

Media and Information Security

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Why does Security matter for Media?

Do we have any Credit Card, Personal Identifiable Information (PII), Health (HIPPA), IP??

If you don't does security still matter?

What is the cost of Disruption and lack of on-line Availability?

What is DDOS?

What if you're held hostage to "ransomware"?

What is "Mal-vertizing"? Malware?

What can we learn from all the major breaches and cyber attacks?

You don't have to be a Bank or eCommerce, or Healthcare to be attacked.

SONY Breach–

disruption

revenge

Nation–state

Insider Threat

Loss of email (internal IP)

Loss of control

embarrassment (Your Brand)

Who is getting attacked and who is hurt?

Are they breaking into your Network and Firewalls?

- What is the weakest link?
- Is your company protected?
- 3rd Parties – Vendors – Hosting providers

Attack by Malware

- Ransomware
- Mal-vertising
 - Distribution of Malware
 - Attack on consumers

You are not in control of your Ad-Network

What is Hearst doing?

- ▶ 1 – They hired me!!
- ▶ 2 – Must have a Strategy and Full time focus
- ▶ 3 – Message and communicate to CEO and Board
- ▶ 4 – Enable security to be everyone's business, not just the security department – Scale
- ▶ 5 – Build forward. What should the cloud look like...and built to be secure.
- ▶ 6 – Be Prepared to be attacked – You could lose a battle, but don't lose the War!
- ▶ 7 – Enterprise Incident Response Plans – Practice it – simulations, exercises – both Technical and Business – “Decision Making” and Communications flow
- ▶ 8 – Get Help from the experts – Work with MSSP – Managed Security Services Provider – Retain Incident Response and Forensic experts – Monitor what your Network, Your data, Your staff...
- ▶ 9 – Get Insurance – hedge
- ▶ 10 – Know your Risk appetite