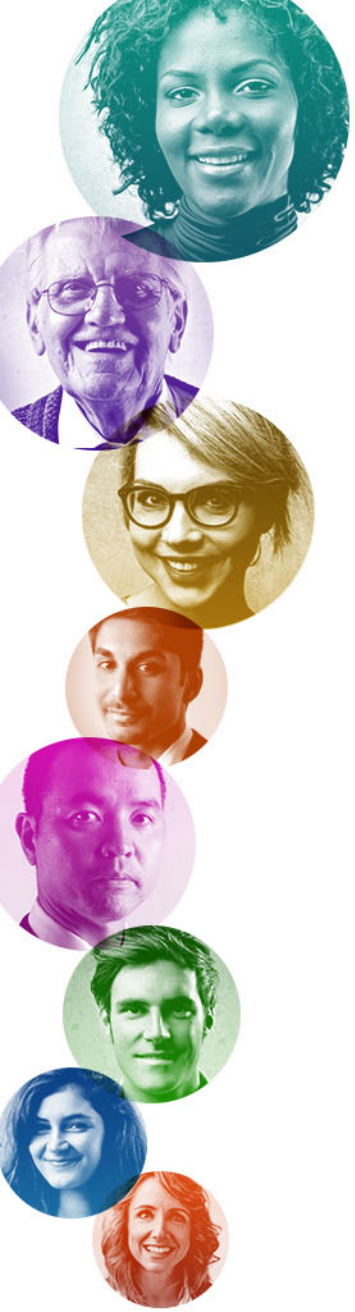


CAMPAIGN'S GOAL AND OBJECTIVES

To raise awareness among Americans about cybersecurity, empower them to be safe online, and educate the next generation of the cyber workforce.

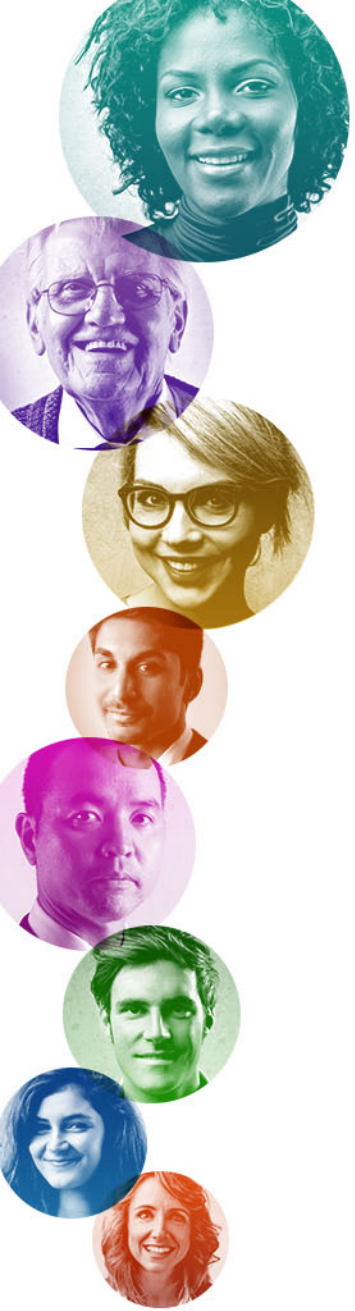
Objectives

1. Increase and reinforce awareness of cybersecurity.
2. Work with national organizations in educating the public about cybersecurity.
3. Engage the American public to acknowledge and commit to the **shared responsibility** of securing cyberspace.
4. Promote science, technology, engineering, and math (STEM) education to build the cyber workforce.



DO YOUR KIDS KNOW MORE ABOUT THE INTERNET AND TECHNOLOGY THAN YOU DO?

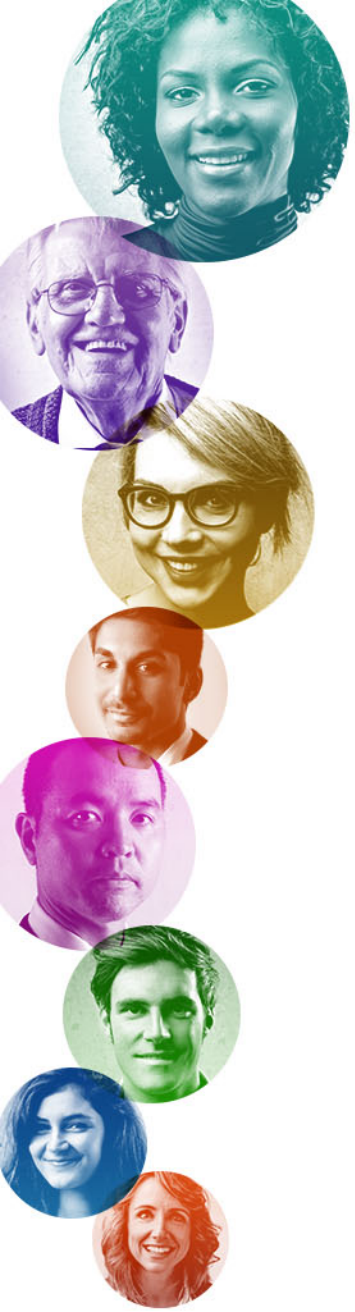
- What is cybersecurity?
- Do your kids have their own computers? Do they have their own cell phones? What about a music player, video game system, or tablet?
- Do you set rules for Internet use? If so, what are they?
- What are your main concerns about kids using the Internet?



KIDS LEAD DIGITAL LIVES

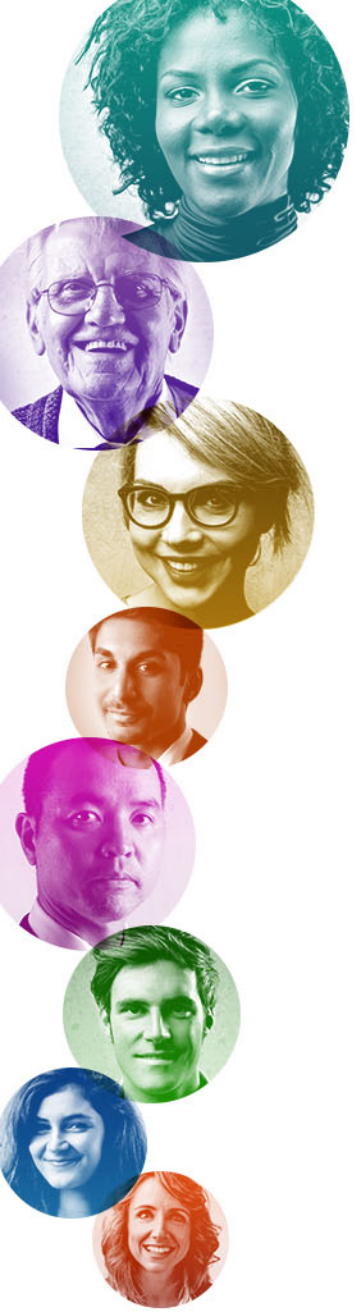
- Parents of teens (41%) are notably less likely than parents of younger children age 6 to 9 (68%) to say they monitor technology usage very closely.[1]
- Parents are just as concerned about someone stealing their child's identity using information posted online (60%) as they are about the cost of technology and devices (60%).[1]

1 Parenting in the Digital Age: How Parents Weight the Potential Benefits and Harms of Their Children's Technology Use, www.fosi.org/policy-research/parenting-digital-age, 2014



GETTING STARTED

- Create an open and honest environment for discussing online behaviors and security risks.
- Start conversations regularly about practicing online safety and focus on offering guidance instead of trying to control children's online behavior.
- Emphasize the concept of credibility and encourage children to proceed with caution: not everything they see on the Internet is true, and people on the Internet may not be who they appear to be. Talk with children, and especially teens, about the importance of creating and maintaining a positive online identity.
- Watch for changes in behavior: if your child suddenly avoids the computer or smartphone, it may be a sign that he/she is being bullied online.
- Review security settings and privacy policies for the websites your child uses.
- Protect all Internet-enabled devices, including mobile phones and tablets.



CYBER ETHICS – PREDATORS & BULLIES

Cyber ethics *help Internet users understand what type of online behavior is right and wrong.* ***Cyber predators*** *are people who search online for other people in order to use, control, or harm them in some way.* ***Cyberbullying*** *is the electronic posting of mean-spirited messages about a person, often anonymously.*

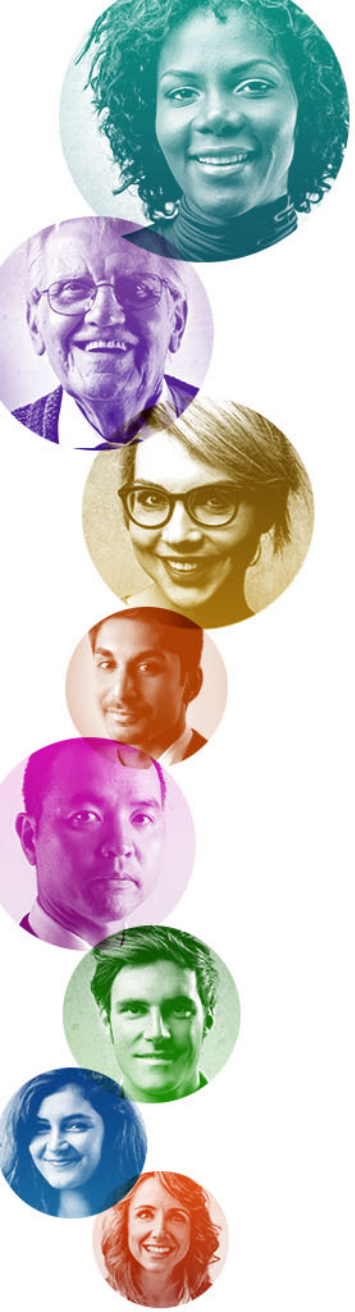
Did You Know?

- One in five U.S. teenagers who regularly log on to the Internet say they have received an unwanted sexual solicitation, but only about 25% tell a parent or adult about it.[1]
- Seven in 10 young people are victims of cyberbullying and 37% experience cyberbullying on a frequent basis.[2]

Tips to Share with Kids

- Keep personal information private online, including the names of your family members, your school, your telephone number, and your address.
- Think twice before you post or say anything online; once it is in cyberspace, it is out there forever.
- Stop any questionable online behavior; only do and say things online that you would do in real life.
- Speak up. If you see something inappropriate, let the website know and tell an adult you trust. Don't stand for bullying—online or off.

1. Crimes Against Children Research Center, Copyright 2013
2. Ditch the Label Annual Cyberbullying Survey 2013



IDENTITY THEFT

Identity theft *is the illegal use of someone else's personal information in order to obtain money or credit.*

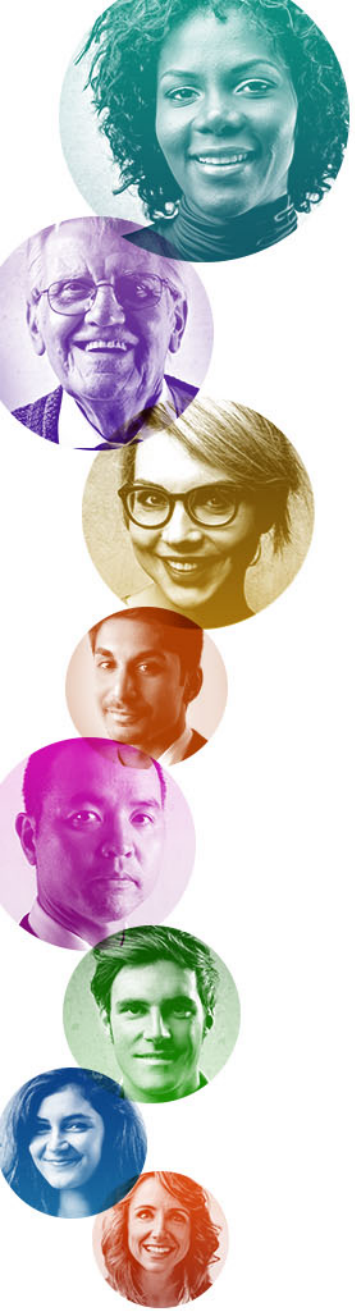
Did You Know?

- In 2012, children ages 19 and under made up 6% of all identity theft cases.[1]

Cyber Tips for Families

- Don’t use the same password on multiple websites.
- Choose a password that means something to you and you only.
- Lock your computer and cell phone when they are not in use.
- Don’t share personal information without knowing exactly who is on the receiving end. Use strong passwords with eight characters or more and a combination of letters, numbers, and symbols; kids should not share passwords with anyone other than parents.

1. Federal Trade Commission, 2012



FRAUD & PHISHING

__Fraud__ is the intentional perversion of truth in order to induce another to part with something of value or to surrender a legal right. __Phishing__ is a scam by which an email user is duped into revealing personal or confidential information that the scammer can use illicitly or fraudulently.

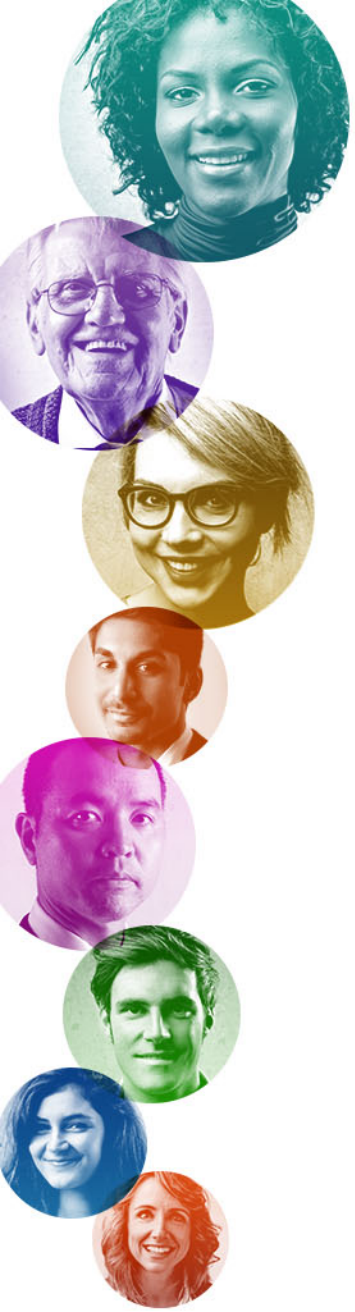
Did You Know?

- A study shows that 30% of teens have admitted to meeting someone online who claimed to be someone they were not, using fake photos and fake identities.[1]
- In 2012, 1 in 40 reported cases of identity theft were for adolescents ages 18 and below.[2]

Cyber Tips for Families

- Most organizations – banks, universities, companies, etc. – don't ask for your personal information over email. Beware of requests to update or confirm your personal information.
- Don't open emails from strangers and avoid clicking on links for unfamiliar sites; if you think an offer is too good to be true, then it probably is.
- Make sure you change your passwords often and avoid using the same password on multiple sites.
- Always enter web addresses by hand instead of following links.

1. National Cyber Security Alliance, "Preparing Millennials to Lead id Cyberspace", 2013
2. ITAC, 2012 Child Identity Fraud Report



MOBILE SECURITY

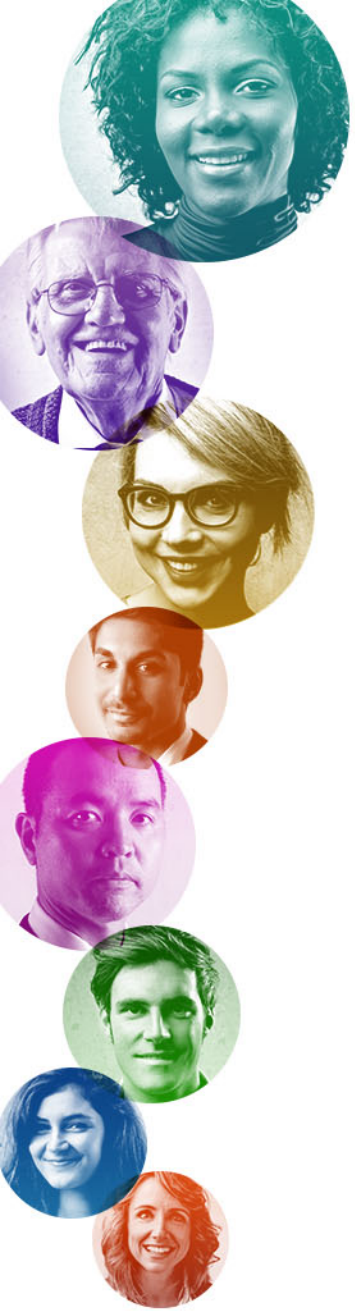
A study by Pew Research Center found that almost all Americans, 90%, now have a cell phone and 58% own a smartphone.

Almost all aspects of our life are now connected to the Internet and our mobile devices. Americans are increasingly using their phones for banking, online shopping, and social media. The more we travel and access the Internet on the go, the more risks we face on our mobile devices.

Tips for Securing Mobile Devices

Think Before You Connect. Before you connect to any public Wi-Fi hotspot, confirm the name of the network and exact login procedures to ensure that the network is legitimate.

- **Guard Your Mobile Device**. In order to prevent theft, unauthorized access and loss of sensitive information, never leave your mobile devices unattended in a public place.
- **Keep It Locked.** Always lock your device when you are not using it. Use strong PINs and passwords to prevent others from accessing your device.
- **Update Your Mobile Software.** Keep your operating system software and apps updated, which will improve your device's ability to defend against malware.
- **Only Connect to the Internet if Needed.** Disconnect your device from the Internet when you aren't using it and make sure your device isn't programmed to automatically connect to Wi-Fi.
- **Know Your Apps**. Be sure to thoroughly review the details and specifications of an application before you download it. Delete any apps that you are not using to increase your security.

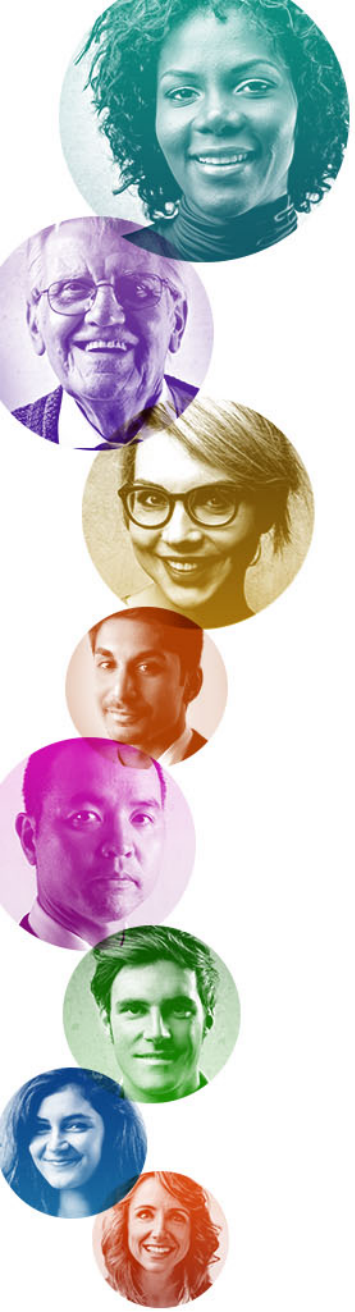


CYBER EDUCATION

The Stop.Think.Connect.™ Campaign also promotes science, technology, engineering, and math (STEM) education among students.

- To help keep our computers and our nation's networks safe, we need more cybersecurity professionals.
- To do that, we need students who have skills in **science, technology, engineering, and math.**

To learn more about STEM education and careers, visit the National Initiative for Cyber Careers and Studies (NICCS) Portal at **http://niccs.us-cert.gov/**.



RESOURCES AVAILABLE TO YOUR FAMILY

OnGuardOnline.gov

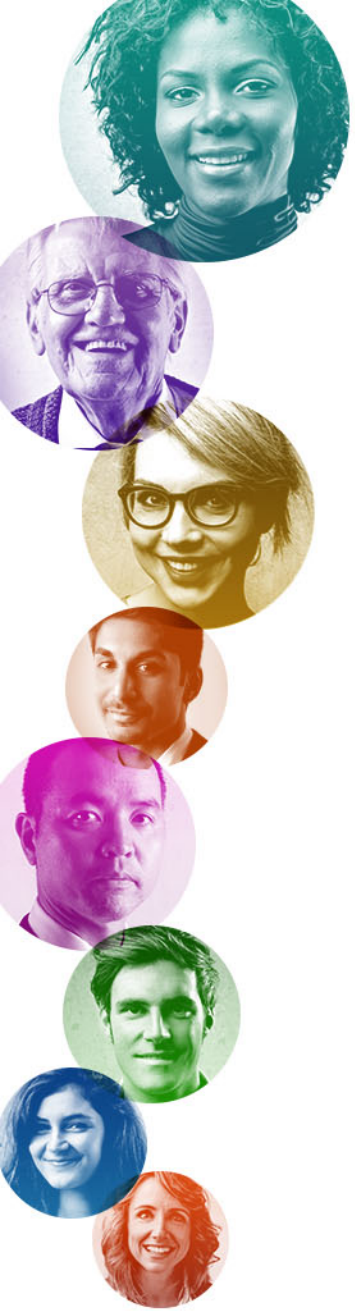
This website, run by the Federal Trade Commission, is a one-stop shop for online safety resources available to parents, educators, and kids.

Cybertipline.com

The Congressionally mandated CyberTipline, which is part of the National Center for Missing and Exploited Children (NCMEC), receives online child solicitation reports 24-hours a day, seven days a week. Submit an online report or call 1-800-843-5678.

Project iGuardian

DHS's U.S. Immigrations and Customs Enforcement (ICE) is one of the leading federal law enforcement agencies that investigates crimes involving child pornography and the sexual exploitation of minors. Project iGuardian provides resources to help children and teens stay safe online. Learn more at **http://www.ice.gov/cyber-crimes/iguardian**.



CALL TO ACTION

Cybersecurity is a shared responsibility that all Americans should embrace in their communities to keep the Nation secure in the 21st Century. ***Become an advocate in your community*** *to help educate and empower the American public to take steps to protect themselves and their families online.*

How to Get Involved:

- Become a *Friend* of the Campaign by visiting **www.dhs.gov/stopthinkconnect**.
- Download and distribute Stop.Think.Connect. materials, such as the brochure, bookmark, and poster, in your neighborhoods and communities.
- Lead or host a cyber awareness activity in your place of work, school, recreation, or worship.
- Discuss the importance of cybersecurity with your friends and family.
- Inform your community about the Stop.Think.Connect. Campaign and the resources available.
- Blog or post about the issue of cybersecurity and the Stop.Think.Connect. Campaign.
- Get schools and community organizations involved and informed on cybersecurity.


SECURING
CYBERSPACE STARTS
WITH YOU
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