Cyber Security Awareness, Behaviour and Culture Analysis, Training and Risk Mitigation

CybSafe is a British cyber security technology company.

Our innovative, award-winning, AI-driven unified cyber security awareness platform goes beyond the traditional 'tick-box' approach to security awareness training.

The cloud-based SaaS CybSafe platform leverages advanced data analytics and cognitive technologies to transform cyber security awareness, behaviour and culture.

The platform blends GCHQ and IISP accredited content, advanced analytics, psychology and behavioural science to measure, understand and report on Awareness, Behaviour and Culture. It is designed to demonstrably reduce human-cyber and data protection risk.

www.cybsafe.com

What is the CybSafe

Unified
Cyber
Awareness
Platform?

Change **B**ehaviour

Inform

Visualise + **R**eport

Engage

Train + **E**ducate

Measure + **A**nalyse

Change Behaviour

- Psychology & Behaviour Change Theory
- Multi-vector Simulated Attacks

Inform

- Notifications & Alerts

Visualise + Report

- Supply Chain Awareness
- CMS/GRC Integration
- Automated Reports
- Sentiment & Culture

Engage

- User Insights
- Interactive

Train + Educate

- Intelligent e-learning
- Interactive Content
- Advanced tech: deeper learning/ machine learning
- GCHQ/IISP Accredited

Measure + Analyse

- Analytics
- Baseline
- Compare

CybSafe is about understanding, insight and risk mitigation. It is a software solution that will help you increase user engagement whilst optimising, tracking and reporting on changes in risk.

By joining the CybSafe community your organisation will be empowered so you can identify, address and reduce cyber risk whilst meeting your compliance and regulatory obligations.

CybSafe has been designed and developed by former UK Government cyber security specialists, psychologists and a team of dedicated professionals who are passionate about making the world a better place by helping people to be safe online.

Oz Alashe MBE - Oz is a former Lieutenant Colonel in the British Army and UK Special Forces. His background gives him a unique insight into the socio-technical realities of cyber security and the sensitivities around changing human behaviour.

Tom Cross - Tom is a British Psychological Society (BPS) Associate Fellow, performance psychologist and behaviour change expert with a successful track record of using his experience to help people achieve extraordinary results in business and elite sport. He has a keen interest in technology, its impact and the way in which we interact with it as humans.

Joe Giddens - Joe is a former specialist detective in the Metropolitan Police Cybercrime Unit, where he was responsible for the investigation, detection and prevention of complex online fraud and cybercrime. Joe enjoys taking complicated security concepts and making them simple.

Service Features & Benefits

We aim to replace traditional tick-box cyber security awareness training with a complete solution to address the human aspect of cyber security.

Service features:

- GCHQ & IISP accredited training material developed by former UK Government specialists
- Content and platform features grounded in psychology and behavioural science
- Machine learning technology customises content for users, putting security into context
- Advanced proprietary analytics measure user awareness, behaviour and culture
- All content is continually updated and improved throughout license period
- Ongoing and adaptive user testing ensures retention of learned knowledge
- Sharing and comm unication features encourage user interaction, adoption and engagement
- Supply chain assurance tool allows oversight of supply chain human cyber risk
- Fully customisable content to reflect organisational policy and procedure
- Integrated simulated attack tools include phishing, smishing and USB drops

Service Benefits:

- Human-centric design empowers users to contribute and engage with security
- Demonstrably reduces human-cyber risk including phishing click rates
- Demonstrably increases user engagement, communication and improves attitude
- Plug-and-play design requires no input from admins after initial setup
- Allows complete oversight of organisational cyber awareness, behaviour and culture
- Administrator dashboard allows comprehensive reporting for easy demonstration of compliance
- See genuine change in organisational security culture
- Learning content accessible remotely, at any time, reducing user downtime
- Completion will comprehensively support compliance with GDPR and NIS Directive

Learning Content

Core Modules

Our core modules have been designed to provide users with all the tools and information they need to ensure they are able to protect themselves, their organisations and their families from cybercrime.

All our core modules have been accredited under the GCHQ Certified Training (GCT) scheme and by the Institute of Information Security Professionals (IISP). Both schemes provide a benchmark for cyber security training by assuring the quality of both content and its delivery. CybSafe is independently verified through this process annually. Completion of our core modules will demonstrably support compliance with regulations such as the GDPR and the NIS Directive.

Additionally, all content and features go through extensive internal and external QA testing, which includes user testing conducted under the supervision of in-house psychologists, to ensure it's delivered in the most effective way possible.

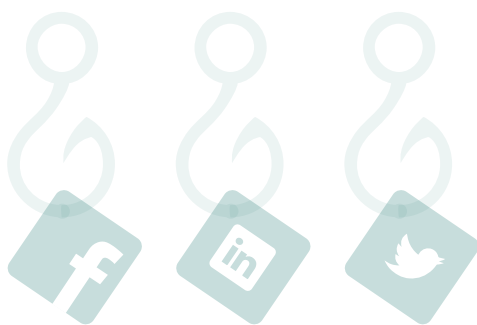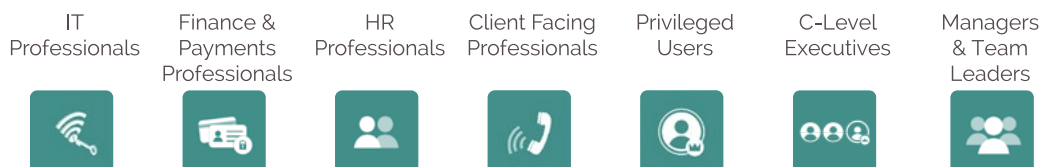| Core Modules	Description
What is CybSafe?	This module serves as a short introduction to the platform, our methodologies, and how users can get the most from their CybSafe experience.
Am I Really a Target?	This module shows users how to identify the different types of criminals who frequent and use the internet and asks the user to consider why they might be a valuable target for criminals.
Passphrases	Users are taught a method for creating strong passphrases. The method has been developed in conjunction with psychologists so that users are able to create passphrases which are easily remembered but difficult for criminals to defeat.
Preventing Identity Theft	Users are shown how simple it is to steal an identity. They are then provided the tools necessary to ensure neither they, their families or colleagues within their organisation become victims.
Public Wi-Fi	This module teaches users to recognise if a Wi-Fi hotspot is unsafe and shows them the benefits of using Wi-Fi securely.
Browsing Securely	Users are shown how to identify unsafe websites quickly, accurately and consistently, stop websites from tracking them, disable internet adverts and boost their download speeds.
Device Security	This module teaches users how to setup and use computers and other internet connected devices securely.
Malware & Breach Recovery	Users are shown how to spot the signs of a malware infection, including ransomware. They are taught how to prevent infections and how to help friends and family members should one of their devices become infected. It also informs what should be done if a breach is discovered.
Social Engineering	Users are taught how criminals conduct social engineering attacks by exploiting human traits, such as curiosity, courteousness, gullibility, greed and trust. They are taught how to detect and correctly respond to attacks to increase organisational security.
GDPR & Your Rights	This module introduces users to the sections of GDPR likely to have an affect on them. They are provided the information needed to ensure neither they or their organisation falls foul of the new regulations.

Role-Specific Modules

Role specific modules are provided on all CybSafe Pro and Custom licenses at no extra cost. These modules put cyber security into greater context for users by relating specific examples to their chosen profession.

IT Professionals	Finance & Payments Professionals	HR Professionals	Client Facing Professionals	Privileged Users	C-Level Executives	Managers & Team Leaders

Other Modules

We are continuously updating our platform with exciting and engaging new content. We currently offer the following additional modules and we expect to add to this list in the near future.

Core Modules	Description
Data Legislation	This module provides users an overview of relevant data legislation.
Handlers of Personal Data	This module provides handlers of persona data additional information, case studies and tools for the protection of personal data.

What's included in my license?

Unless otherwise stated, all CybSafe Pro and Custom include the following:

Initial Assessment
Assess baseline understanding of users and identify goals and milestones to improve cyber security awareness across your organisation.

User Engagement & Reinforcement
We provide support and materials for successful implementation and the promotion of a positive cyber security culture within your organisation.

Multi-vector Simulated Attacks
Beginning after modules are completed, simulated attacks are conducted including phishing, smishing and USB drops. Simulated attacks assure retained knowledge, promote continuous learning and assess vulnerability.

Advanced Analytics
Administrators can track progress, visualise vulnerability and understand cyber risk across their user base. CybSafe takes tens of thousands of data points per user to provide meaningful and actionable intelligence to help inform and support decision making in other areas of security strategy and infrastructure. Using advanced sentiment and culture analysis we can measure employee engagement in cyber security and provide insights to reduce human-cyber and data protection risk.

Customer Support
High-quality customer support is available throughout your subscription period to ensure you and your organisation are able to deploy, manage and engage your users with CybSafe as quickly as possible. Admins and Users are able to contact our team Monday to Friday 9am-5pm via email, phone and instant messenger.

Sharing & Collaboration
Engage users within your organisation to understand what they really think, barriers to adoption, best practice, and ways you can be more secure. Benefit from insights across the wider CybSafe community and access a wide range of resources to support other the human factor aspects of your security strategy.

Threat Updates & Notifications
Keep your people informed of relevant threats and cyber security issues with our 'NewsFeed' function. Any changes and updates to learning content will be flagged to users so that they remain engaged with the continuously evolving security landscape.

Supply Chain Assurance
Understand the people-factor cyber security risk of third parties within your supply chain and help encourage them to adopt better security behaviours to further secure your own organisation from cyber threats that can sometimes originate from trusted suppliers.

Cyber Awareness Risk Rating
CybSafe will assess and record organisational level cyber awareness risk and provide a rating which can be used to compare your organisation against industry averages.

**Customisation Options
(CybSafe Custom only)**
Customise the CybSafe platform to suit the specific needs of your organisation. From dual-branding, to customised phishing emails and custom module learning content - simply contact us to discuss what you need.

The Important Bits

On-boarding

We understand that every organisation is different, and that the process to achieve maximum user engagement will vary between organisations.

The following represents the typical process clients go through prior to deployment. However, we encourage you to liaise with our product specialists and customer success team leading up to your deployment to ensure it's right for you.

1. **Planning session** takes place with a product specialist to scope requirements and plan custom learning content (CybSafe Custom only).

2. **Technical scoping session** conducted. Custom integrations may also be added (CybSafe Custom only). Client admins are on-boarded and **one-to-one training** is provided.

3. Client admins assess **training content** and add contextual annotations and links to organisational policies.

4. (Optional) A **simulated attack campaign** - including phishing, smishing and USB drops - is conducted up to a month in advance of deployment to baseline user behaviour.

5. **Initial knowledge check** and **cultural assessments** are conducted to baseline user awareness and attitude.

To purchase and deploy the CybSafe platform within your organisation, we simply require a signature on a quotation & terms document, which outlines the services to be included in the subscription as well as the Software-as-a-Service agreement relating to access to the platform during the subscription term.

Once processed, an invoice will be issued to the finance or administration contact provided, which is payable within 30-days of issue.

Training

One-to-one training is provided to all admins as part of the on boarding process. This allows familiarisation with the platform, features and reporting and analytics. Guidance is also provided on how to roll out the campaign to obtain maximum user engagement.

Quality assurance and performance testing

CybSafe manages a release pipeline which consists of automated acceptance tests, a human quality assurance stage and routine undertaking of performance benchmarking.

Service Scope

CybSafe routinely releases updates during business hours operating a zero downtime deployment policy. Any significant maintenance requiring outage will take place outside of business hours after reasonable notice has been provided.

Languages

CybSafe is available in a number of languages instead of English. We add new languages regularly so please let us know which languages you require

For a full list of our terms and conditions please see our 'Terms and Conditions' document or visit **cybsafe.com**

Off-boarding

The minimum term agreement is 12 months and each term automatically renews each anniversary of the 'commencement date' of the service (i.e. not the signature date on quotation and terms). Customers are free to issue a notification of intent not to renew in writing at any point during their service, and there is no 'auto-renewal' window at which point this will not be possible. If terminated, access will be revoked and the account deactivated.

Technical Requirements

As a SaaS-based platform, CybSafe is accessible from any web-enabled device. Supported browsers include:

| Chrome 16.0+ | Firefox 2+ | Internet Explorer 8+ | Microsoft Edge 16+ | Apple Safari 9+ |

The following mobile operating systems are supported for our Beta mobile apps:
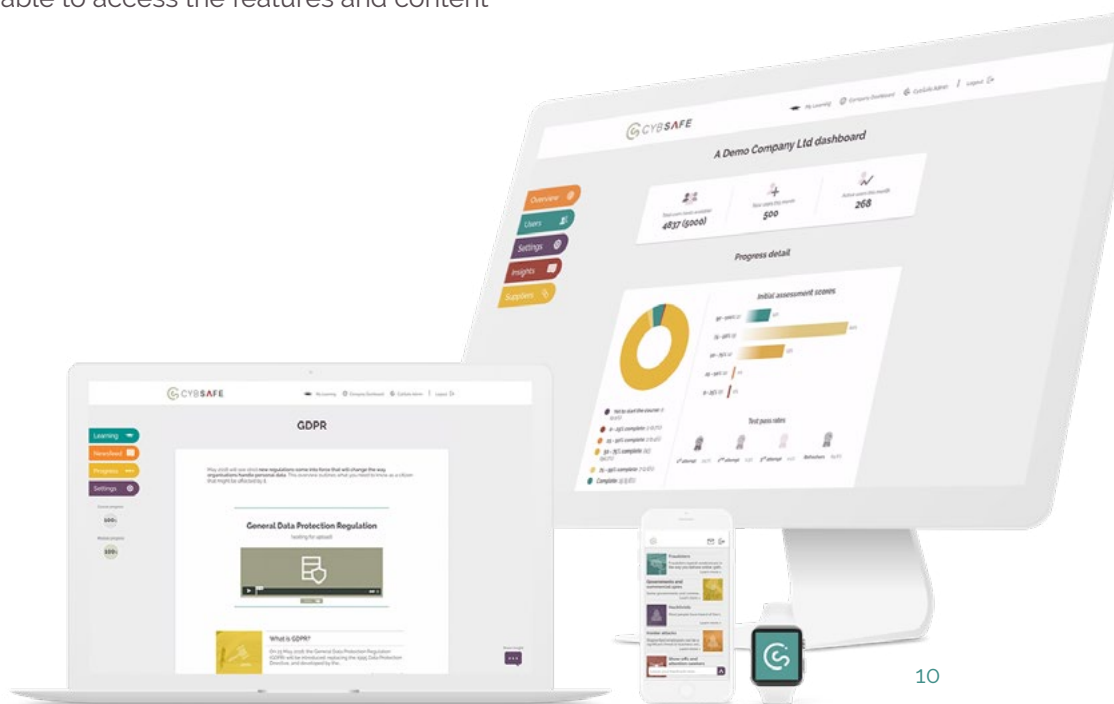
| Android 4.0.3+ | iPhone iOS 8.0+ |

CybSafe is designed to be versatile. If your organisation uses earlier versions of the listed browsers or mobile operating systems, the platform is highly likely to still run - we are happy to work with customers to ensure that all users are able to access the features and content where possible.

The CybSafe Community

The CybSafe community grows and gets stronger every week. Here are just some of the organisations we are working with...

Testimonials

...and don't just take our word for it, here's what some of our customers say!

"Not only does CybSafe educate our employees quickly and effectively, but it has also started cyber security discussions within our offices. This creates a great level of internal buy in and facilitates colleagues to think about and suggest how we could work in a more secure way.

James Fleming, VP Group IT, Element

"CybSafe is so easy to use and allows us to invest directly in the personal development of our employees. It's great to be able to provide staff with GCHQ accredited learning, help protect company data and defend against phishing attacks across our global operations.

Vivek Awasthi , CIO, Currencies Direct

"Cyber security is such a hot topic right now but there is so much important stuff to be done - sometimes it can be difficult to know exactly where to start. That said, it's clear that the human aspect of cyber security is critical and CybSafe ensures that we reduce our risk in this area so that we are less likely to have a breach. They've taken a truly refreshing approach - one our team found very easy to engage with. We couldn't recommend CybSafe highly enough.

Jim Shaw, Partner, Shaw&Co LLP

CybSafe Contact Details

**To learn more about what we do
or to book a free demo, just get in touch!**

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