

Crown Jewels
are everyone's job



it's **up to you**
to make it so

Critical or Sensitive Information (CSI)

CSI is an asset (information or system) that if compromised or exposed to unauthorized users will have significant impact

What is the Risk?



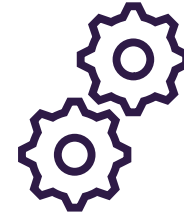
Financial Loss & Fraud Risk

Fraud and deception, JVs and investments



Regulatory & Legal

Fines, MRAs, enforcement actions and investigations



Operational Loss

Inventory, execution, throughput, quality, time



Reputational impact

Customer trust, perception and leadership confidence



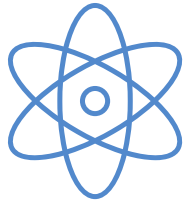
Medical / Safety

Device safety, and loss of life



Market positioning, global political forces and perceptions

Great, we found one. Now what do we need to capture?



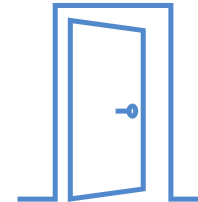
What to secure? (CIA)

Some 'control families' matter more than others for each asset. Which will cause the 'oh-shit' moment?



Storage, Format, Disposal

All containers are not created equal and sprawl is real. Whether it's structured or unstructured is a factor and how it's safely destroyed should be clear.



Access

Who has access? Who "needs" access? (how much access?) What controls access? Non-employees?



Other Controls

Asking, "what else could we be doing to secure this?" we hear from the owners and users.

There are other benefits to creating an inventory this way....

- 1 Surfaces **responsibilities** (and possibly **gaps**)
- 2 Expands awareness to **biz leaders**
- 3 Established business **accountability**
- 4 Process for **periodic reviews**
- 5 CISO expands **depth** of company understanding