Get Safe Online

www.getsafeonline.org

Dan Hunt, Office of Cyber Security and Information Assurance, Cabinet Office
Get Safe Online
Expert advice for everyone

The UK’s leading source of unbiased, user-friendly advice about online safety for consumers and smaller businesses.

- Supported by HM Government, the Serious Organised Crime Agency (SOCA) and leading businesses in the UK
- An initiative to help educate individuals and small businesses on how to use the internet safely and securely
Critical Mass?

• 46 million UK users now online – 75% broadband

• Over 73% now have access to the Internet from their own homes -

• £58.8 billion spent online in 2010

UK Internet access to grow 40% by 2013
So what’s the problem?
Organised crime networks

• Carding

<X> needs full info cvv2 to transfer money through WU I have firend in USA can do the Confirm, each transfere is $999 and 50%50 if you sre serious please please MSG me.

• Bank Accounts For Sale

<Y> I NEED Citibank Drop, that recieve $$ to his Citibank Account, 50% 50%
Why does government need to be involved?
What are the current threats?

- Phishing
- Social Engineering
- Spyware & Targeted Trojans
- Viruses & Hacking
- Fraud & Identity theft
- Social Networks
- Mobile Phones
- Ticket Scams
- Serious and Organised Crime Groups
- Complacency
- Lack of Confidence
Who are the victims?
Who are the Targets?

Ray
- Garage Owner
- Rides a Harley
- Biker’s Forum
31 million e-transactors

Julie
- Banks online
- Shops and pays bills online
- Bids at auction sites online
75% teenagers using social networks

Rob (12)
- Plays computer games
- Social network sites
- Laptop from Dad
Get Safe Online

A joint initiative between the Government, law enforcement, leading businesses and the public sector. Our aim is to provide computer users and small businesses with free, independent, user-friendly advice that will allow them to use the internet confidently, safely and securely.

Your Questions, Answered

- Watch videos
- Where do I get alerts?
- Online travel tips
- How do I protect my PC?
- What are the risks?
- Avoid online rip-offs
- I need more detailed advice
- Help me stop identity theft

Beginners Guide

- If you do nothing else.

Buy Tickets Safely

- Registering for Olympic tickets

PlayStation Hack

- Worried you might
- Sony PlayStation Hack – what next?

Blog

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Building Confidence!

- 34% know ‘the basics’
- 62% would benefit from more information
- 35% feel primarily responsible for own safety
The Good News

- 88% have some form of internet security software.
- 80% antivirus
- 80% firewalls
- 70% anti-spyware
The key

- Awareness
- Knowledge
- Education
- Confidence
- Trust
Benefits of working with industry

• Pools resources
• Win-win! – industry gets to increase marketbase – govt – crime prevention and security
• Broader reach
• Pools knowledge and expertise – more insight into consumer behaviours
• Spokespeople – the list goes on...
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