



Every
attitude
matters

Every attitude
matters:
good safety behaviors
generate rewards



About me



Brazilian

Graduate in Public Relations

Has been working with
information security for 9 years

Senior Information Security

Analyst at Globo

Mountaineer

tvglobo globoplay globo.com G1 gshow

ge .globo MULTI SHOW CNEWS SPORTV VIVA gnt

Glo% Gloo binh futura PREMIERE COMBATE

off CartolaFC BIS MAIS NA TELA TELE CINE CANAL BRASIL

MEGAPIX STUDIO UNIVERSAL TV SYFY som livre



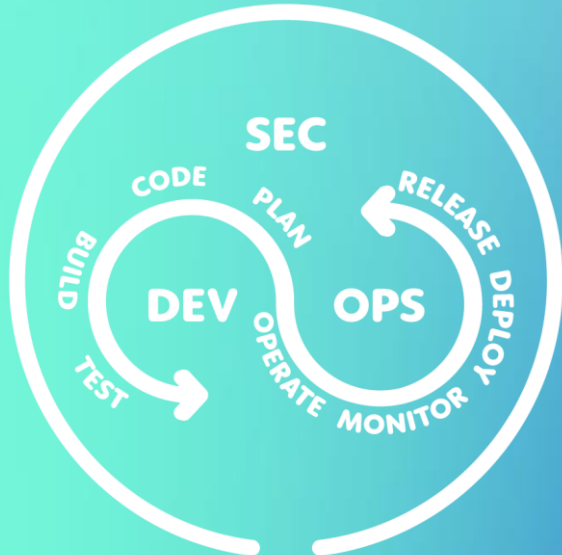
The *(Dream!)* Team



Strategy
& Risk



Cybersecurity



Application
Security

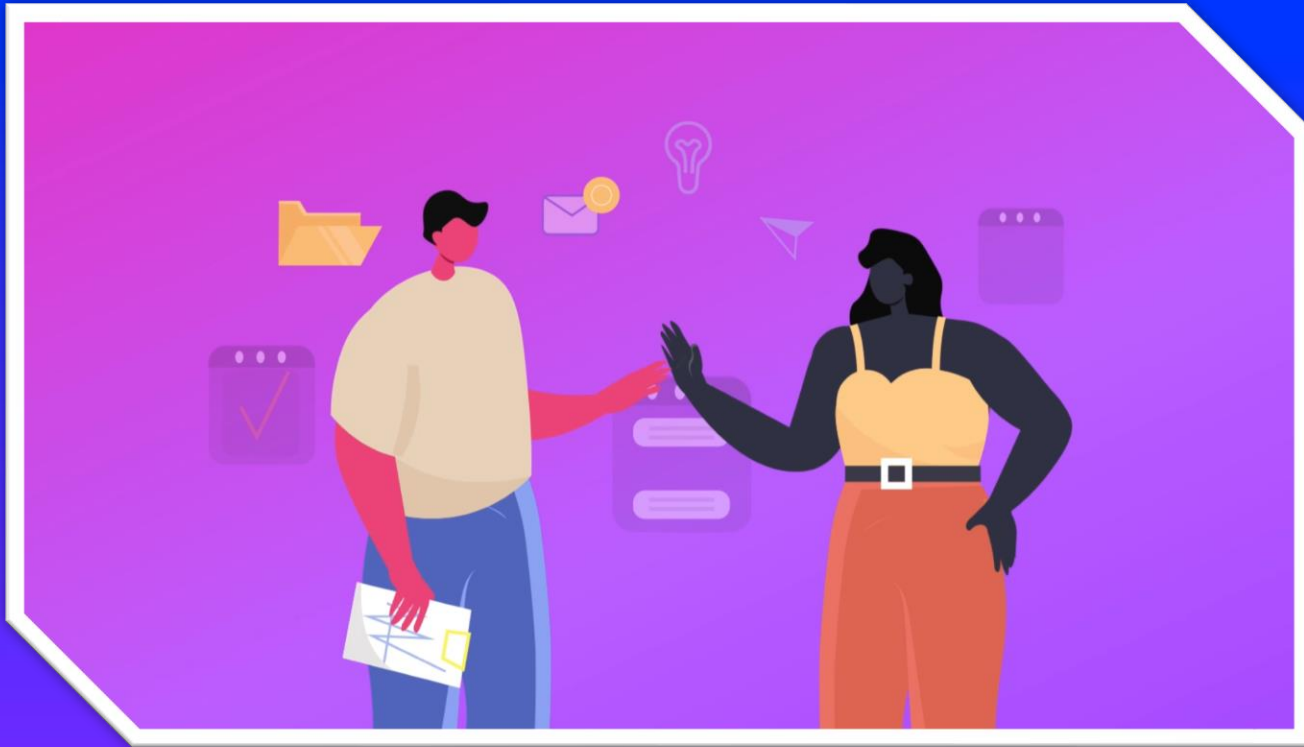


Content
Security



SOC

Campaign



**Toda
atitude
conta** — Segurança
da informação

Campaign Premises



Positive
language



Brazilian
culture



Influencers



Frequency

Timeline 2020



TRAINING



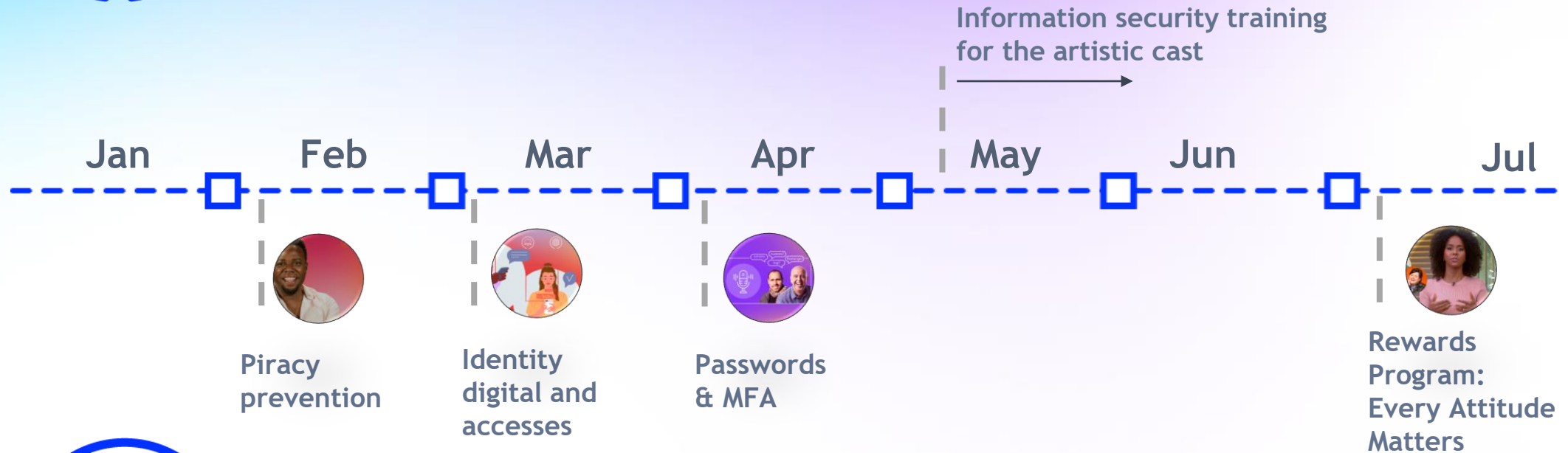
AWARENESS

Top down initiatives

Timeline 2021



TRAINING



AWARENESS

Supporting element of campaign

Rewards Program Objectives



Improve the culture of information security.



Reward safe attitudes.



Engage the public in initiatives.

Benefits



Gamification



Infosec lifecycle



Low cost program

Levels of Experience



Beginner



Intermediate



Advanced



Specialist



Champion

Earning Points



Engage



Report



Communicate

Losing Points



Password "broken"
in tests performed
by the Information
Security Team

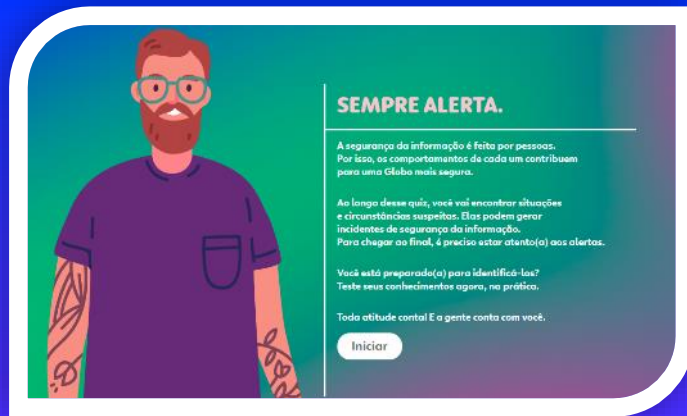


Being involved in an
information security
incident



Clicking and/or
providing
credentials in
simulated or
real phishing

Education Material



Rewards Program

Toda
atitude
conta

Programa de
recompensas

Home Pontuação Brindes Carrinho

Olá, Leticia Freitas

você tem 7200 pontos



NÍVEL 5

NÍVEL INICIANTE

800 pontos para o próximo nível

Suas medalhas



Extrato

07/07 2021	Comunicação de incidente - Severidade Baixa (4)	— 50 pontos
07/07 2021	Comunicação de incidente - Severidade Alta (2)	— 150 pontos
07/07 2021	Comunicação de incidente - Severidade Alta (2)	— 150 pontos
07/07 2021	Comunicação de incidente - Severidade Crítica (1)	— 200 pontos
07/07 2021	Comunicação de incidente - Severidade Crítica (1)	— 200 pontos

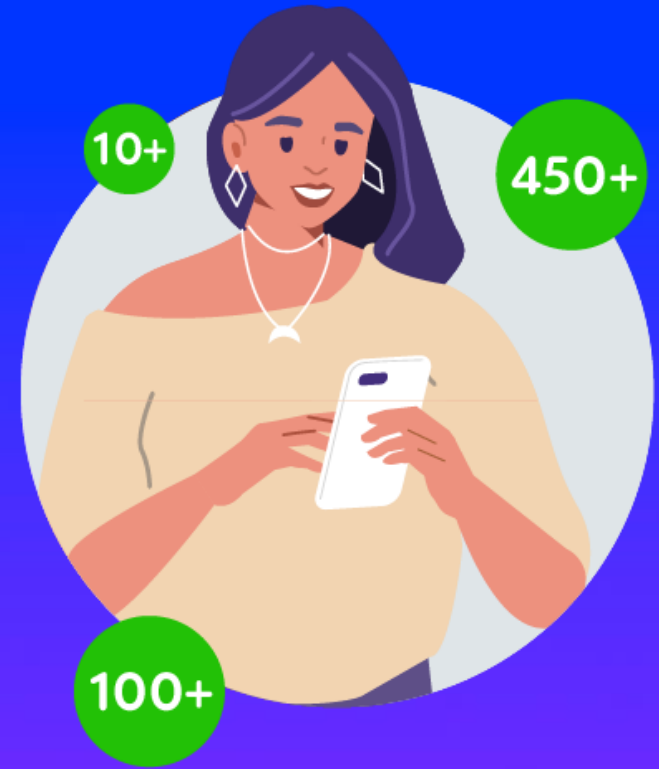




Call to Action

*Yes, it is **your** turn now!*

- ✓ Identify “rewardable” behaviors
- ✓ Teach employees the desired behaviors, before you start rewarding or punishing
- ✓ Make it simple
- ✓ Don’t underestimate the power of non monetary recognition



Thank you! ;)

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