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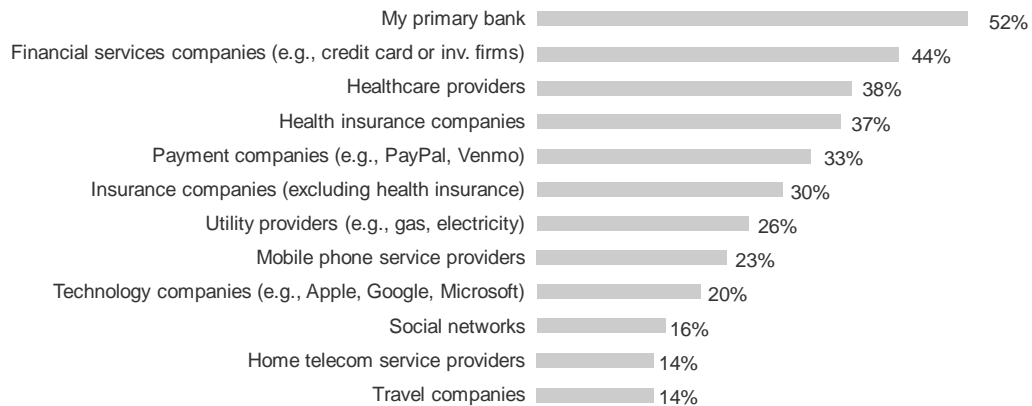
Cybersecurity & Privacy Competencies and Building Customer Trust

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Consumer trust is hard earned and varies dramatically by type of company



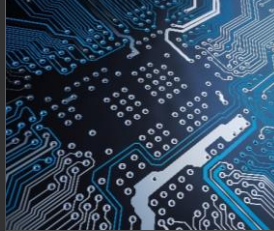

Which types of companies do you trust to keep your personal information secure?



Base: N=11,109 US Online Adults 18+ (Online Weekly or More)

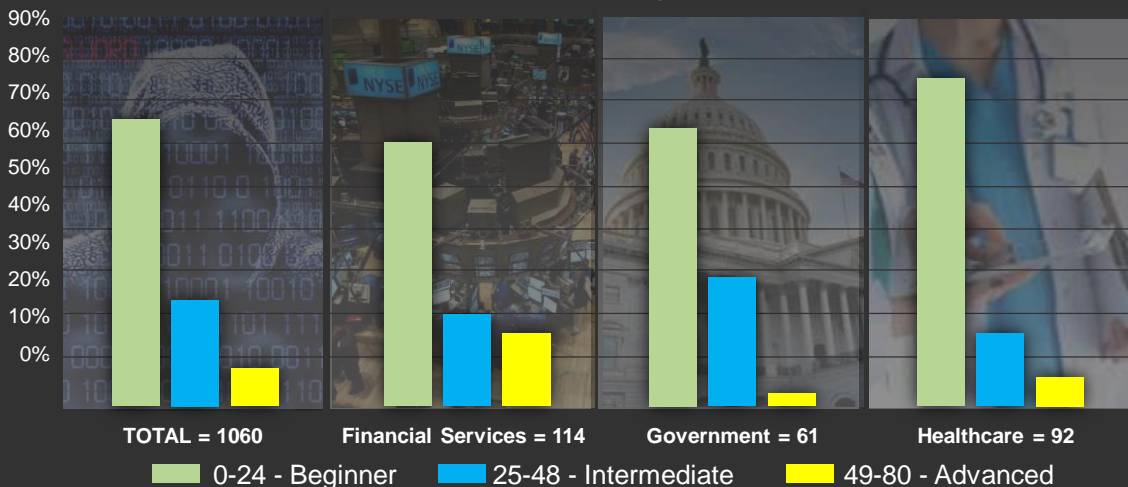
Source: Forrester's Consumer Technographics North American Financial Services Recontact Survey, Q2 2018

As Security Leaders, we can lead our company efforts to earn that trust by maturing these competencies

Oversight	Process	Technology	People & Culture
			
Strategy, adherence, risk management, governance	Product and internal security and privacy, third-party risk management, external responses	Data governance and security, cloud governance, technical innovation	Communication, organizational alignment, skills management

Our journey is just beginning ...

Cybersecurity & Privacy Maturity Segmentation by Industry



Base: Security Decision Makers in North American companies of 100+ employees
 Source: Forrester's Global Business Technographics Security Survey, 2018

Learn from the attributes of the “Advanced” group

 <p>Oversight</p>	<p>We set decision structures, roles, AND responsibilities across the organization to meet established security and privacy goals</p>	<p>96%</p>
 <p>Process</p>	<p>We support the business' efforts to bring products/services to market in a way that identifies and mitigates security and privacy risks</p>	<p>90%</p>
 <p>Technology</p>	<p>We monitor AND enforce controls to protect data and other assets in cloud environments</p>	<p>97%</p>
 <p>People & Culture</p>	<p>We guide employee behavior towards responsible security and privacy practices</p>	<p>96%</p>

Act with urgency

- › Focus on the four competencies to mature your cybersecurity & privacy competencies
- › Get started with a benchmark exercise to set your path
- › Lead your organization to greater levels of customer trust

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Thank you