

**MAKE A DIFFERENCE
IN THE WORLD OF
ONLINE SAFETY AND
CYBERSECURITY**

BECOME A STOP. THINK. CONNECT. PARTNER



STOP | THINK | CONNECT™

BE A PART OF SOMETHING BIG!

SECURING THE INTERNET IS A **RESPONSIBILITY** WE ALL SHARE.

STOP. THINK. CONNECT. is simple, actionable advice that everyone can follow to stay safer and more secure online.

STOP.

make sure
security
measures are
in place.

THINK.

about the
consequences
of your actions
and behaviors
online.

CONNECT.

and enjoy the
Internet.

STOP. THINK. CONNECT. PARTNERS

HERE'S A SAMPLE OF STOP. THINK. CONNECT.'S **MORE THAN 600 PARTNERS:**

4-H
AARP
AT&T
Council of Better Business Bureaus, Inc.
Boys & Girls Club of America
Facebook
Federal Communications Commission
Federal Trade Commission
Google
Iowa State University

Sony Pictures Entertainment
Target
Texas Tech University
University of Missouri
U.S. Chamber of Commerce
U.S. Department of State
U.S. Department of Justice
U.S. Postal Service
Vassar College
Visa
Warner Bros.

See a full list of partners: <https://stopthinkconnect.org/get-involved/our-partners>

STOP | THINK | CONNECT™



ABOUT US

STOP. THINK. CONNECT. is the global online safety education and awareness campaign to help all digital citizens stay safer and more secure online. The research-based message was created in 2009 by an unprecedented coalition of private companies, nonprofits and government with leadership provided by the National Cyber Security Alliance (NCSA) and the Anti-Phishing Working Group (APWG). The Department of Homeland Security provides the federal government's leadership for the campaign.



A PRESIDENTIAL LAUNCH



President Barack Obama declared STOP. THINK. CONNECT. the national cybersecurity awareness campaign during his 2010 Presidential Proclamation of National Cyber Security Awareness Month.

“Together with businesses, community-based organizations and public- and private-sector partners, we are launching a National Cybersecurity Awareness Campaign: ‘STOP. THINK. CONNECT.’ Through this initiative, Americans can learn about and become more aware of risks in cyberspace, and be empowered to make choices that contribute to our overall security.”

– President Barack Obama



THE WHITE HOUSE SUPPORTS NEW STOP. THINK. CONNECT. EFFORTS

On February 9, 2016, President Obama announced the Cybersecurity National Action Plan (CNAP), highlighting that NCSA will work with industry to launch a National STOP. THINK. CONNECT. Cybersecurity Awareness Campaign to empower Americans to secure their online accounts.



PRESIDENT OBAMA'S ANNOUNCEMENT:

<https://www.whitehouse.gov/the-press-office/2016/02/09/fact-sheet-cybersecurity-national-action-plan>



HOW YOUR COMPANY CAN JOIN THE CAMPAIGN

REGISTER YOUR ORGANIZATION AND BECOME A STOP. THINK. CONNECT. PARTNER.

It's easy and free to sign up for a license. Partners receive access to a wealth of innovative, educational materials that can be personalized, co-branded and used in awareness efforts. You can also create your own resources using STOP. THINK. CONNECT. messaging.



STOP | THINK | CONNECT

TIPS FOR PASSWORDS & SECURING YOUR ACCOUNTS*

Passwords can be inconvenient, but they're important if you want to keep your information safe.

Protecting your personal information starts with STOP. THINK. CONNECT. Take security precautions, think about the consequences of your actions online and enjoy the Internet with peace of mind. Here are some simple ways to secure your accounts through better password practices.

MAKE YOUR PASSWORD A SENTENCE
A strong password is a sentence that is at least 12 characters long. Focus on positive sentences or phrases that you like to think about and are easy to remember (for example, "I love country music.").

UNIQUE ACCOUNT, UNIQUE PASSWORD
Having separate passwords for every account helps to thwart cybercriminals. At a minimum, separate your work and personal accounts and make sure that your critical accounts have the strongest passwords.

WRITE IT DOWN AND KEEP IT SAFE
Everyone can forget a password. Keep a list that's stored in a safe, secure place away from your computer. You can alternatively use a service like a password manager to keep track of your passwords.



STOP | THINK | CONNECT

Digital Bliss

Wedding planning has gone mobile. Technology has taken over the process and couples are deeply devoted to their high-tech gadgets – with smartphones as the tried and true tool. According to the highly rated wedding resources site [Zola.com](#), in 2015 the use of smartphones among brides-to-be for wedding planning activities – like researching and contacting vendors, creating and managing a registry, or personal website – was 89 percent from the day forward. If you want to live happily ever after online, vow to follow these simple tips:

Get two steps ahead: With so many wedding day details stored on your mobile device, turn on two-step authentication on accounts where available to add a layer of security. Check out [the two-step ahead campaign](#) to learn more.

Make better passwords: A strong password is a sentence that is at least 12 characters long. Focus on positive sentences or phrases that you like to think about and are easy to remember (for example, "I love wedding cake!").

Unique account, unique passwords: Set up unique passwords for all of the accounts you use for wedding planning, such as email, social media and your gift registry, to help thwart cybercriminals.

Back it up: Capture and save the precious memories from your bachelorette party photos, wedding day and honeymoon memories to a secure cloud site or an external hard drive where they can be stored safely.

Update your online photo album: Be mindful of your guests' privacy while posting pictures and videos of the big day. Delete less flattering photos, in addition to not showing your best side, they live up space.

Have a Cyber-Safe Honeymoon.

Wait until you get back: Posting pictures while you are on your honeymoon could alert criminals that you are away from home. Postpone your digital bliss and wait until you return to post your photos.



STOP | THINK | CONNECT

CYBERTRIP ADVISOR

With warm weather right around the corner, you have most likely started to think about summer getaways. Whether you're considering a relaxing family vacation, an exotic experiential excursion or a long-awaited high school reunion, wherever you will use an Internet-connected device to make your travel plans. According to USCB, up to 90 percent of digital travel bookers will use mobile devices to conduct research, with an overwhelming majority – 90 percent – using smartphones. Once on vacation, travelers will also use smartphones and other mobile devices to keep them "in the know" about local hotspots while navigating new cities and countries and sharing tales of their trips with family and friends back home.

With an increasing amount of our lives spent online, including those periods when we are away from home, it's important to keep our devices safe and secure. With summer on the horizon, the National Cyber Security Alliance (NCSA) has provided some use-friendly STOP. THINK. CONNECT. travel tips to help vacationers protect themselves, their families and the extended online community while away. By following some smart practices, travelers can use the Internet with greater confidence during a summer escape.

NCSA's Top Tips before Hitting the Road

Keep a clean machine
Before you hit the road, make sure all security and critical software is up to date on your Internet-connected devices, and keep devices and apps updated during travel. It is your best line of defense.

Get two steps ahead
Turn on two-step authentication (also known as multi-factor authentication) for an extra layer of security beyond the password that is available on most major email, social media and financial accounts.

WHAT STOP. THINK. CONNECT. PARTNERS RECEIVE

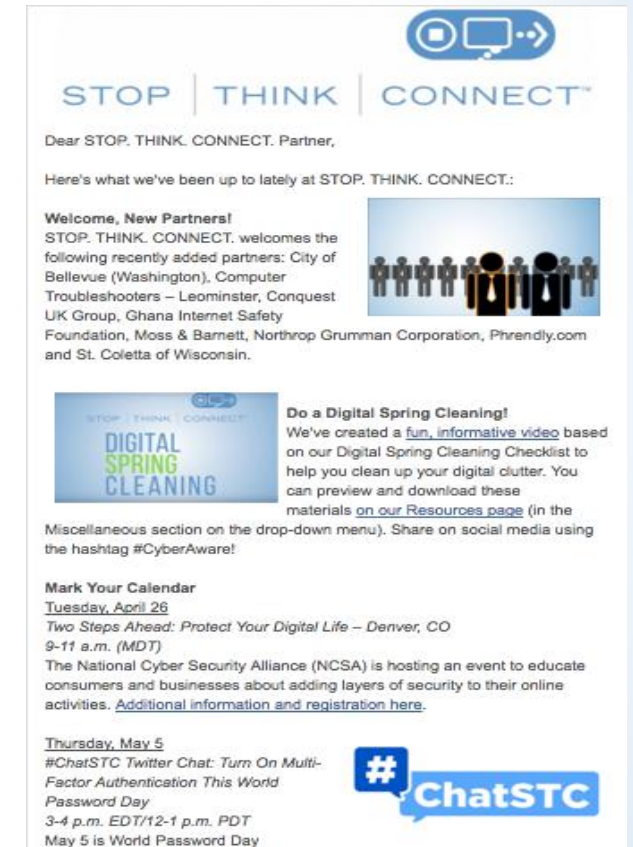
A partner toolkit to help you get started

Access to the Partner Resource Center, which houses STOP. THINK. CONNECT. branding, logos, templates and more

A monthly partner newsletter

Ongoing opportunities to get involved with NCSA and STOP. THINK. CONNECT.

Partners also receive creative license to use STOP. THINK. CONNECT. branding and messaging for online safety awareness efforts. We have some great samples to share...



SAMPLE OF NCSA-CREATED RESOURCES

CREATING A CULTURE of CYBERSECURITY IN YOUR BUSINESS



EVERY BUSINESS FACES OF CYBERSECURITY CHALLENGES NO MATTER THE SIZE OR INDUSTRY

All businesses need to proactively protect their employees and intellectual property. Here's how you can keep your business safe this National Cyber Security Awareness Month (NCSAM).

IDENTIFY YOUR BUSINESS' "CRITICAL" ASSETS



PROTECT WHAT'S IMPORTANT

Be more secure.
2-step authentication uses another factor to make sure it's really you trying to access your information. It can be as simple as a code a web site sends to your phone and then asks you to enter it for verification.

Be empowered.
More and more websites and applications are implementing 2-step authentication. So, take control of the safety of your online accounts.

Be safer. **Get peace of mind.** **It's easy!**

StopThinkConnect.org/2StepsAhead

facebook.com/StopThinkConnect @STOPTHINKCONNECT

STOP | THINK | CONNECT

DO YOU WANT TO HELP make the INTERNET SAFER?

EVERYONE HAS A ROLE TO PLAY. Here are five things you can do to be a responsible digital citizen:

- SAFER FOR ME, MORE SECURE FOR ALL:** When you do online, the potential to affect everyone is always so much and around the world. Practicing good online habits benefits the global digital community.
- POST ONLY ABOUT OTHERS AS YOU HAVE THEM POST ABOUT YOU:** The golden rule applies online as well.
- OWN YOUR ONLINE PRESENCE:** Use available tools to manage who sees the things you post online and with whom you share information.
- BE WEB WISE:** Only download legal copies of music, apps and software.
- SHARE WITH CARE:** When you post online, take a lifetime. Before posting something online, think about how it could be perceived now and in the future. Be thoughtful about what you post about others.

RESOURCES FOR PARENTS: <http://www.stopthinkconnect.org/parents/>
 RESOURCES FOR TEACHERS: <http://www.stopthinkconnect.org/teachers/>
 FOR MORE TIPS, ADVICE AND RESOURCES, VISIT STOPTHINKCONNECT.ORG
 @STAYSAFEONLINE #STAYSAFEONLINE
 LEARN MORE ONLINE AT STAYSAFEONLINE.ORG/NCSSAM StaySafeOnline.org

BE A CYBERSMART HOLIDAY SHOPPER

Being a safe and secure shopper starts with STOP. THINK. CONNECT. Take security precautions, think about the consequences of your actions online and enjoy the conveniences of technology with peace of mind.

- CONDUCT RESEARCH:** When using a new website for purchases, read reviews and see if other consumers have had positive experiences.
- WHEN IN DOUBT, THROW IT OUT:** Links in emails, posts and social media often have cybercriminals try to steal information or infect devices.
- GET TWO STEPS AHEAD:** Turn on two-step authentication on key accounts like banking and email.
- GET SAVVY ABOUT WIFI HOTSPOTS:** Limit the type of activity you conduct on public wireless networks when shopping on the go.
- PROTECT YOUR \$\$:** When shopping, check to make sure the site is security enabled. Look for URLs with "https" to help secure your information.

WHEN SHOPPING THIS HOLIDAY SEASON, REMEMBER: **PERSONAL INFORMATION IS LIKE MONEY. VALUE IT. PROTECT IT.**
 Made possible in whole by a grant from the Digital Trust Foundation.

@STOPTHINKCONNECT LEARN MORE AT STOPTHINKCONNECT.ORG #STOPTHINKCONNECT

STOP | THINK | CONNECT. The national campaign for cybersecurity education and awareness.
 STOP | THINK | CONNECT
 www.STOPTHINKCONNECT.ORG

STOP. THINK. CONNECT. AROUND THE WORLD

The screenshot shows the European Cyber Security Month website. At the top left is the logo for the European Cyber Security Month. To its right are navigation links for 'Activities', 'Courses', and 'Learning'. Further right are links for 'NIS QUIZ', '2015 Challenge', and 'Ambassadors'. On the far right are links for 'About ECSM', 'Campaign Toolbox', and 'Contact'. A central message reads: 'Thank you for your interest in the European Cyber Security Month. This is an advocacy campaign taking place in October benefiting the citizens. It is supported by ENISA and EC DG CONNECT with the participation of many partners.' Below this is a button that says 'Surf, learn and get in touch!'. A blue banner at the bottom of the page states 'October is CyberSecMonth!' and lists five weeks of activities: Week 1: Cyber Security Training for Employees; Week 2: Creating a Culture of Cyber Security at Work; Week 3: Code Week for All; Week 4: Understanding Cloud Solutions for All; Week 5: Digital Single Market for All. To the right of the list are three icons representing 'STOP' (a hand with a red stop sign), 'THINK' (a brain with a gear), and 'CONNECT' (a network of nodes). Below the icons is the slogan 'Cyber Security is a Shared Responsibility'.

ENISA/EUROPEAN CYBER SECURITY MONTH

The screenshot shows the Public Safety Canada website. At the top left are the Canadian flag and the text 'Government of Canada / Gouvernement du Canada'. To the right are links for 'Canada.ca', 'Services', 'Departments', and 'Français'. A search bar is located in the top right corner. Below the navigation bar is a menu with categories: 'Cyberbullying', 'Cyber Security Risks', 'Protect Yourself', 'Protect Your Business', 'Resources', and 'Blog'. The main content area is titled 'Our Partners' and contains text explaining the importance of cyber security for economic growth and citizen safety. It mentions that the Government of Canada works with provinces and territories, as well as the public and private sectors. It also notes that Canada collaborates with international partners like the United States, United Kingdom, Australia, and New Zealand. A section titled 'Public Safety Canada and STOP.THINK.CONNECT.™' describes a Memorandum of Cooperation signed between the two entities. The text concludes that STOP.THINK.CONNECT.™ is a coalition of private sector companies, non-profit and government organizations, including the Department of Homeland Security, committed to developing a universal public awareness campaign.

PUBLIC SAFETY CANADA

The screenshot shows the CIBERVOLUNTARIOS website. At the top left are the logos for 'PARA PIENSA CONECTATE'. To the right are navigation links for 'El proyecto', 'FAQ', 'Solicita Actividades', 'Pregúntanos', and 'Descubre'. The main content area is titled 'VÍDEOS' and features a video player with a play button. Below the video player are three circular icons: a hand with a red stop sign, a blue eye, and a hand with a blue arrow pointing right.

CIBERVOLUNTARIOS

The screenshot shows the Council of Anti-Phishing Japan website. At the top left are the logos for 'STOP | THINK | CONNECT'. To the right are navigation links for 'HOME', '学習資料', 'キャンペーン', '商標への参加紹介', 'ヒントとアドバイス', '研究と調査', 'ブログ', and '連絡団体について'. The main content area features a large image of a woman and a child looking at a laptop. Below the image is a yellow banner with the text '誰もがインターネットを安全に使えるよう、まずはあなた自身ができることを始めましょう。' (So that everyone can use the internet safely, let's start with what you can do yourself). To the right of the banner is a blue box titled 'Get Involved!' with a 'GET STARTED' button. Below the banner is a section titled 'STOP. THINK. CONNECT.' with text in Japanese explaining the importance of internet safety. To the right of this section is a 'DID YOU KNOW?' section with a 'MORE FACTS' button. At the bottom right is a 'TIP OF THE WEEK' section with a lightbulb icon.

COUNCIL OF ANTI-PHISHING JAPAN

SAMPLE OF PARTNER-CREATED RESOURCES

ESET/NCSA

STOP | THINK | CONNECT

BEHIND OUR DIGITAL DOORS: CYBERSECURITY & THE CONNECTED HOME

Executive Summary

In support of National Cyber Security Awareness Month (October), ESET® and the National Cyber Security Alliance (NCSA) commissioned a survey to better understand the role of cybersecurity in the American household, providing an inside-look into how it is adapting in the digital era of the data breach. Given the simultaneous rise in our number of connected devices and cyber threats, this survey underlined the importance of cybersecurity as a core commitment in our digital lives.

FEDERAL TRADE COMMISSION

Search OnGuardOnline.gov Español

STOP | THINK | CONNECT

Vea esta página en español

Just for You Parents

Kids spend time online: chatting with friends, sharing photos, doing homework. The internet offers a world of opportunities, but there are risks, too.

The best way to protect your kids online? Talk to them. Kids rely on their parents for important information – like how to be safe and responsible online.

HEALTHCARE INFORMATION AND MANAGEMENT SYSTEMS SOCIETY (HIMSS)

THE 2015 HEALTHCARE ORGANIZATION'S GUIDE TO KEEPING INFORMATION SAFE AND SECURE

Why industry-wide defensive measures are on the rise

Results from the 2015 HIMSS Cybersecurity Survey:

68% of respondents' organizations experienced a significant security incident.

U.S. DEPARTMENT OF HOMELAND SECURITY (DHS)

SHARING ONLINE IS SERIOUS BUSINESS

Homeland Security

STOP | THINK | CONNECT

PRIVATE WIFI

On-the-Go WiFi Safety

5 ONLINE SECURITY TIPS FOR SMARTER TRAVEL

Don't let online security concerns derail your travel plans.

Whether you plan to explore the US on a road trip, hit the beach in the Caribbean, tour a castle in Europe, or hike in South America, these five WiFi safety tips will keep you secure throughout your journey.

1. Keep a clean machine.
Ensure your devices are up-to-date with the latest software, firewall protection and operating system patches.

2. Stop and think before you connect to public WiFi.
WiFi is available everywhere you go, including in airports, hotels, restaurants, parks, and museums, but these networks are completely open and insecure. Use common sense when you connect to public WiFi and be cautious about the data you send and the information you send.

3. Paid WiFi doesn't mean safe WiFi.
Just because you paid for WiFi access, it doesn't mean it's safe. There's no obligation to stop anyone from eavesdropping on your communications, so make sure you protect yourself from hackers.

4. Beware of evil twins.
Hackers sometimes set up evil twins – WiFi networks that look real – near legitimate public WiFi networks. If you connect to them, all of your communications can be captured. It can be hard to tell the difference so confirm the name of the hotspot with the owner before you connect.

5. Use a VPN to encrypt information on all of your devices.
If you use public WiFi while you travel, the only way to guarantee your security is to use a virtual private network (VPN) like PRIVATE WiFi to encrypt your personal data in wireless hotspots. Remember, WiFi signals are just radiowaves. Anyone in range can "listen in" to what you send and receive. Antivirus or firewall software won't protect you – but a VPN encrypts all of your communications no matter where you travel take you.

Private WiFi

STOP | THINK | CONNECT

PARTNER-CREATED RESOURCES

(CONTINUED)

MATCH.COM

The screenshot shows the Match.com website with a navigation bar at the top. The main content area features an article titled "Good Advice - Safety Tips to Follow". The article text includes: "Match.com is responsible for more dates, relationships and marriages than any other online dating site. As part of the Match service, we have an extensive fraud prevention team that works diligently to identify and investigate any suspicious activity. Many free sites don't provide this service." It also mentions a partnership with the National Cyber Security Alliance and the STOP, THINK, CONNECT campaign. A sidebar on the right contains a "STOP | THINK | CONNECT" logo and a "How to Report a User" link. Below the article, there are sections for "Online Safety Tips" with sub-sections: "Protect your finances", "Never give financial information", "Guard your personal and online access information", "Use extra caution when accessing your account from a public or shared computer", and "Be Web Wise".

MICROSOFT

The screenshot shows the Microsoft Safety & Security Center website. The main content area features an article titled "Online bullying: identifying target, bully, and bystander behavior". The article text includes: "As concerned parents, caregivers, and educators, it's important to learn how to recognize when kids are involved in bullying online. We have a responsibility to talk with them about appropriate online use and the clear consequences for misuse." It also mentions a "Stand up to online bullying" quiz. A sidebar on the right contains a "I want to..." section with options: "Help kids stay safer online", "Avoid scams and hoaxes", "Secure my information", and "Create better passwords". Below the article, there is a "Take the quiz" button and a "Next, help us educate others by posting the quiz on your own blog or website." link. A "Related links" section is also visible on the right.

GOOGLE

The screenshot shows a Google infographic titled "Good to Know: How to be safe on the Internet and manage the information you share online". The infographic features a central illustration of a person being attacked by a bear, with a magnifying glass and a shield nearby. The text at the bottom reads: "For more information on how to stay safe online visit www.google.com/goodtoknow". The Google logo and the "STOP | THINK | CONNECT" logo are also visible.

STOP. THINK. CONNECT IN TRADITIONAL MEDIA

In the last year¹, the STOP. THINK. CONNECT. campaign generated

528,114,144

impressions in a variety of consumer, political and trade outlets across all forms of media including print, online print and broadcast.

THE
HUFFINGTON
POST



G-SPAN

The Salt Lake Tribune

Chicago Tribune

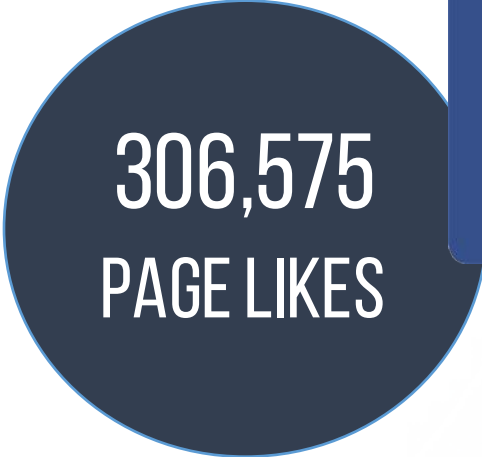
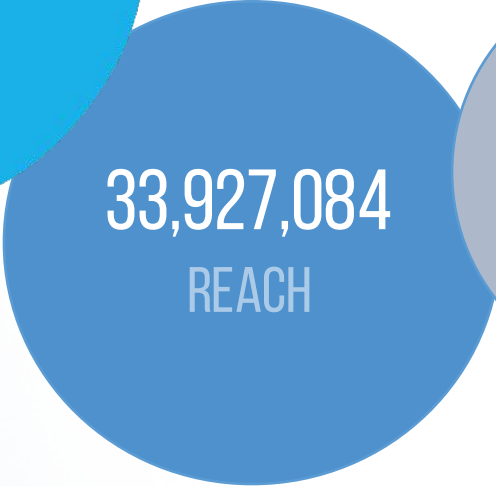
POLITICO

Market **W**atch
THE WALL STREET JOURNAL.

San Jose Mercury News

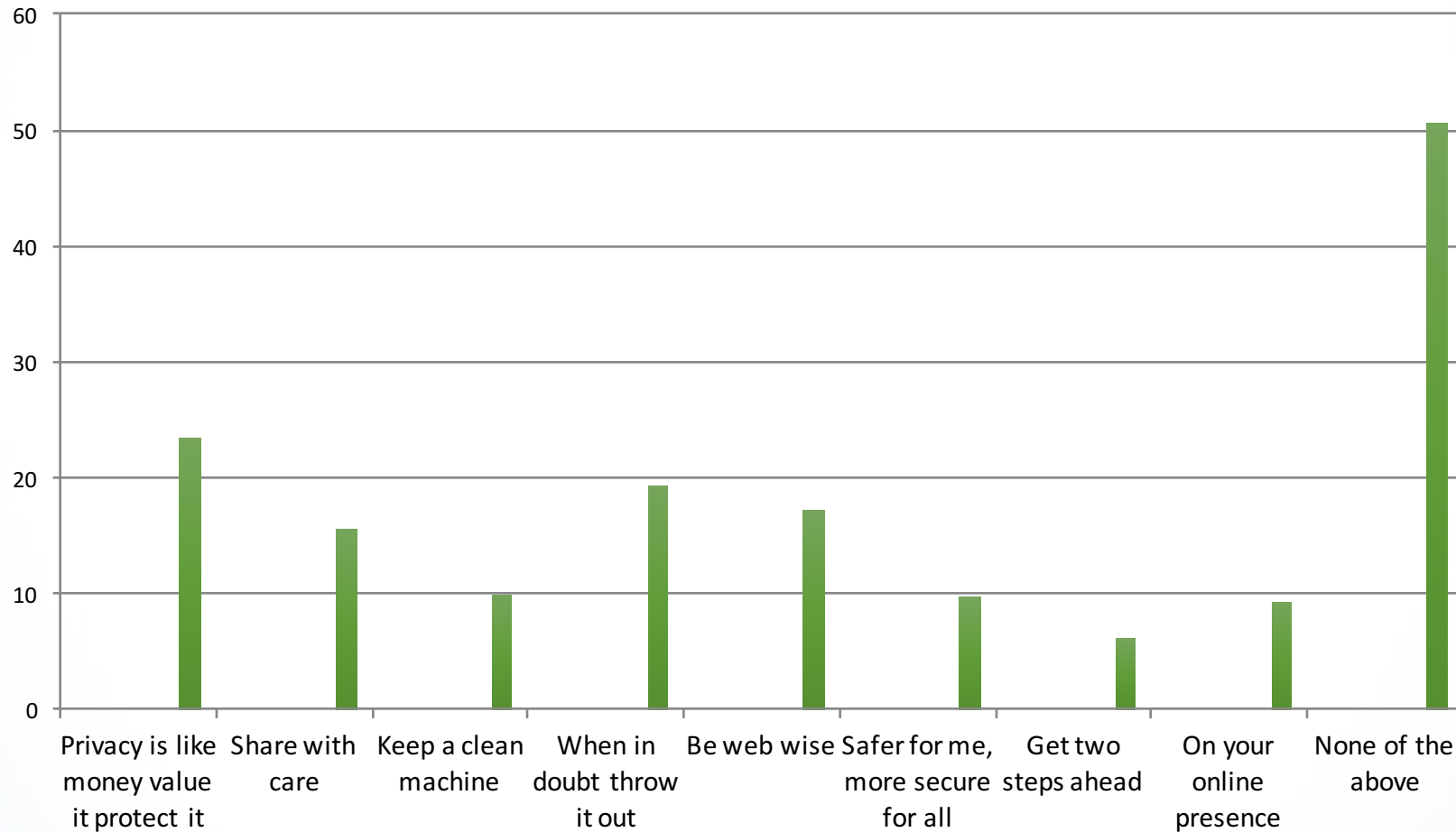
STOP. THINK. CONNECT ON SOCIAL MEDIA

AS OF MAY 2016



STOP. THINK. CONNECT. **ADVICE RECOGNITION**

In 2015, 50% of consumers recognized STOP. THINK. CONNECT. messaging.



STOP. THINK. CONNECT ACCOMPLISHMENTS

STOP. THINK. CONNECT. partnerships are growing exponentially and
THE CAMPAIGN IS DEPLOYED IN 8 COUNTRIES WORLDWIDE.

MORE THAN 100 ONLINE SAFETY RESOURCES
are available on stopthinkconnect.org.

STOP. THINK. CONNECT. Tips have been
TRANSLATED INTO 5 LANGUAGES.

MORE INFORMATION

ADDITIONAL DETAILS ABOUT BECOMING A PARTNER CAN BE FOUND AT

[HTTPS://STOPTHINKCONNECT.ORG/GET-INVOLVED](https://stopthinkconnect.org/get-involved)

CONTACT US AT

[INFO@STOPTHINKCONNECT.ORG](mailto:info@stopthinkconnect.org)



STOP | THINK | CONNECT™