



# Protecting Information



***The next-generation security and privacy awareness newsletter based on proven education principles***

## **Educate Employees on the latest threats**

Imagine providing consistent, quality security and privacy awareness that appeals to your entire organization for less than the cost of a typical laptop. *Protecting Information* is a new quarterly security and privacy awareness newsletter that you can easily customize and distribute to your entire organization.

## **More value to a wider audience**

*Protecting Information* goes well beyond traditional newsletters, providing audio files and interactive exercises to engage your personnel and help them truly understand security and privacy concepts. *Protecting Information* is designed to integrate with your existing awareness programs and comes with time-saving advice from security and privacy expert Rebecca Herold.

## **Benefits of Protecting Information**

- Effectively educate all employees on information security and privacy principles using real-world examples relevant to personnel and their families.
- Ensure that your message reaches the most people by using a variety of learning styles and formats.
- Enhance existing education and awareness programs by easily integrating your own branding and messages.
- Establish metrics to verify the effectiveness of your awareness efforts.
- Provide a cost-effective method for ensuring compliance with state, federal and international privacy, data protection and security laws, regulations and standards.
- Easily distribute the privacy and security messages using a flexible electronic format in Word, PDF and HTML.



## Product Details

*Protecting Information* is published four times a year and includes:

- **Featured Article** - A featured article from Rebecca Herold that addresses both security and privacy topics that not only impact your organization, but also impact your employees outside the workplace.
- **Youth View** - A special article written by a real teenager discussing security and privacy issues from their point of view, demonstrating to employees how the featured topic applies outside the workplace.
- **Terms You Should Know** - A set of information security and privacy terms related to the featured topic.
- **Real-world Cases** - Examples of data security or privacy breaches in real companies and what your organization can learn from them.
- **Educational Review** - Related educational activities that will engage the reader, reinforce the featured topic, and provide valuable metrics for use in information security and privacy program evaluation.
- **Podcast** - An MP3 audio file of the featured article that addresses audio learning styles and enables your employees to listen whenever they can on their iPod or other MP3 player.
- **Company View** - A placeholder article with a customized message from company executives discussing the featured topic, encouraging employees to engage company personnel in the security and privacy dialog.



## Professional Advice with Measurable Results

Each issue of *Protecting Information* comes with practical, time-saving advice for security and privacy practitioners written by security, privacy and education expert Rebecca Herold CIPP, CISSP, CISM, CISA, FLMI.

The ***Awareness Advisor*** acts as your personal information security and data privacy consultant, providing tips and techniques for enhancing not only your awareness program, but your entire information security program. Each *Awareness Advisor* includes:

- Additional awareness activities that will enhance the educational impact of each issue and allow you to create metrics that measure the real effectiveness of your awareness program.
- Tips and guidance on how to make effective use of each newsletter, including advice on how to integrate the *Review* activities into your existing programs.
- Customization tips to reinforce your own internal policies and procedures.
- Techniques for creating metrics that will demonstrate due-diligence and help compliance with security and privacy educational requirements.

## Find out more

For more information or to receive a sample of *Protecting Information* call or visit our web site at [www.informationshield.com](http://www.informationshield.com).



Protecting Information is published quarterly by Information Shield and edited by leading privacy and security consultant Rebecca Herold, CISSP, CIPP, CISM, CISA, FLMI. [www.informationshield.com](http://www.informationshield.com)