



# OLD MUTUAL AWARENESS

## How is security culture and awareness being run at Old Mutual

- Central awareness and training team which distributes content
- Running like a marketing function
- Run as a brand (Cyber Heroes)

### The team







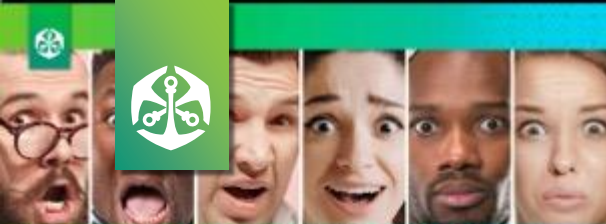
# WHAT WENT WELL

## Rethinking the way we approach awareness.

- Having a clear Cyber Heroes brand and look and feel
- Creating relatable content
- Story telling. Taking the user through a journey
- Understanding your end user and create content with their perspective in mind
- Engaging with our behavioural economics team







## THE EMOTIONS OF CYBER ATTACKS

### When Emotion Takes Over, We Click on the Link

You've found yourself clicking on a link in an email you weren't expecting and as you've done that you realise, wait, what is this email and who sent it? You get that sinking feeling that you've been caught.

You think to yourself: how did I get tricked?

The threat of phishing has been well documented and known for years, but this is still one of the most successful ways for hackers to gain access to our data. So, we are asking the question: why? Why does this tactic still work?

#### STRESS

You're behind schedule or desperately trying to get out of the office, you're going fast and not paying attention. The faster you go, the more likely you are to run into trouble. **Slow down and focus.** Spending through your email is not worth the consequences of the email breach you're about to cause by clicking on a malicious link.



#### FEAR

"Do this now or else..." Fear is a powerful emotion and is the most manipulated emotion. The threat of government, withholding money or losing your bank account are common. So are emails that prey on your fears of forgetting something, fear that you've done something wrong, fear that there's something urgent you're missing. Fear makes us click. **Be brave and vigilant or ask for help.**

help!



#### OVER CONFIDENCE

We can be overly optimistic regarding our abilities to recognise phishing emails. Remember that no matter how computer savvy you are, when someone hacks your decision-making process, then none of that higher brain function is at play. **Don't let your guard down!**



#### GREED

To score your millions, click here! Remember if it sounds too good to be true, there's probably a lie. Do not be manipulated by prices, wins or unbelievable price drops of items you have been eyeing. **Just your gut and double check competition websites.**



#### AUTHORITY

People tend to comply with requests from authority figures. Remember a phisher can use this tactic to ask employees to complete a task, test our credentials, and to click a link. This then brings to light the situation as to get in contact with the individual who sent the email in another way other than email. Calling a friend, but a phisher too is good as well. The pressure from wanting to please your boss might cost you more than you might think.



For all of these emotional situations, it's necessary for us to be mentally present. Understand that hackers are now experts in social engineering. They know what to say to trigger your emotional brain and often use a variety of tactics to trick.

## Thank You! FOR BEING A CYBERHERO IN 2021

Thank you for helping us keep Old Mutual safe in 2021. Here are some tips to keep yourself and your family safe over the festive season while you enjoy your well-deserved time off.

01

#### PHISHING

Be aware of emails that create urgency through fear or excitement and which ask you to click on a link or open an attachment. Check the email address and verify the sender through a phone call or report if you are unsure.

02

#### WI-FI

Criminals can intercept and steal your personal information when using free Wi-Fi connections. Avoid using public Wi-Fi whenever dealing with sensitive information and always use a VPN.

03

#### WEBSITE SECURITY

Type in the web address instead of clicking on links when shopping online or having to enter information. If a deal seems too good to be true, it probably is. **Only use websites with the padlock icon. Make sure the "s" is there.**

04

#### PASSWORDS

Use long, unique passwords for all your accounts. Use a passphrase like a line from a song, joke or sentence. For example: "Jack and Jill went up the hill to fetch a pail of water, Jack fell down!"

[jackandjill@pm.co.za](mailto:jackandjill@pm.co.za)

05

#### MULTI-FACTOR AUTHENTICATION

Multi-factor authentication, or MFA, requires you to enter a secondary code often sent via text message or an authenticator app before accessing an account. This adds an important additional layer of security so enable it wherever it's available.



SECURE YOUR  
HOME OFFICE



## PASSWORD TIPS

### MULTI-FACTOR AUTHENTICATION

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## SEASON 2 COMING SOON...

Fake life. Real consequences.



THE  
INSIDE  
MAN  
SEASON 2

OLDMUTUAL

DO GREAT THINGS EVERY DAY



## HOW TO CREATE STRONG PASSWORDS



## YOU'VE BEEN INVITED TO OUR INSIDE MAN WATCH PARTY



Haven't completed the compulsory information security training. The Inside Man, yet?

Then join us for our watch party where we will be airing all the episodes over two sessions. You will be marked as complete for watching the series. Then all you need to do is complete the Security Awareness Proficiency Assessment to have your training marked as done.

There are four slots to choose from! Look at the latest Now News (sent 01 December) to select your slot.

7TH DECEMBER	11AM-12PM (Ep. 1-6) 1PM-2PM (Ep. 7-12)
8TH DECEMBER	11AM-12PM (Ep. 1-6) 1PM-2PM (Ep. 7-12)







# WHAT WENT WELL

- Piggybacking on trending topics – e.g., Tinder Swindler, Stranger Things
- Using memes, fun content and creating Instagram style competitions

Getting an email saying  
you won the lotto.

VS.

Realising it was a phishing  
email that you clicked on.



Hacker: I have all your passwords.  
Me who forgot them:







# WHAT WENT WELL

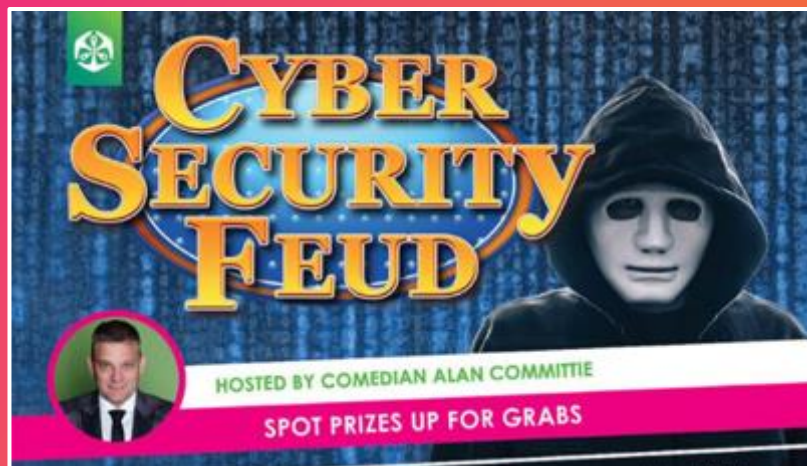
## CYBERSECURITY MONTH

- Cyber maze
- Celebrity Feud gameshow
- Talking cybersecurity with CISO and comedian
- Phishing reporting tournament

2019



2020



2021







# WHAT DIDN'T WORK

- CEO phishing simulation
- Unable to use automated phishing tool due to having to have emails approved
- Issues with internal brand team
- Improv group

STRANGER  
LINKS

