



EAST

Summit & Awards

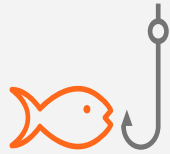
20
YEARS

Mastercard's Phishing to SecurIT

Tim Taylor, Vice President, Security Education & Awareness

Jenn deBerge, Director, Communications

Nominee Showcase Presentation



Phishing to SecurIT

Education and Awareness Program

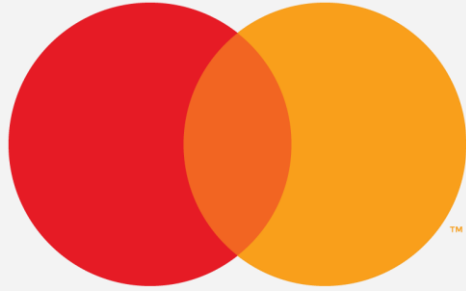


Overview

- Introductions
- About Mastercard
- Phishing to SecurIT Overview
- Lessons Learned
- Program Success
- Questions



About Mastercard



Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible.



29K employees



210 countries and territories:
Global footprint

Interesting fact

The Mastercard red circle represents passion and the orange circle represents optimism. When combined , they unlock **Priceless Possibilities.**



Project Goal

To drive a secure mindset and hold the enterprise to the highest security standard



Current Mastercard staff



New staff



Staff who are struggling to identify and report a suspicious email

Challenges

Since 2018, we have grown globally by over 20,000 staff and faced the below:



Driving program adoption with new and existing staff



Integrating staff from newly acquired subsidiaries



Educating a global workforce with various levels of security knowledge

Strategies

To overcome the various challenges, we implemented the below:



Developed a multi-year internal security education and awareness program



Educated, trained and tested staff to recognize and report suspicious phishing emails



Utilized tools to implement our program and achieve desired results



Launched the Enterprise Accountability Model to hold the enterprise to the highest security standard





Welcome to

Phishing Lures



Emotional Response

Curiosity, Reward, Fear, Sense of Urgency, Fear of



Realism

Spoofing - email that imitates actual person

Why you need to care about Phishing
Simple...
YOU are the bait!



I DON'T KNOW
YOU LIKE THAT!



SecurIT with Sekou

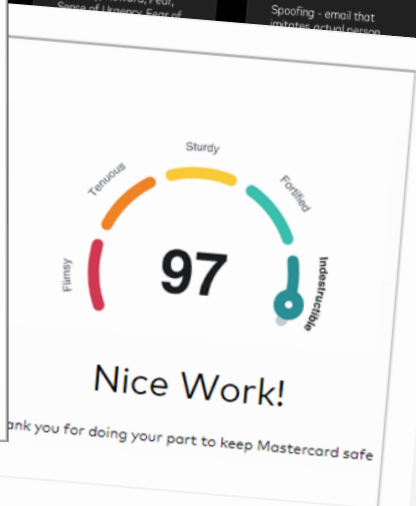
Complete MasterCLUE with Sekou before October 27!

Watch the alternate endings & learn how to do the Jackal Jam!

Complete Your Security Training



MasterCLUE with Sekou



Click on links from unexpected emails to verify.

File Size: 456kb

[File Format PDF MMR (g4)]

[VIEW HERE](#)

The Enterprise Phishing Library



Best Practices



Differentiated Levels of Support

Reach staff at all Security Education levels and stages of employment



Fun and engaging

Engage employees with competitions and the "why it matters to me" factor



Transparency

Ensure staff understand the model is fair, applies to everyone and the rationale is clear

- Leadership + People Managers Engaged
- Partnership with the Communications team
- Fair phishing simulations with the opportunity to review mistakes





Thank you and questions



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