



National Cyber Security Alliance Aligns with RSA® Conference to Educate and Empower All Digital Citizens to Stay Safer Online and to Manage Their Personal Data

WASHINGTON, D.C., February 2, 2017 – The National Cyber Security Alliance (NCSA), the nation’s leading nonprofit promoting cybersecurity and privacy awareness and education, is once again proud to join RSA® Conference 2017 as an association sponsor. RSA Conference is the world’s largest global security symposium, providing an unmatched platform for the industry to connect with colleagues about the latest technology and trends that influence and protect our interconnected world. Similar to the last two years, RSA Conference 2017’s philanthropic initiative will focus on parental engagement to help keep kids safe online and to teach them responsible internet use.

This year, NCSA has a variety of not-to-be missed initiatives planned. From February 13 to 16, the team will be on site at the RSAC CyberSafety Village in Moscone West to talk to conference guests about children and the critical importance of online safety. In addition, it will co-host A Heartbreakers Bash – the Nonprofits on the Loose annual cocktail party – on Valentine’s Day and also participate in timely panel discussion addressing how to best manage cyber-risk at the senior executive level. NCSA’s Twitter chat will share tips and techniques for talking to kids about online safety, security and privacy.

“We always look forward to RSA Conference with great anticipation. In this increasingly interconnected world, our digital and offline lives – especially those of our kids’ -- have become indistinguishable. Now more than ever, we need to commit and take action to stay safer and more secure online and better protect our personal data,” said Michael Kaiser, NCSA’s executive director. “The conference offers a unique backdrop for NCSA to continue to communicate our STOP. THINK. CONNECT.™ messages as well as to learn about and share perspective on the latest trends in cybersecurity. One of the most gratifying initiatives is our time spent at the CyberSafety Village where we enlist volunteers and empower them to return to their communities with the goal of inspiring anyone who uses technology to do so safely, securely, ethically and productively.”

“At a time where online safety is of paramount importance to all age groups, we are pleased to see our partnership with the National Cyber Security Alliance continue to grow at RSA Conference,” said Linda Gray Martin, Director & General Manager, RSA Conference. “Our joint commitment brings together some of the brightest industry minds to help solve issues facing families and enterprises alike.”

Please join NCSA and our trusted STOP. THINK. CONNECT.™ partners at the following events:

February 13 – February 16: Meet with NCSA at RSAC CyberSafety Village

Please join NCSA at our booth in the CyberSafety Village (Moscone West, Level 2) and talk with our team about how you can help your community by raising awareness about the safety and responsibility of kids online. We will offer the immediate opportunity for guests to sign up for more information about NCSA, STOP. THINK. CONNECT.™, **Lock Down Your Login**, National Cyber Security Awareness Month (October) and other important initiatives. By using and sharing our collective knowledge base, we can all help to educate kids and keep them safer and more secure while using the internet. Take action. Share your knowledge. Make an impact!

February 13 – 17: Department of Homeland Security (DHS) Booth

During the conference, visit the DHS booth in the South Exhibit Hall, Booth 921. A variety of resources will be available about DHS programs, including additional information about the Stop.Think.Connect.™ Campaign and the Critical Infrastructure Cyber Community Voluntary Program. Department leadership will also be available to discuss government programs and initiatives. Stop by to pick up a schedule on program topics and leadership availability.

February 14: #ChatSTC Twitter Chat Live from RSA Conference

Mark your calendar for Tuesday morning from 11 a.m to 12 p.m. PST to join an inspiring discussion highlighting topics and resources for keeping your family safe online. The *Tips & Tricks for Rethinking the Family "Tech Talk"* chat will offer easy-to-follow advice from industry leaders. Whether you are a parent, an educator or simply an engaged digital citizen, we encourage you to participate. You will have the opportunity to share stories about what has worked for you and learn how you can have effective conversations that move beyond just cyber rules to real-life online experiences that build trust and teach kids to think critically about their behaviors. Use #ChatSTC to join! And if you're at RSA Conference, meet with us in person at the RSA Cyber Safety Village (Moscone West, 2nd Floor).

February 14: Nonprofits On the Loose Cocktail Party – A Heartbreakers Bash

On Tuesday evening – which happens to be Valentine's Day – from 5:00 to 8:00 p.m., connect with industry and government leaders for an evening of food, fun and intriguing conversation at the American Bookbinders Museum (355 Clementina Street). Meet, mingle and eat amidst a historic collection of machines, books and periodicals at this unparalleled networking opportunity. Please bring your RSA Conference badge or invitation to gain admission.

February 16: Track Session: Making the Business Case for Managing Cyber-Risk

Cyber-risk affects all other business risks such as reputational, operational and regulatory. Join NCSA on Thursday at 8:00 a.m. for a track session about effectively mitigating and responding to cyber-risk and the need for senior-level executives to understand and frame this dynamic issue appropriately. Experts will provide scenarios on how to make the business case for managing and mitigating cyber-risk to help you get the job done.

February 16: Track Session: Cybersecurity – It's a Small Town Problem!

Cybersecurity threats don't just exist for businesses. Join the U.S. Department of Homeland Security and NCSA on Thursday at 9:00 a.m. for an eye-opening discussion about how cybersecurity issues affect organizations of all sizes – not just large companies and huge enterprises. State and local governments face the same cyber threats that major businesses do, and often with fewer resources. This panel will look at how SLTT governments are being innovative and resourceful in the face of cyber threats.

About the National Cyber Security Alliance

The National Cyber Security Alliance (NCSA) is the nation's leading nonprofit, public-private partnership promoting cybersecurity and privacy education and awareness. NCSA works with the U.S. Department of Homeland Security (DHS) and NCSA's Board of Directors, which includes representatives from ADP; AT&T Services, Inc.; Bank of America; Barclays; BlackBerry Corporation; CDK Global, LLC; Cisco; Comcast Corporation; ESET North America; Facebook; Google; Intel Corporation; LifeLock, Inc, Logical Operations; Mastercard; Microsoft Corp.; NXP Semiconductors; PayPal; PKWARE; Raytheon; RSA, the Security Division of EMC; Salesforce; SANS Institute; Symantec and Visa Inc. NCSA's core efforts include National Cyber Security Awareness Month (October); Data Privacy Day (January 28) and STOP. THINK. CONNECT.™, the global online safety awareness and education campaign cofounded by NCSA and the Anti Phishing Working Group, with federal government leadership from DHS. For more information on NCSA, please visit staysafeonline.org/about-us/overview/.

About RSA Conference

RSA® Conference is the premier series of global events where the world talks security and leadership gathers, advances and emerges. Whether attending in the U.S., the EMEA region, or the Asia-Pacific region, RSA Conference events are where the security industry converges to discuss current and future concerns and get access to the people, content and ideas that help enable individuals and companies to win, grow and do their best. It is the ultimate marketplace for the latest technologies and hands-on educational opportunities that help industry professionals discover how to make their companies more secure while showcasing the most enterprising, influential and thought-provoking thinkers and leaders in security today. For information on events, online programming and the most up-to-date news pertaining to the information security industry, visit www.rsaconference.com.

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