Cybersecurity according to humans
The untold story of why cybersecurity efforts often fail

Key findings from the Nordic state of information security (2017-2019)
The idea behind Sparkle came from **Rasmus Theede**, who has managed compliance and information security functions in numerous corporations as well as being a security advisor to both the Danish parliament, Chairman of the Board for the Danish Council for Digital Security, as well as advisor to the EU-Commission, in Brussels.

In these functions, Rasmus has experienced first hand how demanding modern security requirements and complex regulations are for companies of all sizes and industries, but especially for small and medium-sized companies that more than often, lacks the financial resources and insights of larger enterprises.

Sparkle was initially founded in 2016 with the aim to provide a free and easy security health check for small and medium-sized companies. Sparkle’s first product, “The Security Check” has since launch been used by more than **3,000 companies**, providing Sparkle **unique insights** into the troubles and obstacles for information security.

Joined by **Nina Varming-Petersen**, an experienced CTO, as well as a number of executive board members and experienced angel investors, Sparkle was refurbished in 2018, to provide its first commercial product “Sparkle Lightning”, a Governance Risk and Compliance tool, especially designed for small and medium-sized business.
Survey demographics

- 285 interviews
- Denmark, Norway, Sweden, Finland and Holland
- Includes experts, employees, middle- and top management
- IT-Operation, IT-Security and operational business units
- Companies from 10 to 500 employees
- 7 different industries
How is your information security doing today?

- Below essentials: 38%
- Cyber essentials: 32%
- Advanced controls (Risk based): 21%
- Expert controls: 9%

“Only around 30% of the interviewed companies had based their security efforts and investments based on a structured risk management approach, involving business objectives, industry threats and classification of company data and assets.”
What's on the tech radar?

“Even though security and privacy were seemingly on top of the management agenda, few had a clear idea of how to execute the planned initiatives.”
Hey, where is our data?

“It's hard to protect what you don't know. More than 80% of all data is in practice unknown to the organization (Gartner).”
Priorities, priorities, priorities

“Information security projects compete with many other business projects. They are often down prioritized underway, due to other urgent operational matters.”
## Hello (paper) tiger

What is most confusing in the GDPR?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Right to be forgotten</td>
<td>40%</td>
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<tr>
<td>Data protection by design and by default</td>
<td>40%</td>
</tr>
<tr>
<td>Defining what &quot;state of the art&quot; means</td>
<td>20%</td>
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<tr>
<td>Encryption and/or pseudonymization of data</td>
<td>20%</td>
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<td>Data breach notification</td>
<td>20%</td>
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<td>Data minimization</td>
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<td>Managing consent</td>
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<td>Data access request</td>
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<td>Data transfers</td>
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<td>Data portability</td>
<td>10%</td>
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<td>DPO</td>
<td>0%</td>
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"We struggle to make sense of all the legal- and academic requirements. We have to build a lot of paper, but doubt the actual value."
Seek to understand, then be understood

"There are so many different and loud expert opinions, that we don't know what to do and who to trust."
Humans and information security

Why don't you (sometimes) follow the rules?

- My manager doesn't prioritize security
- I don't know them
- I need to break the rules to do my job
- Our security rules are hard to understand
- Security kills productivity

"In the 20 years I have been here, the head of security has never asked me how he could help my business."
Information security & compliance management for humans

The first free information security management system, launching this June.

Made for everybody, sign up now!

www.sparklesecurity.net