



**INTERNET
SECURITY
ALLIANCE**



Learning from the Literature on Relationships

- Satisfactory Communication is built on MUTUAL self disclosure
- The definition of the relationship needs to be MUTUALLY worked out
- Trust is built over time
- Relationships Must have perceived value from “self's” point of view

MUTUALITY

- Can't get instant trust (what if we had started back at Y2K?)
- The blank page doctrine
- How much influence should the private sector have in cyber security?
- The 60-day review approach

The “Value Proposition”

- Government. prime role is national defense
- Private Sector prime role is maximizing shareholder value
- Govt. thinks in terms of industry “sectors”
- Private Sector thinks in terms of unique business plans
- Cyber defense roles and responsibilities need to be fully negotiated, not assumed

Traditional Federal Regulatory Model: Why it won't work

- Feds don't have enough jurisdiction
- Regulatory process is too slow/technology changes too fast
- Reg process is geared to minimum standards/not evolution of excellence
- Regulation is inherently costly. In world economy it would be counterproductive both anti-economic and anti-security

The Rockefeller-Snowe Bill

S. 773

- Dept. of commerce sets mandatory standards of cyber security for all “critical infrastructure”
- Commerce audits Priv. Sector to these standards
- Pres. Has power to disconnect PS internet in “emergency”

ISA Social Contract

- Built on how public utilities were incented to provide universal service
- Analogy to today's cyber security situation
- Market incentives to spur infrastructure development in public interest
- Pros: Faster adoption & change, broad effect addresses corp. business plans
- Cons: costs fed \$ and new idea (really?)

Obama Administration Proposal

- Cyber security is a national priority (part of the big 4 of WMDs)
- Economy and Security are intertwined (dual-hatting of cyber czar)
- Specifically advocates use of market incentives including taxes, liability, procurement reform
- Recognizes need to overhaul federal law

ISA Social Contract 2.0 Extension to Obama Cyber Policy Review

- Incentives
- Enterprise Education
- Information Sharing
- Supply chain
- International Issues
- Digital legal Realignment
- Higher Education
- Smart Grid

Social Contract 2.0: Incentives

- Build a market for Private Sector developed standards and best practices (all the incentives favor the attackers)
- Govt. role is evaluating effectiveness and motivating, not determining and mandating
- Compliance must be voluntary
- Use incentives in rest of the economy
- Greater involvement of private sector

ISA Social Contract 2.0: Supply Chain

- Develop Framework for supply chain
- Catalogue industry best practices
- Enhance legal frame-work
- Develop indigenous support
- Fill out ISA Grid by mid 2010

ISA Social Contract 2:0 Information Sharing

- The “Roach Motel” model (bugs get in but can’t get out)
- Useful to broad range of participants including small and medium size
- Establish “trusted” threat reporters
- Central clearinghouse for threat information
- New incentives for everyone