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
The (Dream!) Team

- Strategy & Risk
- Cybersecurity
- Application Security
- Content Security
- SOC
Campaign Premises

- Positive language
- Brazilian culture
- Influencers
- Frequency
Timeline 2021

Jan  
- Piracy prevention

Feb  
- Identity digital and accesses

Mar  
- Passwords & MFA

Apr

May

Jun

Jul
- Information security training for the artistic cast

Rewards Program: Every Attitude Matters

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

Olá, Leticia Freitas
você tem 7200 pontos

NÍVEL INICIANTE
800 pontos para o próximo nível

Suas medalhas

Extrato

07/07
Comunicação de Incidente - Severidade Baixa (4)
50 pontos

07/07
Comunicação de Incidente - Severidade Alta (Q)
150 pontos

07/07
Comunicação de Incidente - Severidade Alta (Q)
150 pontos

07/07
Comunicação de Incidente - Severidade Crítica (1)
200 pontos

07/07
Comunicação de Incidente - Severidade Crítica (1)
200 pontos

Saiba mais sobre o nosso programa de recompensas
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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