THE PERFECT STORM OF RISK:
WHEN MOBILE AND CLOUD COMPUTING COLLIDE

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*Sponsored by Kroll*
TODAY’S SPEAKERS AND TOP TAKEAWAYS

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TODAY’S TAKEAWAYS

• Understand where you might be missing risks
• Avoid risks but take advantage of mobile and cloud computing’s benefits
• Factor trust relationships into your mobile and cloud strategies
• Develop a holistic approach and strategy in handling these risks
• Effectively implement and maintain your plans
• Understand control and flow of data to address privacy policy impact
• Create an adaptive, compliant online privacy framework
• Recognize the legal issues
THE EFFECTS OF EACH ELEMENT: HOW MOBILE AND CLOUD IMPACT THE STORM

• Mobile
  - Access - mobile device create special challenges for physical security and data accessibility and protection
  - Increasing malicious code
  - Communication interception

• Cloud
  - Vast amounts of data are an attractive target
  - Shared access
  - Advent of multitenancy in cloud computing
  - Hacked interfaces and APIs
WHY DO WE CALL IT “THE PERFECT STORM OF RISK?”

- Direct impact to 4 key risk areas such as:
  - Data protection
  - Access
  - Authentication
  - Auditability

- Organizations often try to address the areas separately, while using different people, and end up creating more risk
EXAMPLE OF THE PERFECT STORM

• Pokemon Go could not have existed without mobile and cloud technologies
• Employees loading up apps disregarding permissions
• Potential malware gaining access to data
• Know who you’re tracking
• Disclosure + Consent
• Privacy Policies
RECOMMENDATIONS

• How to take advantage of the benefits of mobile and cloud technology but mitigate the risks
  - Technical view
  - Compliance view
  - Legal view
RECOMMENDATIONS: TECHNICAL VIEW

• Develop a holistic approach
• Factor trust relationships into your mobile and cloud strategies
• Thoroughly and honestly detail what your organization needs to effectively implement and maintain your plans
• Build appreciation throughout the organization for the speed at which technology comes: constantly prepare for new attack surfaces
• Prepare for what you don't know by having crisis management protocols and process in place before the storm comes
• Create parameters on who will address what
• Have the communications process ready
RECOMMENDATIONS: COMPLIANCE VIEW

- Design frameworks for the control and flow of data to address privacy policy impact
- Understand internal governance: what are the requirements?
- Create an adaptive online privacy framework to meet regulatory and customer expectations
- Detail how you collect data - cookies, tags... and how data is used
- Stay updated on the regulatory environment
  - Be careful about what is being handled
  - Governance over that data
- Cross-Device Tracking
- Secondary Use Awareness
RECOMMENDATIONS: OPERATIONAL PRIVACY
A FORWARD PROGRESS

• A systematic approach will help you standardize information collection across mobile and cloud environments
• Keeps third party sharing practices at bay
• Ability to provide rapid response to vulnerabilities
• Guarding against secondary misuse
RECOMMENDATIONS: LEGAL VIEW

- Risk assessment of your mobile and cloud solutions/alternatives?
  - What data do you store and own?
  - What information are you giving out, to whom and under what agreements?
  - Who has access to what?

- Evaluate 3rd parties
  - Do you know who is doing what for you and under what terms?
  - Indemnification/Insurance
  - Do your SLA’s match your environment and requirements?

- Consequences
  - Regulatory/Privacy/FTC, etc.
  - SEC/Shareholders
  - Class Actions

- Maintain an ability to audit...and conduct the audits
QUESTIONS?
HOW DID THINGS GO?
(WE REALLY WANT TO KNOW!)

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