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Bottom line: The unbalanced cyber economics equation

- Attacks are comparatively cheap and easy
- Profits from attacks are enormous
- Little risk of capture
- The perimeter to defend is endless
- We are inherently a generation behind the attacker
- Defense is hard and costly with little perceived ROI



ISA Cyber Social Contract

- Similar to the agreement that led to public utility infrastructure dissemination in 20th Century (RoR regulation)
- Infrastructure development -- market incentives.
- We know what to do technically & operationally, but the economics & strategy are not in place
- Partner at the business plan level and apply market Incentives from rest of the economy to cyber

The Cyber Security Social Contract

Policy Recommendations

for the

Obama Administration

and

111th Congress



**A Twenty-First Century Model for Protecting and
Defending Critical Technology Systems and Information**



President Obama's Report on Cyber Security

The image shows the front cover of the "CYBERSPACE POLICY REVIEW" report. At the top is a small gold seal. The title "CYBERSPACE POLICY REVIEW" is in blue. Below it is the subtitle "Assuring a Trusted and Resilient Information and Communications Infrastructure" in a smaller, grey font. At the bottom is a large gold seal of the United States.

CYBERSPACE POLICY REVIEW

Assuring a Trusted and Resilient Information
and Communications Infrastructure

- The United States faces the dual challenge of maintaining an environment that promotes efficiency, innovation, economic prosperity, and free trade while also promoting safety, security, civil liberties, and privacy rights. (President's Cyber Space Policy Review page iii)

- Quoting from Internet Security Alliance Cyber Security Social Contract: Recommendations to the Obama Administration and the 111th Congress November 2008

Social Contract II

Implementing the Obama Cyber Security Strategy via the ISA Social Contract Model



Issues Covered in social Contract 2.0

- Economics of cyber security
- Information sharing
- Supply chain
- Financial Cyber Risk Management
- Analog laws governing digital technology
- Developing automated security standards for converged media (e.g. VOIP)

Chapter 3: Information Sharing

- Current model doesn't work
- Modern business systems too open
- Limited participation in ISACs especially SMEs
- Gov wont give source material, industry won't give attack data or important internal information
- Can't keep out determined attackers
- Once in the systems we have more control over attackers

Information Sharing-- Incentives

- Large Orgs become designated reporters (gold, silver etc.) which can be used for marketing
- Rpt C2 sites, (URLs-web sites) not that they have been breached or internal data
- Gov reports---not source data
- AV community circulate the info for profit
- Small companies able to participate easy and cheap to block C-2



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