The University of Michigan
Information Technology
Security Awareness Program

MAIS Unit Liaisons Meeting
February 22, 2006
Agenda

- Consequences of breaches
- Overview of the security program
- New awareness campaign
Incident Realities

- 53.3 million records of non-public personal data exposed in USA since Feb 15, 2005
  - 46% of organizations reporting sensitive data breaches are Higher Ed
- U-M has had 11 serious breaches of non-public data in the past year
- Regardless of the effort, we will never be 100% secure.
- Need to balance risk against effort
The Perfect Storm--It’s Here!

- The stars are aligned—U-M needs to
  - Leverage information for business purposes (Enterprise systems)
  - Provide an open architecture to support research and instruction
  - Protect sensitive information; educate community on what is public, private and sensitive
  - Follow government regulations related to protecting sensitive information (HIPPA, FERPA, GLBA, COX, etc.)
  - Accept that the number of exploitable vulnerabilities is growing; effort needed to monitor, upgrade, patch is also growing
  - Understand that stealing personal information is profitable! Hacking for profit is big international business
  - Accept that computers are used to manage information; we are dependent on technology for our business
Three Parts To IT Security

Campaign will include information about

• Prevention
  ▪ Education, technology solutions, policies, training

• Detection
  ▪ Find security breaches and vulnerabilities before major incidents can occur

• Reaction
  ▪ Incident response & management minimize threats and harm
IT Security Awareness & Education

- Providing a variety of programs
  - Meetings & Presentations (like this one)
  - Programs for IT professionals (SUMIT)
  - Materials and information for incoming students, faculty and staff (Orientation)
  - Materials and information for research staff (Enriching Scholarship)
  - Special programs for students (Festifall, Winterfest, Cyber-security awareness programs (~4K students in fall 2005 participated, etc.)
  - Security threats (Marketscore, phishing, worms & viruses)
Awareness Program

- U-M needs to
  - Get people’s attention
  - Raise the awareness of the risks
  - Help people to modify their behavior
- Personally Identifiable Information (PII)
  - Keeping it safe is everyone’s responsibility
  - How are we collecting, storing & destroying data?
  - What policies and practices do we have in place in our unit?
  - What is our personal behavior?
PII Awareness Campaign

• Need to protect sensitive information that can be linked to a person
  ▪ Name with social security number; Name with bank account number; Name with grade

• Inappropriate release of information can harm an individual or the University

• Growing external privacy regulatory requirements to protect business related records
  ▪ e.g., FERPA, GLBA, HIPAA, CISP/PCI
Sensitive When Combined with Name

- Social Security Number / National ID Number
- Credit Card Numbers
- Account Numbers
- Account Balances
- Tax Return Information
- Date/Location of Birth
- Country of Citizenship
- Citizenship Status
- Visa permit Data
- Driver’s License
- Gender
- Ethnicity
- Disability Information
- Marital Status
- Criminal Record
- Home Address
- Grievance Information
- Discipline Information
- Leave of Absence Reason
- Personally Identifiable Benefit Information
- Health Information
PII Awareness Campaign

• Key Messages will
  ▪ Help members of the community to understand their personal responsibilities
  ▪ Focus on practical changes in personal behavior
  ▪ Encourage community to consider need to capture and store unnecessary sensitive information
  ▪ Share policies and guidelines so community understands expectations
PII Awareness Campaign

- Comprehensive and sustainable program will provide information in a variety of ways
  - On-going program
    - Presentations to appropriate groups
    - Incorporate information into existing programs (ie: Orientations)
    - Series of articles published on all campuses
    - E-Mails to select groups
    - Print and web materials created and distributed
      - Posters, flyers and brochures
      - http://safecomputing.umich.edu
    - Customizable package of messages and materials to distribute to units
Questions or comments?

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