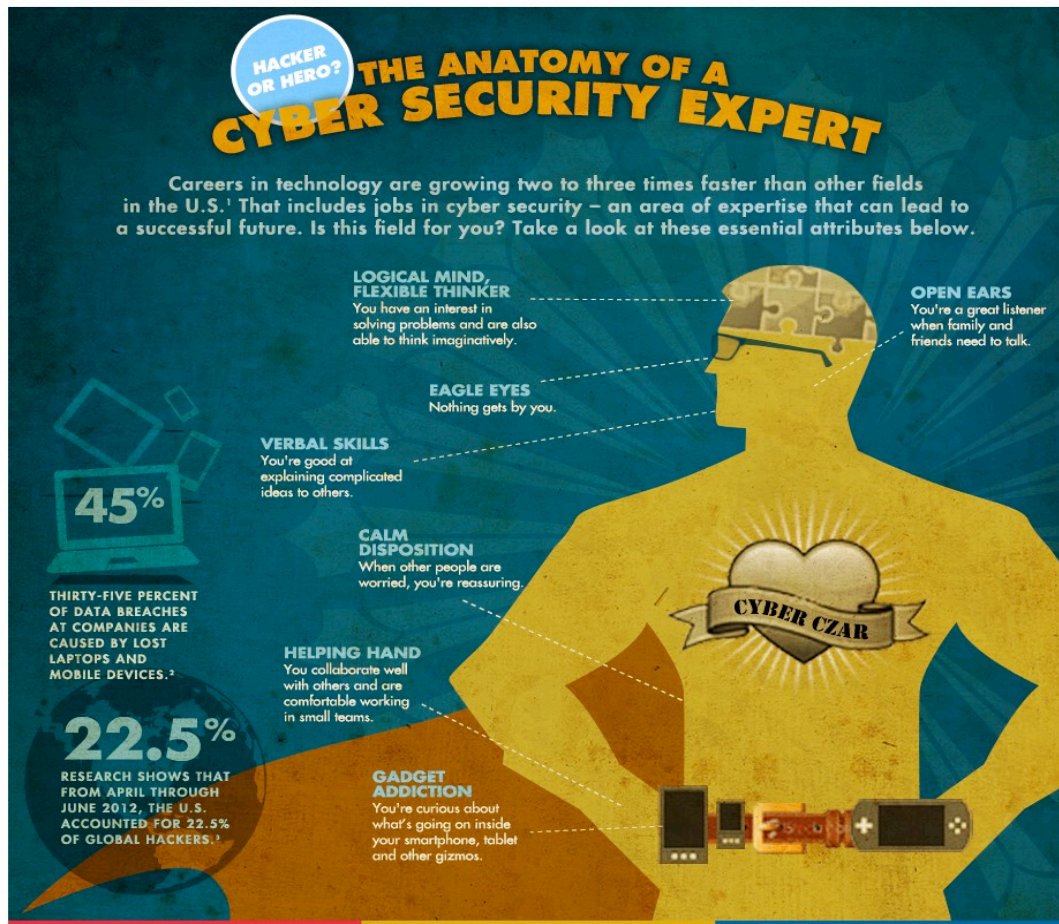


Concept: The client has requested something like the image below, with the character as the inside data thief. This will be a silhouette of a man "the insider threat". He's just a regular employee at first glance but we'll highlight the ways he could remove your data, the motivations and the implications.



Headline: How to Recognize an Insider Threat

.Insider threats come in a variety of forms from people you might not suspect. Here are some of the key indicators that a theft is brewing.

Inside the silhouette:
What Drives a Data Thief?

- Greed or financial need
- Revenge
- Problems at work or home

- Ideology: trying helping a cause
- Divided loyalty and allegiance
- Thrills
- Blackmail

Outside the silhouette

What Makes a Company a Sitting Duck?

Some organizations make stealing protected materials easy through:

- Broad access privileges
- Lax physical security onsite
- The perception that consequences are minimal
- Employees not informed adequately
- Lack of training

Outside the silhouette

Findings from the “Privileged User Abuse and Insider Threat” Survey (source: Security Newswire)

- 88% – we have difficulty identifying specific threats
- 69% - our security tools are inadequate
- 47% - malicious insiders will use social engineering to steal IDs.

What’s at risk?

- 59% - general business information
- 49% - customer information
- 57% - background checks are lacking
- 40% –have dedicated budget for enabling technologies to reduce insider threat.

Outside the silhouette at bottom:

How to mitigate insider threats:

EDUCATE
PROTECT
SCREEN
MONITOR
REPORT
EQUIP
AUDIT

Source: *FBI Counterintelligence – Insider Threat webpage

What is the cost of an insider threat incident to your organization compared to the price of establishing a threat mitigation program? Learn more at www.insiderthreat@tanager.com

Outside the silhouette:

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