



The National Cyber Security Alliance

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The National Cyber Security Alliance

The National Cyber Security Alliance (NCSA) is a unique partnership among the Federal government, leading private-sector companies, trade associations and educational organizations.

NCSA is a 501(c)3 corporation.

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NCSA Mission

To drive awareness and response to pressing cyber security issues. NCSA provides the tools and resources to empower home users, small businesses and schools, colleges and universities to stay safe online.

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NCSA Goal

To reach out to 50 million home users, small businesses and educational computer users to empower them to stay safe online through the NCSA website, special programs and special events.

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Started in 2002 and run by a very involved and devoted cadre of volunteer leaders from

- ◆ Cisco Systems, Inc.
 - ◆ RSA Security Inc.
 - ◆ Symantec, Inc.
 - ◆ America Online
 - ◆ BellSouth
 - ◆ McAfee, Inc.
 - ◆ Microsoft
- who make up the Board of Directors.

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NCSA Endorsers include
(in addition to the supporting companies
noted in the preceding slide)

- ◆ Trade Associations
- ◆ Non-profit organizations
- ◆ Government

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NCSA's Focus

- ◆ The DHS National Cyber Security Division officially points to the National Cyber Security Alliance as their main conduit for reaching these three audiences:
 - Home users
 - Small businesses
 - Academic institutions

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NCSA's Focus (continued)

- ◆ Provide the tools and resources to empower home users, small businesses and academic institutions to stay safe online.
- ◆ Through its unique public-private partnership, promote computer safety and ethical behavior online.
- ◆ Support this focus through the website, www.StaySafeOnline.info

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Plans for National Cyber Security Awareness Month

- ◆ Public Service Announcement – “Stop Think Click” (distributed to all TV Stations in the U.S.)
- ◆ Federal Support: Sense of Congress Resolution
- ◆ State Support: Governor Proclamations
- ◆ AOL/NCSA Study
- ◆ Small Business Cyber Security Workshops
- ◆ K-12 NCSA Assembly Program
- ◆ Phishing Radio Campaign
- ◆ Higher Education Cyber Security “Boot Camp”

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Is all this really necessary? YES!

A straw poll at the Digital Edge Expo revealed the following:

- 70 percent note that they are more concerned about cyber security this year than last
- more than 30 percent believe they are more likely to get struck by lightning, audited by the IRS, or win the lottery **and this percentage climbs to 40 percent among those under the age of 25**

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The odds of becoming a
victim of a computer
security breach are
7 in 10.

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National Cyber Security Alliance

Because securing your personal computer
plays a crucial role in protecting your
family's and loved ones' personal
information.. .

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- For more information on the NCSA contact
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