

PRODUCTSHEET | AWARENESS

AWARENESS CAMPAIGN



Awareness is arguably the most important element of a successful privacy and security management strategy. Research shows human error causes 80% of all security incidents and data breaches. Working on awareness is a process, not a one-time project. By setting up an organization-wide awareness campaign for both privacy and security you manage the risk of human error.

FROM SUBCONSCIOUS INCOMPETENCE TO SUBCONSCIOUS COMPETENCE

Together we build a sustainable program in which both current and future employees become aware of risks, and how to act upon these risks. Awareness activities become an integrated aspect of the organization and the internal communications schedule. We implement two phases in the communications:

- **Initial:** When we start the awareness campaign all current employees will be educated. We aim to help employees act consciously competent instead of subconsciously incompetent. We adapt the tone of voice to the organizational culture, allowing employees to better take up information, recognize risks, and learn desired behavior.
- **Maintenance:** When current employees are familiarized with the do's and don'ts of security and privacy, it is important to bring new employees up to speed as fast as possible. We do this in a follow-up cycle.

THE AWARENESS CAMPAIGN CAN INCLUDE EITHER OF THE FOLLOWING:

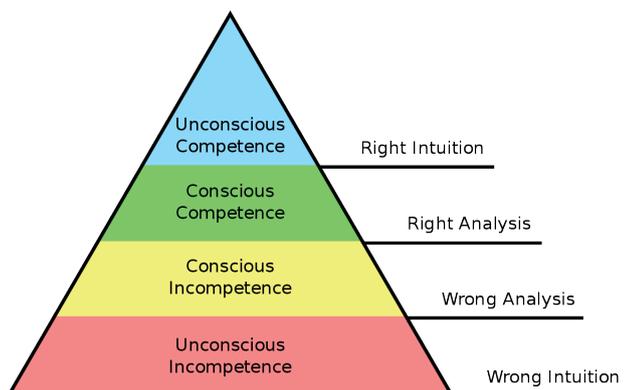
- Kick-off session: Educational session for Management and launch awareness campaign;
- Toolkits (per department): includes a checklist, stickers, and additional explanation on toolkit elements;
- Logo for the privacy and/or security awareness campaign(s);
- Messages including organization-specific themes for intranet or (internal) newsletter distribution;
- Posters including organization-specific theme;
- Screensavers including organization-specific themes;
- News item for your website;
- Stakeholder message (general);
- Supplier message (general).

WHAT DOES THIS MEAN FOR YOU?

Our integrated approach does not only inform your personnel and internal organization. By providing templates for external communication we help you inform stakeholders of your efforts and help you build trust.

BENEFITS

- Working on organization-wide awareness;
- Long-term awareness campaign to sustain support;
- From Subconscious Incompetence to Subconscious Competence;
- Secure trust in your organization.



Hierarchy of Competence