



**START
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SECURITY

SEATTLE



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Welcome

Hank Levy

Chairman, Computer Science and Engineering
University of Washington



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Introductory Remarks

Charles Harwood

Regional Director, Federal Trade Commission



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Opening Remarks

Julie Brill

Commissioner, Federal Trade Commission



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Panel 1

Building a Security Culture



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Featuring

- **Peter Oehlert**, Director of Product Security, Facebook
- **Adam Shostack**, CEO & Founder, Stealth Startup
- **Matt Thomlinson**, Vice President of Cloud and Enterprise Security, Microsoft
- **Tarah Wheeler Van Vlack**, CEO & Co-founder, Fizzmint

- Moderator: **Miry Kim**, Division of Privacy and Identity Protection, FTC

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Building a Security Culture

- › **Security as Core Value**
 - Founders, executives, and employees
- › **Building Security Expertise**
 - Engineers with interest can become security champions
- › **Threat Modeling**
 - “Just do it”
- › **Training**
 - Free resources and tools
- › **Using Secure Frameworks**
 - Don’t reinvent the wheel



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Panel 2

Integrating Security into the Development Pipeline



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Featuring

- **Julian Dunn**, Product Manager, Chef
- **John Heasman**, Senior Director of Software Security, DocuSign
- **Patrick Lamphere**, Director of Security and Compliance, Socrata
- Moderator: **Jim Trilling**, Division of Privacy and Identity Protection, FTC

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Integrating Security into the Development Pipeline

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Integrating Security into the Development Pipeline

- › Integrate security into development to achieve efficiencies and cost savings
- › Employ different security-related tools at different phases of development
- › Use tools you use already for other purposes
- › Automate testing and feedback where possible
- › Speak to developers in their language

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Avoiding Catastrophe

An Introduction to OWASP Proactive Controls



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Panel 3

The Business Case for Security



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Featuring

- **Aravind Swaminathan**, Partner, Orrick, Herrington & Sutcliffe LLP
- **Saira Nayak**, Chief Privacy Officer, TUNE
- **Mike Simon**, Chief Information Security Officer, Creation Logic, LLC
- Moderator: **Aaron Alva**, Office of Technology Research and Investigation, FTC

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The Business Case for Security

- Business customers, investors, and potential acquirers may ask you to implement security measures, or undergo a security review
- Develop diligence processes for security upfront to help when seeking future business customers
- Address incident response and ways to communicate with those impacted by security incidents
- Conduct internal testing to understand the scope of possible security requirements



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Panel 4

Securing the Internet of Things



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Featuring

- **Shwetak Patel**, WRF Endowed Professor of Computer Science and Engineering and Electrical Engineering, University of Washington
- **Lorie Wigle**, General Manager, Internet of Things Security, Intel
- **Tadayoshi Kohno**, Short-Dooley Professor of Computer Science and Engineering, University of Washington
- **Arjmand Samuel**, Principal Program Manager, Windows Azure Internet of Things Team, Microsoft
- **Moderator: Jarad Brown**, Division of Privacy and Identity Protection, FTC

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Securing the Internet of Things

➤ **IoT Device consists of**

- Device connected to the Cloud
- Analytics in the Cloud
- Control or Feedback to Device
- User Interface

Securing the Internet of Things

➤ **Device Connected to the Cloud**

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Securing the Internet of Things

➤ **Device Connected to the Cloud**

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Securing the Internet of Things

- › Device Connected to the Cloud
- › **Analytics in the Cloud**

Securing the Internet of Things

- Device Connected to the Cloud
- Analytics in the Cloud
- **Control or Feedback to Device**
 - Updating and Patching

Securing the Internet of Things

- Device Connected to the Cloud
- Analytics in the Cloud
- Control or Feedback to Device
 - Updating and Patching
- **User Interface**

Securing the Internet of Things

➤ Careful Connections: Building Security in the Internet of Things

- <https://www.ftc.gov/tips-advice/business-center/guidance/careful-connections-building-security-internet-things>

➤ OWASP Internet of Things Project

- [www.owasp.org/index.php/OWASP Internet of Things Project](http://www.owasp.org/index.php/OWASP_Internet_of_Things_Project)



Closing Remarks

Dean Kellye Testy

University of Washington School of Law



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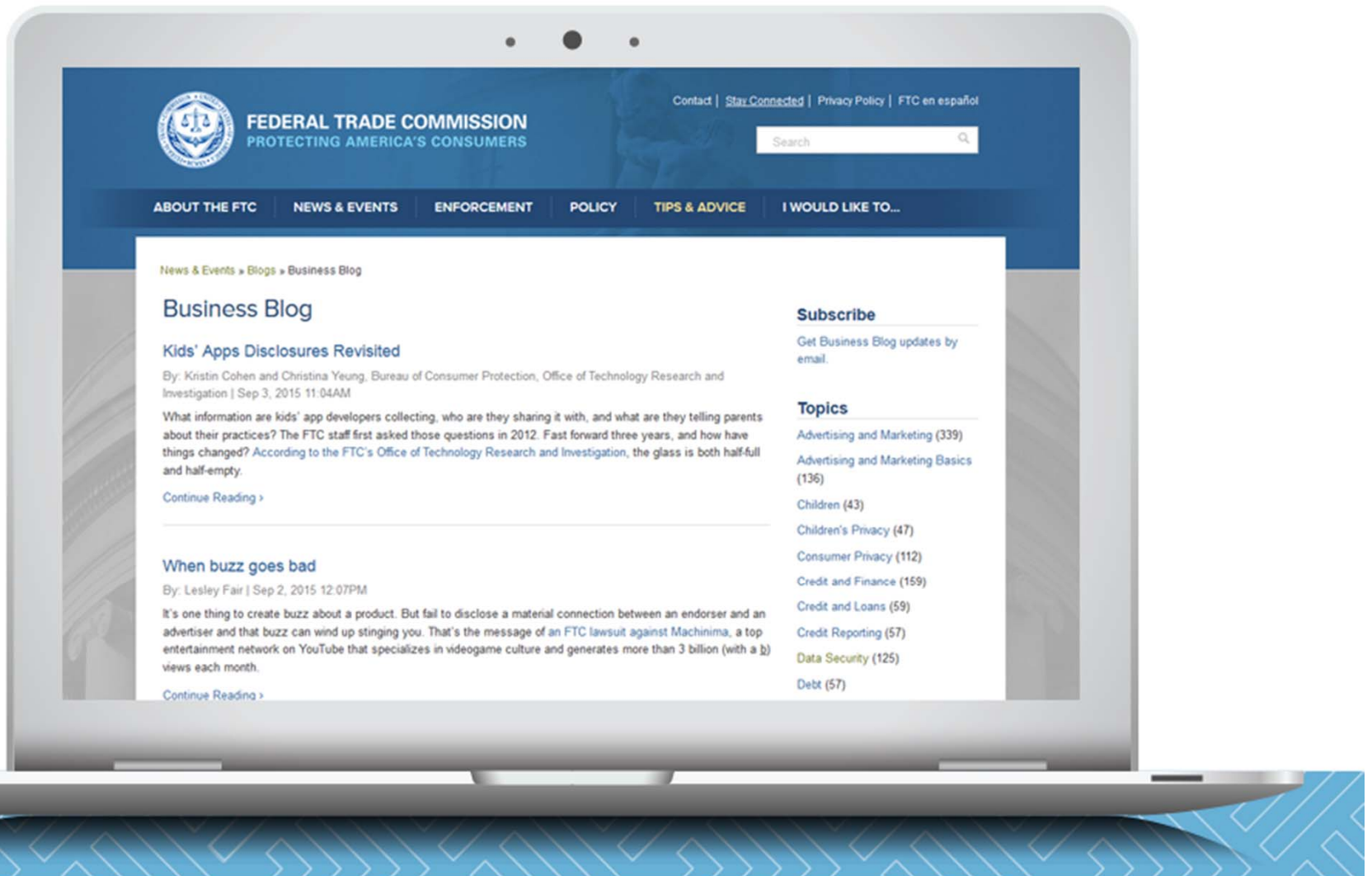
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- › Slides & Videos from Start with Security events
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 - ftc.gov/startwithsecurityaustin
 - www.ftc.gov/news-events/events-calendar/2015/09/start-security-san-francisco

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